

Renters Warehouse Case Study

Shifting Sales Activities to Agent-Generated Business



Renters Warehouse is one of the fastest-growing and highest-reviewed residential property management companies in America and the largest in Minnesota. Renters Warehouse manages more than \$3 billion in residential real estate, servicing 12,000+ investors across 16,000+ residential homes in 33 markets and 18 states.

Size | 201-500 Employees

Industry | Real Estate

Location | Eden Prairie, Minnesota

Client Since | 2017



Kent Nielson

Vice President of Sales

THE BUSINESS CHALLENGE

Renters Warehouse had one goal in mind when engaging SalesDrive . . . new business. They needed to shift sales activities from company-generated business to agent-generated business.

IMPLEMENTATION OF A SALES ASSESSMENT

Kent Nielson knew exactly what tool to use, given his previous experience at another company and their preferred assessment tool, SalesDrive's DriveTest® assessment. Renters Warehouse selected SalesDrive for three reasons:

1. Its ability to detect high-Drive attributes essential for new business acquisition.
2. The simplicity of the results.
3. And its competitive price.

As Nielson said, "SalesDrive picks no favorites, only those with the highest ability to succeed in sales."

THE RESULTS

For Renters Warehouse, since implementing our sales assessment into their hiring process, "the experience has been great." When asked if Renters Warehouse has benefited from using the assessment, Nielson replied "Absolutely. It requires our sales leaders to look deeper into each candidate to find the right fit. We have seen significant improvements with hiring agents who can get our value proposition to the end user."

Looking forward, Nielson hopes to build a culture that only sees the opportunities. And when asked what advice he has for potential clients, he replied, "SalesDrive is the best assessment tool to engage, attract and retain top talent." As Renters Warehouse continues to grow, SalesDrive enables them to continue to only bring in top sales talent.

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