



diligence

## Multi-market Coverage Emerges from Diligent, Locally-driven Team Effort

### Multi-Marketing Development Team Buildout Northeast/Mid-Atlantic Developer-Owner

A longstanding, privately-held, and very successful developer of high-density, multi-family properties in the Northeast was acquired by a much larger capital firm, providing the developer with tremendous financial resources for investment, as well as overhead to fuel a growth plan. The plan would expand the developer’s market beyond their New York/New Jersey core, to Philadelphia and Washington, D.C. — all relatively new markets for the company, in terms of relationships to assemble best-in-class development teams, locally.

With extensive local contacts in each of these new markets, ibr Search built a case defining the unique-to-market nuances of deal sourcing and identifying the top players at each prevalent local-market development firm. From that information, a multi-market executive search format was born, enabling ibr Search to strategically place four deal-sourcing executives over the course of nearly a year.

During the partial onboarding of the sourcing executives in each market, ibr Search also engaged in a development-manager recruiting campaign and married them together over the next nine months to make multiple development manager hires using virtually the same template as in the prior searches.



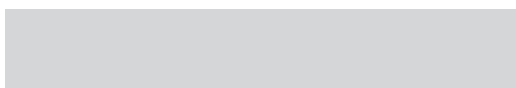
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