



innovative recruitment

## Case Study

- Client:** **Real Facilities**  
*Toronto's Leading Commercial Real Estate Firm*
- Objective:** Expand Real Facilities' sales team, build new business and leverage their current market positioning.
- Method:** Recareer utilized their intimate knowledge of the world of commercial real estate and finance to develop, build and implement a program to attract and retain top tier account managers for Real Facilities. Recareer used a combined method of sourcing industry and non-industry high achievers, while setting up an in-house and an offsite brand shielding program. This increased revenue at Real Facilities and ensured that they have enough depth in their sales force to sustain long-term growth.
- Results:** Intense metric requirements developed and implemented by Recareer refined a candidate pool from the thousands to a select group of Account Managers for Real Facilities.

By working in tandem with the President and Partners of Real Facilities to hire targeted human capital, Recareer used their custom tools to ensure that Real Facilities realizes a significant increase in their overall revenue.

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3500 Dufferin St. Suite 401 Toronto ON M3K 1N2  
t. 416 630 7771 f 416 631 8144

[www.ReCareer.com](http://www.ReCareer.com)