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Re-Leased.

CASE STUDY | CONTINGENT SEARCH PARTNERSHIP

Scaling Re-Leased's Global Growth Through a Strategic PropTech Recruitment Partnership

How LMRE helped Re-Leased build commercial leadership, revenue capability and customer delivery teams during a pivotal stage of international expansion.

13

strategic hires

3

regions

Jul 2024

AT A GLANCE

CLIENT	Re-Leased
INDUSTRY	PropTech and commercial real estate SaaS
RECRUITMENT MODEL	Contingent search partnership
FUNCTIONS	Sales, Business Development, Customer Success, Technical Delivery, Implementation and Leadership
HIRING LEVELS	VP and Director through to managers and specialist individual contributors

The Background

Re-Leased is a fast-growing global PropTech SaaS company headquartered in Auckland, New Zealand, with teams across New Zealand, Australia, the United Kingdom and North America. Its purpose-built commercial property management platform brings property, tenant, lease and financial information together in one place. By replacing disconnected systems and manual processes with intelligent, cloud-based technology, Re-Leased helps landlords, property managers and real estate businesses improve reporting, automate workflows and operate their portfolios more efficiently.

13

strategic hires across three regions since July 2024.

LMRE's partnership with Re-Leased began at a significant inflection point for the business. The New Zealand-founded company was accelerating its international growth strategy, strengthening its established UK operation and building a larger commercial presence in North America. With an expanding base in the Dallas–Fort Worth area and ambitious plans for the US market, Re-Leased needed to recruit the leadership and commercial talent required to establish its presence, develop its sales operation and create a foundation for sustainable growth.

The Challenge

Expanding into a new market required more than simply adding headcount. Re-Leased needed senior leaders capable of shaping its North American strategy, experienced SaaS sales professionals who could communicate the value of a specialist PropTech platform, and customer-facing teams able to deliver successfully for increasingly complex enterprise clients. These requirements spanned several disciplines and levels of seniority – from a regional Vice President and enterprise sales leadership to Account Executives, Business Development Representatives and enterprise delivery positions.

At the same time, Re-Leased was continuing to grow its UK and wider EMEA operations. Every appointment needed to combine the relevant functional experience with an understanding of the company's culture, pace and international ambitions. Re-Leased therefore needed a recruitment partner that understood both the PropTech ecosystem and the complexities of building teams across multiple markets.

ABOUT LMRE

LMRE is a global real estate technology, innovation and sustainability search consultancy, supporting businesses across PropTech and the wider built environment. lmre.tech

ABOUT RE-LEASED

Re-Leased provides cloud-based commercial property management software for landlords, property managers, owners and real estate businesses – operating across North America, the UK, Australia and New Zealand. re-leased.com

Why Re-Leased Chose LMRE

Re-Leased selected LMRE because of its specialist knowledge of the PropTech and SaaS markets, international talent network and ability to represent the company's story effectively to prospective candidates. Re-Leased engaged LMRE on a contingent search basis — paying only on successful placement — while gaining the continuity of a single specialist partner across every hire.

Rather than approaching each vacancy as an isolated assignment, LMRE developed a detailed understanding of Re-Leased's platform, commercial strategy, working culture and long-term growth plans. This allowed the team to communicate a consistent and compelling opportunity to candidates across different functions and geographies. As hiring priorities shifted between commercial leadership, new business, customer delivery and implementation, LMRE could respond without Re-Leased having to brief a new supplier for every search.

The objective was not simply to fill vacancies. It was to build the commercial and delivery infrastructure Re-Leased needed for sustainable international growth.

The Partnership

Since partnering in July 2024, LMRE has delivered 13 strategic hires across Re-Leased's global business — spanning senior leadership, revenue-generating commercial roles and the customer-facing teams that turn new business into long-term success. Establishing the North American team was a major focus, while LMRE also supported UK and EMEA growth through appointments aligned with Re-Leased's mission, culture and global ambitions.

REGIONS SUPPORTED

- North America
- UK & EMEA
- Australia & New Zealand

1 week

from first interview to accepted offer on one North American appointment.

The Roles LMRE Delivered

Across two years and three regions, LMRE placed leadership, revenue and delivery talent spanning every stage of Re-Leased's growth — from founding market leadership to the specialists who onboard and retain enterprise customers.

Leadership & Commercial Appointments

VP, North America

Regional leadership

Drives US expansion, shapes regional strategy and establishes Re-Leased's commercial presence in the market.

Enterprise Sales Director

Senior enterprise SaaS sales expertise to secure and develop larger, more complex customers.

Account Executives & Business Development Representatives

Expanding the new-business function across customer segments and deal sizes for stronger pipeline.

Senior Sales Manager, EMEA

Strengthening commercial leadership and supporting continued expansion across the European market.

Customer & Delivery Appointments

VP, Customer Success (London)

Filled Jul 2026

Senior CS leadership anchoring long-term customer value across EMEA.

Technical Account Manager

Connecting customer relationships with product expertise and technical delivery.

Enterprise Delivery Manager

Strengthening enterprise onboarding, implementation and long-term customer success.

Implementation Manager, Enterprise

Helping customers adopt the platform successfully and realise value from their investment.

An Extension of the Re-Leased Team

Throughout the partnership, LMRE has worked as a trusted extension of Re-Leased's internal leadership and hiring teams. Support has included:

- ✓ Role qualification and search strategy
- ✓ Proactive engagement with passive candidates
- ✓ Compensation benchmarking and market guidance
- ✓ Candidate communication and engagement
- ✓ PropTech and SaaS market mapping
- ✓ Candidate screening and qualification
- ✓ Interview coordination and process management
- ✓ Offer management and closing support

This approach has enabled Re-Leased to run searches across different functions and markets while maintaining a consistent standard of candidate quality and communication. LMRE's understanding of the business has also reduced the time Re-Leased's leaders spend explaining the organisation, correcting unsuitable profiles or restarting searches – so hiring managers can concentrate on evaluating credible candidates against the company's strategic, cultural and functional requirements.

The Results

The partnership has helped Re-Leased build greater commercial and operational capacity during an important period of international expansion. Key outcomes include:

- ✓ 13 successful placements across the global business
- ✓ A senior North American leader appointed to drive regional expansion
- ✓ Stronger commercial leadership within EMEA
- ✓ Greater technical account management and enterprise delivery capacity
- ✓ Consistent access to specialist PropTech and SaaS talent
- ✓ Three international regions supported
- ✓ Increased sales coverage across enterprise and growth markets
- ✓ Expanded Business Development and Account Executive capability
- ✓ Improved implementation support for complex enterprise customers
- ✓ A streamlined candidate experience across concurrent searches

“Sarah demonstrated a fantastic understanding of the profile we were looking for,

— and thanks to her efficiency and expertise, we moved from the first interview to an accepted offer within a week. Her professionalism, dedication and communication made the entire process smooth and successful. I would highly recommend Sarah and the LMRE team.

SHERIF HASSAN — VP of Market Expansion, North America, Re-Leased

Looking Ahead

As Re-Leased continues to expand internationally, the value of an established specialist recruitment partner will keep growing. Rather than starting again whenever a new requirement emerges, Re-Leased can work with a team that already understands its technology, leadership expectations, culture and definition of high-performing talent — allowing new searches to be mobilised quickly while candidates receive an informed, consistent and engaging introduction to the business.

Building a Scalable Global Hiring Model

International expansion creates different talent challenges at every stage. Entering a new market may first require founding leadership and new-business capability; as the customer base develops, priorities shift towards account management, implementation and customer success. A specialist contingent search partnership gives growing PropTech companies access to established market networks, compensation intelligence and scalable hiring support — without building every capability internally.

13
placements

3
regions
...and counting.

1
global partnership



Ready to scale your team?

Talk to LMRE about globals earch across PropTech, SaaS and the wider built environment.

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LMRE in partnership with Re-Leased

