



PCMS Management Series Addressing Brokerage Needs

Free conference calls a hit with owners and managers

Atlanta, GA – As it continues to address real estate brokerage needs, PCMS Consulting has introduced a series of 30 minute, free conference calls geared towards real estate broker/owners and managers. The calls are designed to provide “food for thought” in areas sure to help brokers in the current market environment: recruiting, brokerage profitability, and acquisitions.

To date, PCMS has hosted two recruiting, one P&L analysis call and is slated to host one more recruiting call, one more P&L analysis call and, due to demand, is adding an acquisition call in the coming weeks. “Our goal is to be the ‘one stop shop’ for consulting services in the real estate and franchise industries.” says Jose Perez, President of PCMS Consulting. “In addition to providing valuable information at no cost, we want the industry to get to know our experienced consultants (each consultant has at least 20 years of experience in his or her area of expertise) and provide a no-obligation platform to explain what we can do to help independent, franchised, and networked brokers and managers grow their businesses.

On a recent call, hosted by Senior Business Consultant Kathleen Teare, the audience was impressed by the straightforward manner in which the material was presented. A senior business consultant from one of the national franchises who was in attendance said, “...you are all right on in your prescriptions... the industry sure needs you all!” Dale Eads, of Abana Realty in Birmingham, AL hired Rich Rector, PCMS’ Recruiting and Management Coach, after one of the recruiting calls and has recruited five agents he had struggled to recruit for years within the first 30 days of his relationship with the company.

Due to the nature of their services and makeup of the team, PCMS’ clients range from small brokers dealing with existing market challenges to regional companies and national franchise organizations looking to help give their managers and franchisees an edge. Perez adds, “We have assembled a group of experienced people who have successfully operated and grown real estate organizations for the past 20-30 years to provide service in just about any area where a real estate company, franchise, or network might need help.”

PCMS is also working on several large projects where they will be consolidating the services of several of their consultants to be able to offer a turnkey solution rather than clients having to source different vendors in each area they are trying to address. In these situations, larger companies are now able to consider “outsourcing” some or all of the services they may currently be offering their managers, or in the case of franchisors, their franchisees, rather than providing the services directly.

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.