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PCMS Consulting launches Camp REinvent

Program designed to help re-engineer brokerages

Atlanta, GA (May 26, 2009) PCMS Consulting today announced the launching of Camp REinvent, a series of group and company specific coaching calls designed to help real estate brokerages re-engineer themselves in the midst of many dramatic changes occurring in the real estate industry. Camp REinvent is the brainchild of PCMS' management team, real estate industry veterans specializing in a variety of disciplines including recruiting, internet marketing, and succession planning.

"Timing could not be better to be proactive." states Jose Perez, President and founder of PCMS. "There are two types of forces affecting brokerages today, one is the market dynamics of lower volume and sales prices and the other is cultural in terms of the internet and the new expectations consumers and agents have as a result of things like Web 2.0 and social media. It's a whole new world and, unfortunately, there are too many brokers and managers who are not sure how to address these changes."

The program will consist of 24 weekly group coaching calls based on the premise that if brokers and managers can reinvent themselves, their attitudes, and their ability to communicate with today's consumers and agents, they can lead the way in their local markets. Topics will also include Web 2.0, social media, internet marketing, search engine optimization, and recruiting the agent of the future. Weekly group coaching calls will be reinforced with monthly company specific calls where PCMS Consulting personnel will work with brokers and their management team to make sure each of the concepts and ideas presented in the group calls are being implemented at the company and office level.

Ken Baris, President of Jordan Baris Realtors in West Orange, NJ states, "I go to a lot of industry conferences and sit in on many excellent presentations. The problem is that most presentations are specific to that topic and in today's world every issue touches every other issue. In other words, you can't just look at social media on its own, you need to understand its impact on your

company in terms of recruiting, listing, selling, etc. I also like the idea that Camp REinvent not only builds upon this concept, but also follows up with companies to further explain and make sure clients are implementing those ideas. Accountability is critical if brokerages are going to make the changes necessary to survive in the future.”

According to Perez, the first Camp REinvent will begin in late June. “Based on the many positive comments received during our focus group sessions, we are anticipating a heavy turnout and will be limiting the first group to 50 brokerages. Due to the relevance of this topic in today’s environment, we expect to customize the program for some of our larger multi-office clients who see Camp REinvent as a relatively inexpensive way to push their management teams and themselves into the future of real estate.”

About PCMS

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. They are 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.pcmsconsulting.com/pcms/blog/.

About Camp REinvent

Camp REinvent is a series of group and company specific coaching calls conceived by the PCMS Consulting management team to help brokerages re-engineer themselves in the midst of dramatic market and cultural changes effecting the real estate brokerage industry. For more information, visit www.campreinvent.com and <http://campreinvent.com/category/blog/>.