



For Immediate Release: September 8, 2009
Media Contacts: Tim Majors, Pedal to Properties,
303.579.8947, tmajors@pedalproperties.com or
Jose Perez, Jr., PCMS Consulting
404.272.4646, jperez@pcmsconsulting.com

Pedal to Properties Selects Franchise Sales Firm *Unique realty firm expedites franchise plans*

BOULDER, Colo.—SEPTEMBER 8, 2009—Pedal to Properties, a unique Boulder-based real estate firm that incorporates the use of distinctive cruiser bikes as part of its real estate touring practice, has signed an agreement with PCMS Consulting, an experienced franchise consulting, management and sales firm. Tim Majors, president, U.S. operations for Pedal to Properties, made the announcement after researching franchise sales and consulting firms nationwide.

“As an emerging franchisor, it was critical that Pedal to Properties selected a firm that was experienced yet offered smart strategies for reaching prospective franchise operators in cities and towns where the Pedal to Properties model will gain traction,” said Majors. “PCMS Consulting helps us jumpstart our franchise development process as many on their team are ex-senior level executives and award-winning sales representatives from Realty Corporation, parent company of national brands such as Better Homes and Gardens, Sothebys International Realty, and Coldwell Banker. They have an excellent understanding of how to reach our target franchisee and a keen eye for broker needs as the industry moves toward a new paradigm dominated by the consumer and the Internet.”

Majors, who joined Pedal to Properties as a partner in May, said this model should work well in communities nationwide where buyers and sellers are healthy, green-focused, and want to live in urban neighborhoods connected with the surrounding community. He has been pleased with early conversations with brokerages who have expressed serious interest in being part of a new, innovative, and environmentally conscious brand. PCMS Consulting’s sales team has begun to take reservations in the top 25 target markets identified by Pedal to Properties’ management team.

“We are always seeking out ground-breaking companies to do business with,” said Jose Perez, president, PCMS Consulting. “When we learned about Pedal to Properties and their environmentally friendly and health-conscious approach to selling real estate, we were intrigued. We are confident, after meeting Tim and Matt, and seeing the commitment they have to providing franchisee support and coaching in the areas of business planning, recruiting, and social media, that the timing for this unique model couldn’t be better.”

Formed in 2006, Pedal to Properties has grown 200 percent in the last two years, and today the company maintains 50 Pedal to Properties Cruiser bikes at strategic locations throughout Boulder. Pedal to Properties continues to grow and attract national attention as *Entrepreneur Magazine* selected the firm as one of its “Top 100 Brilliant Companies” in a recent issue. In the last few months, Pedal to Properties has also been featured in major media outlets such as *Fortune Small Business*, *New York Times*, *Wall Street Journal*, *CNBC* and *ABC News*. [See all articles and press releases.](#)

As part of its overall strategy, Pedal to Properties real estate agents work closely with buyers to uncover neighborhoods that may interest them, then take cruiser bikes to those neighborhoods before embarking on a relaxed, neighborhood tour, where clients can see local parks, schools, stores, churches, and other amenities that buyers care about when selecting a home.

“Our bikes are cool and set us apart but the technology that we are getting ready to launch for consumers is going to take us to a new level among real estate firms,” added Majors. “Consumers will appreciate the interactive features we will make available online and realtors looking to join a forward-thinking firm will love the easy-to-access web tools and social networking strategies.”

About Pedal to Properties (www.pedaltoproperties.com)

Based in Boulder, Colo., Pedal to Properties was founded by Matt Kolb as a full-service realty firm that provides a unique experience for home buyers. Pedal to Properties realtors focus on assisting clients with buying and selling homes through an optional service to view properties and homes from Pedal to Properties cruiser bikes. Former Australian businessman Tim Majors joined Kolb in May to help take Pedal to Properties national through franchising. Majors has successful experience in taking a business national in Australia. For more information, call (303) 579-8947.

About PCMS Consulting (www.pcmsconsulting.com)

PCMS Consulting is a full-service consulting, management, and sales organization specializing in real estate brokerage and franchisor growth-related issues. PCMS was founded in 2007 and delivers a portfolio of cost-efficient consulting services and related products that leading companies require to maintain and enhance their market position and profitability. The firm is led by founder and President Jose Perez who has compiled a veteran team of consultants, business development personnel, and innovative industry product vendors and franchisors to assist clients as they seek to reinvent their companies in a dramatically changing real estate environment.

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