

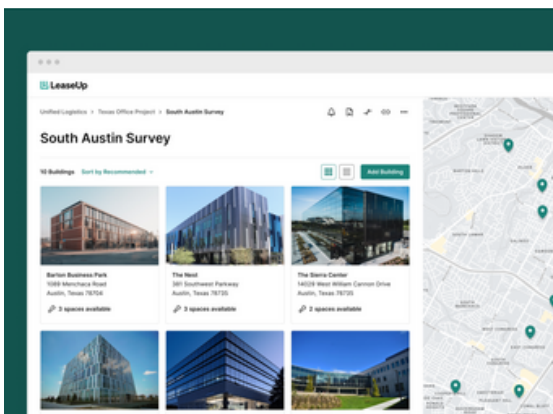


**WE BUILD
WINNING
TEAMS**

ABOUT LEASEUP

LeaseUp helps commercial real estate brokers get deals done with tools that support every part of the deal, from site selection, to touring, to signature. Brokers use LeaseUp to create, organize, and share surveys, tours, and documents in one central place.

Clients love LeaseUp's polished output, mobile-friendly site, and messaging features that make collaborating with their broker seamless.



Traditional Hiring Methods VS Shift Group's Process

For many teams, the traditional hiring method of job postings and cold outreach leads to an overwhelming influx of applicants, but few who are truly qualified. Shift Group's method removes this uncertainty and instead delivers targeted talent that fits both the role and company culture.

"The dollar value alone of me being able to get someone started and ramped up versus spending 10 hours hiring one candidate made all the difference for us. The time and effort saved translates directly into increased efficiency, allowing us to focus on scaling rather than sorting through stacks of unqualified applicants."

Traditional Hiring Challenges:

- 2,000+ unqualified applications to review
- Hours spent writing job descriptions
- Lengthy screen & vetting process

Shift Group's Advantages:

- Vetted candidates with complete profiles including videos
- Curated list of candidates that matched LeaseUp's criteria
- Ongoing coaching & support for long-term success

"Hiring used to take me 10+ hours, sorting through thousands of unqualified applicants. The time spent filtering through applications and determining candidate quality was overwhelming," Miranda noted. ***"With Shift Group, I had four top-tier candidates in my inbox before I even posted the job. Faster hires and a culture fit – ROI that keeps paying off."***

Remote Hiring Success

LeaseUp initially preferred local hires, but remote candidates from Shift Group **delivered immediate results**. LeaseUp found success with remote candidates from Shift Group, who quickly adapted and delivered results.



Shift Group candidates possess four key traits:

- **Self-Starters** – They take initiative without needing constant direction.
- **Confidence & Resilience** – They embrace challenges and work through obstacles.
- **Strong Work Ethic** – They are dedicated and disciplined, key traits in a startup environment.
- **Team Players** – They integrate well into Lease Up’s collaborative culture, similar to a sports team or military unit.

“Being able to hire remote employees through Shift Group was a game changer, Miranda added. “They candidates fit perfectly into our culture. They were self-starters, confident, and ready to make an immediate impact, just like we needed.”

Expanding From 1 Hire To 2

Initially, Lease Up aimed to hire one BDR, but after seeing the caliber of Shift Group candidates, **they decided to create the budget to hire two**. The high quality and readiness of Shift Group’s candidates allowed Lease Up to double its impact proving the value of expanding the team.

“Shift presented so many high-quality candidates that it was really hard to choose just one,” Miranda explained. “By bringing in two instead of one, Lease Up doubled the potential revenue impact within the same timeframe. The opportunity to access such exceptional talent in a competitive hiring market was too good to pass up.”

Immediate Impact: Candidate Success Story



Since joining the team, LeaseUp’s first Shift Group candidate has had **an immediate and significant impact**, diving into calls, mastering talk tracks, and closing deals that others had struggled with.

Here’s a snapshot of the kind of value Shift Group candidates bring.

“We had a quota in mind that we thought may be unrealistic, but he blew past it in his first month, Miranda explained. “He was prepared, he was confident, he was doing what it’s taken me like years to teach other salespeople. His ability to exceed expectations early on has solidified his place as a key contributor to the team’s success.”

The ability to ramp up with minimal training, close difficult deals, and exceed expectations has already made a significant impact on the company. His performance highlights the caliber of talent Shift Group places and how quickly top candidates can contribute to a team’s success.

In Collaboration With:



Miranda Pelletier
VP of Growth, Customer
Success at LeaseUp

*To learn more about
LeaseUp visit:
<https://www.leaseup.co/>*