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Camp REinventSM Successfully Completes First Program

Innovative coaching program puts “graduates” on path towards reinvention

Atlanta, GA (January 11, 2010) – PCMS Consulting today announced the successful completion of its inaugural coaching program designed to show brokerages how to reinvent themselves, their management, and their agents. The inaugural Camp REinventSM began in July 2009 and “graduated” 40 brokers, managers, and marketing directors in mid-December putting the group on the path towards reinvention and inspiring innovation and change at one of the most critical moments in the real estate industry.

Patrick Fortin, President of CENTURY 21 Commonwealth, one of the largest CENTURY 21 franchisees in the U.S., enrolled himself and six members of his management team. “We knew the world was changing around us and that we could no longer continue to do business the same way. When we learned about a relatively inexpensive way to address multiple issues offered by the proven industry leaders of PCMS Consulting, we felt we had very little downside. The program paid for itself many times over.”

“Campers” attended weekly group coaching calls covering topics such as how to reinvent themselves as management, how to create a presence on social media, how to create a true Web 2.0 website, and how to recruit the agent of the future. Sessions also tackled financial issues such as profiting in a “trough” and succession plans as well as several company specific coaching sessions with PCMS leadership to discuss the implementation of concepts that were being presented at each session.

“Our goal was to help brokers and their management teams internalize the need for change and to accept the fact everything is interconnected in this new real estate brokerage paradigm.” states Jose Perez, President of PCMS Consulting. “The agent of the future will not

have a lot of interest in working for your company if you and your management are not ‘hip’, if you don’t understand Web 2.0, and if you are still operating like you were as recently as even three years ago.”

Another participant, LP Finn of Coach Realtors, a well established multi-office brokerage in Long Island, NY had this to say about his team’s experience, “The instructors took the time to carefully plan each session giving the participants (‘Campers’) a wealth of information without any wasted time or old/re-packaged ideas. What I liked most about the ‘camp’ idea was the use of technology to create an innovative and effective forum. The webinars allowed our firm to have multiple members of our upper management team participate in the ‘camp’ without the cost or wasted time of traveling to a central location.”

PCMS Consulting is planning to launch its next Camp REinventSM in the coming weeks and is currently taking reservations. “We learned a lot from the first ‘camp’ and have made some modifications that should make our 2010 program even better than the first one.” states Perez. “We take a lot of pride in knowing that if brokerages embrace the concepts we are presenting and view them as being integrated, they are going to succeed regardless of the market conditions.”

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.