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Engel & Völkers Forges Strategic Partnership with PCMS Consulting

Franchise expertise sought to increase brand footprint in Florida

Atlanta, GA (May, 2009)—PCMS Consulting announced today that it has signed a strategic partnership with Engel & Völkers Florida. Engel & Völkers delivers a unique franchise model for luxury residential real estate brokerages with their boutique-style property shop concept. As one of the leading real estate brokerage firms in Europe, franchisees benefit from an international network of nearly 500 shops in 25 countries including 24 Florida. The Engel & Völkers brand provides exceptional service tailored to the lifestyle needs of their high end clientele.

Timo Khammash, Managing Partner for Engel & Völkers Florida states, “We are very excited about our arrangement with PCMS because their team has deep rooted relationships with hundreds of real estate brokers locally and throughout the U.S. They will be able to introduce us to brokers that fit our internationally-focused model and give us the ability to immediately leverage those relationships as we work towards our goal of becoming a market leader in luxury real estate in Florida.

PCMS Consulting was conceived as a “solution center” for real estate brokerage companies and franchise organizations. “We deliver a portfolio of cost-efficient consulting services and related products that leading real estate companies require to maintain and enhance their market position and profitability.” says PCMS president, Jose Perez, quoting from the PCMS mission statement. “By aligning ourselves with the best consultants and the most innovative product vendors and franchises we can really help brokerages ‘reinvent’ themselves so they can begin to prosper again.”

PCMS’ business development team leader for the Engel & Völkers engagement is Craig Anderson, an award winning real estate veteran who has been helping clients grow their businesses for 15 years. Craig has intimate knowledge of the challenges real estate brokerages face and knows how to help them find solutions that work. “The Engel & Völkers model and value proposition are a perfect example of the positive changes that must be made in today’s real estate climate.” states Perez. “They combine their

unique, smaller footprint 'property shoppe' concept with unparalleled international expertise and innovative technology."

ABOUT PCMS

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.

ABOUT ENGEL & VOELKERS

Engel & Völkers is a leading global brand for luxury real estate. It is represented with nearly 500 unique boutique-style property shops in all the top locations around the globe. Around the world, Engel & Völkers offers brokers the opportunity to become part of the global network and join the system as a franchisee. In Florida Engel & Völkers is already represented in 27 prime locations. The company plans to open 200 stylish property shops until 2014.

For more information, please visit www.engelvoelkers.com/florida