



PCMS Consulting Making Moves

Four real estate industry veterans join PCMS

PCMS Consulting, the full service consulting organization founded by ex-Realty senior executive Jose Perez, announced today that it has successfully recruited four industry veterans to join the firm. The additions allow PCMS to come closer to fulfilling its goal of offering a “one stop shop” for real estate and franchise industry consulting needs in the U.S. and abroad. Joining PCMS are:

George Slusser – A 25 year real estate industry veteran, Mr. Slusser worked at the senior level of ERA, Cendant, and was also the former President and COO of Coldwell Banker Commercial. He has been consulting inside and outside the industry for the past two years in the areas of mergers and acquisitions, franchising, profitability enhancement, strategic assessments and planning, and customer satisfaction process improvement.

Cynthia Kelly – Formerly part of the Realty senior leadership team, Ms. Kelly left in November 2007 after a 19 year career with the company. Her last position was Senior Vice President of Franchise Sales Administration and Compliance. She has joined PCMS to offer her expertise in the areas of franchise sales, compensation design, contract administration and compliance.

Kathleen Teare – Ms. Teare has run large and small, franchised and independent companies over the past 30 years including six years as Affiliate Services Director for Coldwell Banker Real Estate. She has owned The Millennium Network, a consulting practice which specializes in issues such as agent compensation, training, and brokerage profitability, for over ten years and has merged her practice into PCMS Consulting.

Rich Rector – Over a 20 year career, Mr. Rector has recruited over 3,000 agents and conducted over 15,000 coaching sessions with hundreds of brokers nationwide. He has worked with First Team Real Estate, The Mike Ferry Organization, and in 2006, became President of Intero Real Estate Services in Arizona recruiting over 100 agents in less than 12 months. Rich will be offering his recruiting and management coaching programs through PCMS Consulting.

In addition to the personnel moves, PCMS also announced the launch of its new website www.pcmsconsulting.com and created several marketing alliances as it strives to be the “one stop shop” for consulting services in the real estate and franchise industries. It is currently in negotiations with a number of organizations who have approached PCMS due to the makeup of the team as well as the depth of its services.

Robert Moles, Chairman of Intero Real Estate Services and former Cendant Corporation Real Estate Franchise Group President and CEO, has this to say about the idea of bringing together several veterans to service the needs of the real estate industry, “As evidenced by the large number of real estate and franchise industry consultants, there is a definite need for the consolidated offering PCMS has put together. With the team they have assembled, our company can get virtually any kind of support we need from one organization while working with professional and accomplished industry experts.”

PCMS President, Jose Perez, states the company has made much progress since its inception but knows there is a lot more to do. “We are thrilled to have been able to recruit these four professionals and look forward to their contribution. There is an opportunity to provide significant value to the industry through quality service, tools, and systems and we are fully committed to accomplishing this for our clients.”

About PCMS

PCMS is a full service consulting, sales, and management organization formed in July 2007 by industry veteran Jose Perez. PCMS’s goal is to become the “one stop shop” for consulting services in the real estate and franchising industries. PCMS professionals are experts in their specific lines of business and are available hourly, daily, or on a project basis. For more information please visit www.pcmsconsulting.com or e-mail info@pcmsconsulting.com.