



Corporate Office • 1507 Monroe Avenue • Rochester, NY 14618-1477

Tel: 585-442-1800 • Fax: 585-442-2729 • E-mail: corp@nothnagle.com

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Contact: Karen Wingender, Vice President of Corporate and Consumer Affairs

Phone No.: 585-256-9291

FOR IMMEDIATE RELEASE

**NOTHNAGLE REALTORS® READY TO OFFER
FRANCHISES IN NEW YORK STATE**

Rochester, NY. — Nothnagle Realtors®, recognized as one of the largest and most innovative brokerages in the industry, announced today the company is moving forward with franchise office affiliations in New York State. The Rochester, NY-based brokerage will seek out brokers, who appreciate the Nothnagle brand, are in need of the best tools and systems to streamline their operations, and are focused on the real estate business of the future.

“We are a real estate company and all of our tools, services and technologies have been developed as a result of experience and anticipating “what will be” tomorrow. We know the challenges brokers face because we face them too. I am excited that Nothnagle Realtors is in a position to leverage our successful infrastructure to form alliances with other growth-oriented entrepreneurs seeking to provide an enhanced experience for their agents and clients,” stated Armand D’Alfonso, President and CEO of Nothnagle Realtors.

Led by real estate veteran Armand D’Alfonso, Nothnagle has grown to 24 offices and 650 agents in the Greater Rochester area and is currently the 36th largest independent real estate company in the Country according to the RealTrends 500 annual survey. Nothnagle was also recently awarded a top 10 spot among the best real estate websites in the Country, due to their innovative and proprietary offerings.

Nothnagle offers industry-leading and proprietary support products such as RetainNow, which provides brokers with a system to maximize the potential within their own agents. RecruitNow simplifies the recruiting process by targeting experienced agents, allowing brokers and managers to accomplish far more in much less time. Additional offerings include presentation

boosters, business planning and tracking, and proven systems for lead generation, capture and media tracking.

Using cutting-edge search technology, the Nothnagle web platform empowers consumers to easily access in-depth property details (including all MLS data), market data, and comprehensive neighborhood information in one central location. The technology moves beyond traditional brokerage sites, which only provide a narrow field of information, and give consumers the ability to do comprehensive research on the properties they are buying or selling.

Nothnagle's franchise sales campaign is being led exclusively by PCMS Consulting, through industry expert Jose Perez, President, and Jay Teresi, Northeast Business Development. Franchisees who sign with Nothnagle will have exclusive territory rights and the advantage of being able to take advantages of the proven Nothnagle systems, developing them according to their vision. They will manage the growth of their organization, and development of strategies for recruiting top agents and managers.

For more information on franchising opportunities, contact Jay Teresi at (917) 971-0368, jteresi@pcmsconsulting or log on to www.nothnagle.com/franchise.

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Nothnagle REALTORS® was founded in 1948 and is a full-service real estate brokerage boasting 24 offices and more than \$1.1 billion in annual sales. Achievements and awards for 2008 include winner of the Rochester's Choice award for seven consecutive years; named #8 real estate brokerage website in America; ranked 36th largest broker in the country by RealTrends Top 500 and REALTOR® Magazine's Top 100. For more information, please visit www.nothnagle.com.

PCMS Consulting was founded in July 2007 by industry veteran, Jose Perez. PCMS provides cost efficient consulting services and related products to the real estate brokerage and franchise industries. PCMS has seven expert consultants specializing in company analysis, franchise development, internet marketing, mergers and acquisitions, and recruiting as well as an award winning business development team that calls on brokers throughout the U.S. and Europe. For more information, please visit www.pcmsconsulting.com.

This is not a franchise offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.