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Pedal to Properties announces unique partnership with Bikes Belong

BOULDER, Colo.—FEB. 22, 2010—Pedal to Properties, a full-service real estate firm that incorporates sophisticated technology, green practices and optional bike tours for home buyers, today announced a collaborative partnership with Bikes Belong Coalition, a trade organization for the U.S. bicycle industry that advocates for creating and supporting bicycling programs.

The agreement makes Pedal to Properties the first real estate company member with Bikes Belong and establishes a relationship between two organizations that support bicycling and livable neighborhoods. Under the agreement, Pedal to Properties will enlist each new franchisee as a Bikes Belong member, and encourage franchisees to renew this membership annually. In return, Bikes Belong will support Pedal to Properties with expertise and research information.

“Our belief is that good things happen when people are on bicycles. What Pedal to Properties does, encouraging home buyers to learn about homes and neighborhoods from a bicycle, is innovative and something we fully support,” Bruno Maier, membership and development director of Bikes Belong, said.

Pedal to Properties gives clients the option of seeing homes and neighborhoods while riding distinctive cruiser bikes. The Pedal to Properties formula also includes sophisticated yet easy-to-use web tools for consumers and agents, green office practices, and social networking platforms.

Boulder, Colo.-based Bikes Belong works to increase the federal investment in bicycling to create more programs and facilities – making cycling more safe and accessible, fostering livable communities and increasing property values.

The Pedal to Properties concept has been massively successful in Boulder, where founder Matt Kolb launched the company in 2006 and saw sales grow 200 percent in two years. Pedal to Properties was dubbed “most creative idea” by Real Estate Weekly at the National Association of Realtors conference in November, and the Boulder flagship office has added many top real estate agents in recent months. A Northampton, Mass., franchise opens this spring.

A Pedal to Properties franchise uses unique marketing tools, know-how and services tailored to health-conscious buyers and sellers interested in the pedestrian lifestyle. The Pedal to Properties approach offers buyers the option of a fun, relaxed bike ride that lets them see homes while getting to know local shops, restaurants, parks and schools. The company’s Web

site, www.pedalproperties.com, lets agents, franchisees and consumers search, review or post comments about their favorite neighborhoods and homes.

About Pedal to Properties (www.pedalproperties.com)

Based in Boulder, Colo., Pedal to Properties was founded by Matt Kolb as a full-service real estate firm that provides a unique experience for home buyers. Pedal to Properties realtors focus on assisting clients with buying and selling homes through an optional service to view properties and homes from signature bikes. Former Australian businessman Tim Majors joined Kolb in May to help take Pedal to Properties national through franchising.

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