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Pedal to Properties to open Northampton franchise

NORTHAMPTON, Mass.—FEB. 11, 2010—Pedal to Properties, a full-service real estate firm that incorporates sophisticated technology, green practices and optional bike tours, announced it will open a franchise in Northampton, Mass., next month. Craig Della Penna, a longtime Northampton Realtor and rails to trails advocate for biking and pedestrian corridors, will open and operate the franchise.

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.

“We can’t wait to bring this concept to Northampton and the Pioneer Valley,” said Tim Majors, President of U.S. Operations for Pedal to Properties. “Pedal to Properties is a great fit for buyers with active, healthy lifestyles, and that’s the kind of buyer who looks for a home in Northampton.”

Della Penna was a top agent at one of the largest independent real estate firms west of the Connecticut River in Hampshire County. He is passionate about smart growth, sustainable economic development and alternative transportation, having worked for Rails to Trails Conservancy for six years. He’s also written books, articles and guest editorials as well as spoken extensively around the U.S. about community livability issues.

Della Penna has distinguished himself by helping clients buy and sell properties close to bike paths. Through his rails to trails advocacy efforts he has assisted volunteer groups around the northeast to convert unused, former railroad corridors into biking and pedestrian paths. Della Penna felt the culture in Northampton made it a great place to launch a Pedal to Properties franchise. “Bikes are seen commonly here, every day of the year, even in winter,” he says.

Pedal to Properties Northampton will be located at 14 Strong Ave. in downtown Northampton. The office’s grand opening will coincide with Pioneer Valley Bike Commute Week, May 9 – 16. The real estate firm sits next to a rail trail and about 100 yards from Northampton’s Union station where commuter rail will be resurrected in the next few years.

The Pedal to Properties concept has been massively successful in Boulder, Colo., 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 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.pedaltoproperties.com, lets agents, franchisees and consumers search, review or post comments about their favorite neighborhoods and homes.

About Pedal to Properties (www.pedaltoproperties.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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