



PCMS Consulting Seizes Opportunities in Current Market

Positions real estate and franchise industry consulting clients to benefit in spite of market turbulence

ATLANTA, GA October 6, 2008 – PCMS Consulting, a [full service real estate and franchise industry consulting firm](#) started by industry veteran Jose Perez, today announced several initiatives designed to help position their clients to benefit in spite of the current market turbulence. Perez, speaking recently at the RIS Media Leadership Conference told the audience, “As scary as things may seem right now, the reality is, those of you who are smart, saved up for a ‘rainy day’, and are willing to aggressively pursue opportunities, will come out of this in a much stronger position than you went in.”

Steve Cooper, who recently retained PCMS to help him grow the Intero Real Estate Services master franchise territory he acquired for a large portion of Southern California, said, “With over 175 years of experience, the PCMS team has seen market downturns before and has the confidence and maturity to objectively advise its clients, large or small, to stay focused and stay positive. It will be nice to have someone show me how to make money off the ‘top line’ in addition to the ‘bottom line’!”

Wanting to practice what they preach, PCMS has challenged its consultants and clients to find the “silver lining” that currently exists in at least three areas:

Market Consolidation – The opportunity to consolidate market share is tremendous. [PCMS’ merger and acquisition \(M & A\) expert](#) George Slusser advises his clients to take a cue from the large players and be the consolidators in their markets. “If someone did not save up for this downturn and they are now potentially entering a third or fourth year of backward momentum, you can provide an ‘out’ they might not have thought they had by rolling their operation into yours for little or no money upfront. Willing buyers and sellers can find all sorts of creative ways to structure deals in this environment.”

Leverage Internet Marketing – Sensing the need to help clients find opportunities in this area, [PCMS recently brought internet marketing expert](#), Randi Thornton, on board to continue improvements to its own website and to add internet marketing consulting to their list of services. As the founder of Silver Door Real Estate, an interactive marketplace for Lake Minnetonka, Minnesota real estate listings, Randi obtained # 7/ first page Google ranking for the highly desired search term, “Lake Minnetonka homes”, within five months of its launch. “Now, more than ever, the need to differentiate yourself online and get maximum optimization of your site as the industry transforms to a younger, more mobile consumer and agent is critical. Brokers are talking about making these changes, but, unfortunately, most are not.” says Randi, a 25 year industry veteran.

International Buyers – Due to falling real estate values in addition to the dollar’s weakness against the euro, European buyers are very eager to invest in the U.S. real estate market. Most American real estate brokers and agents are not prepared to deal with European and other foreign buyers. Julia Riquelme, of Coldwell Banker Continental in Miami, FL, deals with this issue every day and is impressed with [PCMS’ vision to offer real estate consulting](#) help to U.S. real estate companies who might not have her experience in dealing in this market, “I have been dealing with foreign buyers coming to Miami for 25 years. However, for other brokers, here in Florida and around the country, who have not dealt with a foreign buyer, it is very important to understand how they think and what they are looking for.” PCMS’ International Development Consultant, Alfonso Gordon, was former Chief Operating Office of ERA Spain and came on board in August to help PCMS expand overseas. As a result of market conditions in the U.S., he has also been sought out to offer insight to PCMS clients who see this as an opportunity to increase market share where others might not be looking.

Robert Moles, ex-Cendant Real Estate Franchise Group President and current Chairman of PCMS client, Intero Real Estate Services, Inc., has been an ardent supporter of PCMS and their leadership role in the dramatically changing real estate industry. “We retained PCMS to help with our national master franchise expansion because we felt they were best positioned to represent our innovative, technology-oriented, company to like-minded companies and individuals around the country. In addition, due to the very experienced team they have put together, they see opportunities where others are running for cover much the same way we have approached the growth of our organization since it was founded in 2002.”

About PCMS Consulting

PCMS is a full service consulting organization specializing in [business profitability, recruiting, merger and acquisition, internet marketing, franchising, and international development issues](#). The team has over 175 years of combined experience and its vision is to become the “one-stop shop” for consulting services in both the real estate and franchising industries. For more information, visit <http://www.pcmsconsulting.com>.