



For further information contact:

Jose Perez

PCMS Consulting

jperez@pcmsconsulting.com

404.272.4646

PCMS Consulting launches Total Recruiting SolutionSM powered by AlignMark

Industry innovator combines coaching and technology to recruit “agent of the future”

Atlanta, GA and Orlando, FL (February 8, 2010) – PCMS Consulting and AlignMark today announced the launch of an innovative agent recruitment program called Total Recruiting SolutionSM powered by AlignMark (TRS). The program offers brokerages coaching and technology tools that will better position them to recruit the “agent of the future”.

Glen Jaffee, Vice President of Orlando, FL based AlignMark, a 30 year-old human capital technology vendor, notes, “A real estate brokerage company’s greatest asset is their agent, however, agent recruitment is generally the least strategized and measured task within the organization.” He adds, “Why wouldn’t you spend the time, money, and effort not only to generate agent leads, but also to qualify them, make sure they are a fit with your company, and measure all these things to insure your management team is accountable for the entire process? Any less of an effort is leaving significant dollars on the table in our expert opinion.”

Total Recruiting SolutionSM powered by AlignMark is an outgrowth of PCMS Consulting’s other successful coaching program, Camp REinventSM. Coldwell Banker Caine of Greenville, SC was a participant in Camp REinventSM. “We’re committed to our investment in the Total Recruiting SolutionSM because we’re dedicated to bringing in the best and brightest agents to our firm,” said Stephen Edgerton, Chief Operating Officer. “We’ve got an ambitious recruiting goal this year and feel confident this new resource is going to help streamline our efforts and allow us to more effectively assess and attract top notch agents.”

Jose Perez, President of PCMS Consulting, constantly preaches the need for change. “As a company, our goal is to bring the real estate industry creative solutions to every day issues brokers are struggling to address while they navigate a still bumpy market. TRS is a unique approach that marries time-tested and highly successful coaching methods with Web 2.0 Internet-based technology that eliminates excuses and generates results.”

PCMS Consulting and AlignMark have been working as strategic partners since mid-2009 and have already seen TRS generate results. Prior to the program, AlignMark clients had access to effective tools and PCMS recruiting coaching was providing clients substantive coaching advice. By joining the two as an integrated service the companies believe brokers now have the best of both worlds: a system to focus their managers

and/or recruiters on finding the “agent of the future” while simultaneously holding them accountable with comprehensive tools, metrics, and reporting.

ABOUT PCMS CONSULTING

PCMS Consulting is a full service [real estate 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 innovative consulting services and related products that leading companies require for maintaining and enhancing their market position and profitability. The organization is led by founder and President Jose Perez who has compiled a veteran, forward-thinking 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 environment. For more information, visit www.pcmsconsulting.com and www.campreinvent.com.

About AlignMark

Since 1976 AlignMark has been a pioneer and leading provider of tools and services aimed to help organizations optimize their human capital services, and have been providing the Real Estate Industry with recruitment, selection and development tools since 1998. The culmination of AlignMark’s experiences has changed the way the industry recruits, selects and develops new and experienced real estate agents today. Over 700 real estate brokerages including large independents and franchised offices of the leading brands around the world have worked with AlignMark. Real estate products include AccuRecruiter, Real Estate Simulator and ARMS. For more information, visit <http://www.alignmark.com/solutions/realestate.asp>.