

## Case Study | Real Estate

### Large Privately Held Real Estate Investment Trust

#### The Search

A privately offered, rapidly-growing real estate investment trust was seeking an Associate Counsel to join their legal department in Rochester, NY. Prior to our search, the company's legal team consisted only of a General Counsel; any legal matters not handled by the GC were managed by outside counsel. The company was experiencing explosive growth as a result of strategic acquisitions, and recognized a need to insource their corporate transactional legal work to cut costs and sustain growth. Ideally, the company was seeking individuals who had the experience required to manage a significant portfolio of transactions, with a particular focus on real estate acquisitions.

#### Our Process

As this organization was a new client to CCY, we began with an in-depth alignment process to discuss the search, determine strategy, and set realistic timing expectations. Following alignment, we executed a thorough, 'no stone unturned' research campaign to capture the full talent network. As part of our research strategy, we shared market intelligence related to compensation, experience levels, and competition. Upon completing our research, we launched a broad marketing campaign, acting as brand ambassadors for the organization to inform and attract passive candidates to the opportunity. We also leveraged our broad referral network, to cast as wide a net as possible. We quickly attracted several prospective candidates from varying backgrounds, who underwent an extensive screening process by CCY. In total, we submitted 6 pre-screened candidates for consideration. The organization selected 4 candidates for first-round interviews, narrowing the pool down to 2 finalists for second-round interviews. The client indicated either finalist would have been a great cultural fit, so the decision came down to substantive skills. Ultimately, the client selected a candidate with prior in-house experience related to the position. The client made an offer to one of our finalists, who accepted.

#### Timing

The search initiated on September 12, 2017. The first slate of candidates was presented on September 14. Interviews took place between September 20 – October 6. The offer was presented on October 12, accepted by October 17. Total length of search: **35 days**.

#### Proven Results

In the first quarter our candidate was onboard, the organization successfully increased revenues by over \$55M or 31.8% compared to the prior year. This was largely due to our candidate assisting with two major real estate acquisitions, totaling over \$100M. The organization is on track to continue experiencing significant growth for the remainder of 2018.