



## Situation:

JVM Realty is a multi-family real estate investment and property management company. The company was growing rapidly and exceeding goals under the leadership of its second-generation owner/CEO. But he wanted to make sure he was doing everything possible to achieve the full potential of his firm and his team.

## Strategic Actions:

- Led a deep dive assessment of the company's strengths and obstacles to further growth.
- Led the core leadership team in the development of a strategic plan to achieve the owner's aggressive growth goals.
- Assisted the owner in the assessment and eventual renovation of the JVM leadership team.
- Coached owner/CEO and key JVM leaders in the implementation of the strategic plan.
- Led continued renewal of the strategic plan based on marketplace learning and the growth of the leadership team and key difference-makers.
- Introduced the leadership team to vital external resources that helped JVM modernize its marketing strategy and execution, and digitally transform its go-to-market approach.

## Results:

- JVM is exceeding aggressive growth goals, and culture survey results show continued improvements in key metrics identified in the strategic plan.

*"I started working with Jude in early 2016 with the goal to improve myself as a CEO and my company as a leader in the apartment investment and property management industry. As a successful second generation privately held company, I wanted to ensure JVM was well positioned with the most talented leaders and most efficient and effective processes to support our long-term growth objectives. Jude was extremely effective in working with myself and JVM's senior leadership team to identify and focus on our strengths, while addressing opportunities for improvement. Through an engaging strategic planning process, Jude not only facilitated the development of a formal strategic plan but continues to work with JVM to coach our leaders through the implementation of the plan. I would highly recommend Jude to other organizations with the passion to succeed."*

- **Jay Madary**, Owner & CEO at JVM Realty