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Pedal to Properties to demonstrate selling homes by bicycle at National Association of Realtors Conference

Growing real estate company to show off innovative business model Nov. 13-16 in San Diego

BOULDER, Colo.— Oct. 22, 2009 — Pedal to Properties, a growing real estate company that lets buyers hunt for homes while riding cruiser bikes, will show off its winning business model that's bucking the national real estate slump when the company visits the National Association of Realtors Annual Conference and Expo in San Diego from Nov. 13-16.

Pedal to Properties, which announced a partnership with national franchising sales firm PCMS Consulting in August, will let attendees at the conference hop on a bike outside the San Diego Convention Center and pedal to nearby San Diego locations. The tour will be leisurely and led by a local agent that can show attendees some nearby developments. The Pedal to Properties approach lets buyers see homes while getting to know local shops, restaurants and schools during a fun, relaxed bike ride. The Pedal to Properties formula also includes sophisticated yet easy-to-use web tools for consumers and agents, green office practices, and social networking platforms.

Pedal to Properties will also be at Booth No. 2341 in the NAR's Green Pavilion, an area dedicated to forward-thinking companies dedicated to sustainable living. Pedal to Properties representatives will be on hand to discuss the fast-growing company's unique new website, www.pedalproperties.com, which lets agents, franchisees and consumers search, review or post comments about their favorite neighborhoods and homes. The site, launched this month, offers agents and consumers leading edge technology.

"We can't wait to let people at NAR see how we show homes to clients. Our buyers love it, and we think other Realtors and prospective franchisees are going to love it, too," said Tim Majors, president of U.S. operations for Pedal to Properties. "And we're excited to be in the NAR's Green Pavilion. We feel it's a great place for us to show off our dedication to sustainable living and business practices, and talk about why we think we're poised to grow dramatically over the next year."

To schedule a bike tour while at the convention, call Tim Majors at 303-579-8947 or Patrick Hyde at Pivot Communication at 303-499-9291.

About Pedal to Properties (www.pedalproperties.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.