

Technology innovation: Intero aggressively pursued the mobile opportunity in 2009, resulting in greater consumer engagement and enhanced productivity for agents and franchisees. The 2009 Intero mobile initiative included a GPS-enabled listings service, a WAP (browser-based) mobile application, and a native iPhone application.

A pioneering new office model: While many real estate organizations continue to discuss a leaner, more attractive office model, the **Intero Andare**(sm) office concept experienced its third full year of operation. The Intero Andare office concept features a "cafe-style" workspace, a paperless work-flow and a high-tech, stylish appearance that permits brokerage operators to realize efficiencies while presenting a more compelling brand experience to consumers and agents.

An aggressive digital media strategy: Over the past three years Intero shifted 90% of its media spend from print to digital, increasing Web traffic and consumer and agent engagement. In 2009 the company accelerated this effort, launching a network of blogs, expanding its presence on Facebook, Twitter and YouTube and launching a highly successful series of email newsletters.

"The **Intero**® brand, with its proven formula for rapid growth and sustained profitability, has been received extremely well by entrepreneurs around the world looking for a compelling business opportunity," said Jose Perez, President of PCMS Consulting, exclusive master franchise marketing consultant for Intero, "Because of the innovative spirit that drives the company, we've been able to present a compelling picture that other, more traditional brands cannot."

Concludes Blefari, "2009 was a difficult year in many ways, but served to validate our vision for a different kind of real estate organization guided by an innovative sensibility that produces results."

About the Intero® brand

Founded in 2002 Intero Real Estate Services, Inc. has quickly become one of the premier real estate brands in the U.S. Today, the Intero® brand has over 1,800 agents and 40 company owned and franchise offices

covering California, Colorado, Nevada and Texas. The company is private and headquartered in California's Silicon Valley.

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. PCMS was chosen by Intero in 2008 to consult and market its master franchise program in the United States.

Contact

Teressa Francis
+1 408 342 3010
tfrancis@interorealestate.com

##