



vision

Understanding Client’s Goals Brings Clear Vision to the Hiring Strategy

Sr. Vice President – Property Management
Large, Semi-National Multi-family Owner-Manager – Southeast, US

ibr Search was retained more than six months in advance of an actual hiring need by one of the largest affordable housing owner-managers in the country, in order to help expose executive leadership to the larger, conventionally financed/market-rate multi-housing industry.

ibr’s process included understanding the executive team’s desire to build a substantial marketing “machine” and customer service model. The traditional affordable housing segment they were in had seen increasing competition from market-rate owner/managers who were offering deep concessions on better amenitized properties in some of the tertiary markets where both firms had properties.

The ibr Search principal developed organizational charts, as well as the prevailing compensation for key associates (regional through corporate level) that would be matriculating from market rate firms. Additionally, he built a semi-national recruiting plan to attract a leader for this succession effort, whose position would be head of property management. To make things more interesting, the incumbent head of management was on a four-to-six year gradual retirement and needed to find a number two- or number three-level candidate who could learn the nuances of the company philosophy and gain credibility from peers and subordinates before a full takeover of the senior-most role.



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