



**PetScreening**

CASE STUDY · EMBEDDED RPO PARTNERSHIP

# *Scaling PetScreening's Growth Through an Embedded Recruitment Partnership*

How LMRE helped PetScreening build leadership, technical capability and hiring capacity across a rapidly growing organisation.

## AT A GLANCE

|                     |                                                                                                         |
|---------------------|---------------------------------------------------------------------------------------------------------|
| CLIENT              | PetScreening                                                                                            |
| INDUSTRY            | PropTech and rental housing                                                                             |
| RECRUITMENT MODEL   | Embedded Recruitment Process Outsourcing (RPO)                                                          |
| FUNCTIONS SUPPORTED | Sales, Customer Success, Professional Services, Implementation, Product, Engineering, AI and Operations |
| HIRING LEVELS       | SVP, VP and Senior Director through to managers and specialist individual contributors                  |



## The Background

PetScreening is the market leader in pet management solutions for the rental housing industry. Today, approximately one in six rental households in the United States uses the PetScreening platform, representing millions of residents and giving the business significant scale and responsibility.

1 in 6

US rental households use the PetScreening platform — millions of residents nationwide.



As its customer base, product portfolio and organisation expanded, PetScreening's hiring requirements became increasingly complex. The business was simultaneously strengthening leadership across Customer Success, Professional Services, Sales, Product, Engineering, AI and Operations, while continuing to build the operational capacity required to support its growth.

Recruitment was no longer simply about filling individual vacancies. It had become a strategic business priority.

## The Challenge

PetScreening needed to recruit across multiple departments, seniority levels and specialist disciplines, often with several searches running concurrently. Hiring priorities could also change quickly as the organisation evolved. PetScreening therefore needed a recruitment partner that could understand the wider business context, respond to changing requirements and maintain consistency across every search.

A traditional contingency recruitment model was not well suited to this environment. Engaging a different agency whenever a new position opened would have required PetScreening's leadership team to repeatedly explain the company, its culture and its hiring expectations.

Building a significantly larger internal talent acquisition function was also not the right investment. Hiring demand varied throughout the year, meaning PetScreening required additional recruitment capacity without taking on the fixed cost of a larger permanent team.

### ABOUT LMRE

LMRE is the No.1 global real estate technology, innovation and sustainability search consultancy, with teams in London and New York supporting clients across four continents. [lmre.tech](https://lmre.tech)

### ABOUT PETSCREENING

PetScreening is the industry's first and leading pet policy management software, helping 28,000+ pet-friendly companies manage pets and assistance animals across 7.6M+ units. [petscreening.com](https://petscreening.com)

## Why PetScreening Chose an RPO Model

PetScreening selected an embedded Recruitment Process Outsourcing model to create greater flexibility, continuity and alignment. Rather than operating as an external supplier, LMRE would become an extension of PetScreening's internal HR and leadership teams. Recruitment resources could be directed towards the areas of greatest priority and adjusted as the needs of the business changed.

The structure also created stronger commercial alignment. A monthly partnership combined with reduced placement fees provided a more efficient cost model than relying exclusively on traditional contingency recruitment. However, the greatest benefit was not simply financial.

The long-term structure allowed LMRE to invest time in understanding PetScreening's business, leadership team, culture and expectations — focusing on building an exceptional organisation rather than treating each vacancy as an isolated transaction.

## The Partnership

LMRE has supported recruitment across almost every major function within PetScreening:

Sales

Customer Success

Professional Services

Implementation

Product

Engineering

Artificial Intelligence

Operations

The partnership has covered every layer of the organisation, from Senior Vice Presidents, Vice Presidents and Senior Directors through to managers, implementation consultants and specialist individual contributors. As PetScreening's needs have evolved, the scope of the partnership has evolved with them.

The initial focus was on building capacity across several growing teams. More recently, LMRE has supported strategic executive and leadership appointments while continuing to recruit specialist commercial, operational and technical talent. Because LMRE already understands PetScreening's organisation and hiring philosophy, the team can move between functions and respond to new priorities without a lengthy onboarding process for each search.

## **An Extension of the PetScreening Team**

LMRE operates as an embedded extension of PetScreening's internal recruitment and leadership functions. The partnership has included:

- ✓ Role qualification and search strategy
- ✓ Proactive candidate sourcing
- ✓ Candidate screening and qualification
- ✓ Interview coordination
- ✓ Offer management and closing support
- ✓ Market mapping and talent intelligence
- ✓ Access to passive talent
- ✓ Compensation benchmarking and guidance
- ✓ Candidate engagement throughout the process

This approach has allowed PetScreening to run multiple searches concurrently while maintaining a consistent standard of candidate quality and communication. Screening considers the company's culture, leadership expectations, growth stage and the attributes required to succeed within the organisation — so hiring managers spend less time educating recruiters or reviewing unsuitable profiles and more time evaluating credible finalists.

## **The Results**

The RPO partnership has enabled PetScreening to increase its recruitment capacity while maintaining a lean internal HR and talent acquisition structure. LMRE takes responsibility for launching searches, mapping the market, engaging candidates, conducting initial screening and managing candidates through the process — so leaders focus their time where their involvement adds the greatest value: leadership capability, cultural alignment and long-term potential. The partnership has delivered:

- ✓ Faster mobilisation of new searches as business priorities emerge
- ✓ Consistent recruitment processes across departments
- ✓ Reduced reliance on higher-cost contingency recruitment
- ✓ Greater continuity across multiple concurrent hiring processes
- ✓ Access to passive candidates who would not have applied directly
- ✓ Increased hiring capacity without a larger internal recruitment team
- ✓ Successful hires across executive, leadership, commercial, operational and technical positions
- ✓ More efficient use of leadership and hiring manager time



*The biggest difference is that LMRE doesn't recruit for PetScreening — they recruit as PetScreening. They know our leaders, understand our culture and can shift seamlessly as our priorities evolve. That level of partnership has helped us build a stronger organisation while making our recruiting efforts significantly more efficient.*

PETSCREENING LEADERSHIP TEAM

## Looking Ahead

As PetScreening continues to expand its platform, product offering and leadership team, the value of having an established recruitment partner will continue to increase. Rather than starting again with each new hiring initiative, PetScreening can move quickly with a team that already understands its organisation, culture and definition of exceptional talent. PetScreening views LMRE as a long-term strategic partner that will continue to support the next stage of the company's growth.

## Building a Scalable Recruitment Model

For growing technology businesses, recruitment demand is rarely consistent. Hiring requirements change as teams expand, new products launch and organisational priorities evolve. LMRE's RPO model gives businesses access to embedded recruitment expertise, specialist market knowledge and scalable delivery without the fixed cost of building a large internal talent acquisition function. The result is a more flexible, commercially efficient and strategically aligned approach to hiring.

### Ready to scale your team?

Talk to LMRE about embedded RPO and search across PropTech and the built environment.

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