

reesmarXGLOBAL  
Global Recruitment x Business Expansion

A hand holding a silver pen is positioned over a miniature model of a house with a gabled roof and several windows. Below the house model, there are several documents or books stacked on a desk. The background is a soft, out-of-focus grey.

# **CASE STUDY**

## **REAL ESTATE TECH**

**Let's Go Global,  
Together!**



## OVERVIEW

Only a few years ago, fundamental change in real estate, one of the last holdouts of the digital age, wasn't a given. Owners with mostly occupied buildings felt little need to alter course. But radical shifts in consumer behavior, particularly around retail and the workplace, and the push toward a net-zero carbon economy made it inevitable. There was a need for innovative technologies to create a robust alignment between real estate and tech.

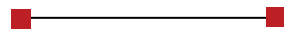
## CHALLENGE

One large US-headquartered real estate tech company who was looking to solidify their presence in Europe and be the main salesperson on the ground was met with the challenge of finding and hiring the right personnel with local and global industry knowledge but also the skills to drive business in European countries.



## RESULTS

- ☑ reesmarxGLOBAL met the client in person to discuss the prerequisites for the recruitment and assisted them in finding a strong salesperson in their sector who was eventually recruited.



For sage advice on how you can go global, visit our [Contact Us page](#) and reach out to one of our business growth specialists.

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