

CASE STUDY | AUGUST 2025

Vice President / Director, Real Estate

For a multi-family office firm focused on Private Wealth
Management services

Executive Search

Business & Professional Services

01 Background

Our client is India's first & largest Multi-Family Office firm founded by senior private bankers to provide a professional platform of Private Wealth Management services in India. The organization operates out of seven offices in India including Gurgaon, Mumbai, Bangalore, Kolkata, Chennai, and Hyderabad.

02 What was the exact ask?

The client was looking to bring onboard a leader who will be responsible for leading the Residential & Commercial real estate charter for South India. In this role, the incumbent will engage with IPCs, builders, brokers, and lead & manage all transactions across South India.

This role would work closely with the Co-Founders and report to the Head of Real Estate in Gurgaon. This role will be based out of Bangalore.

03 The process

We started off with a detailed discussion with the client regarding the identification of the must have and good to have skills / knowledge for this role. We defined what was a "must have", and that was the knowledge of residential sales (primary and secondary) and an understanding of how commercial sales work. The expectation was hiring a candidate who came in with the knowledge of working with IPCs (International Property Consultant). This was the first choice. The second option was to hire someone who came with a builder background but had worked in IPCs earlier.

We then started identifying all the IPCs who are working in India and then candidates from these IPCs who brought a strong residential sales knowledge. We drew out the 1st draft of the candidate universe and shared the same with the client within 4 days from the date of initial discussion. The client called out specific candidates from the longlist who are the closest match to their ask.

We used that list to go after the shortlisted candidates as well as identify more candidates who fell into the similar category of the shortlisted candidates. We presented the 1st batch of 3 dossiers within 2 weeks of when we started working on this assignment.

The interviews started off from the client's end and by the end of the 3rd week we had shared 2 more dossiers as well. After the first round, the shortlisted candidates were asked to complete an assignment and share the same as well.

We presented 2 more dossiers in the 4th week as well and built a strong pipeline of candidates the client to start the conversations with. The shortlisted candidates were asked to complete the assignment which was effectively a business plan which had a plan of action on how to build the real estate market for the client in South India.

From the initial list of 6 candidates, they interviewed 4 of them and they were asked to submit the assignment and of them 3 completed the assignment and submitted the same.

The next round of discussions was with one of the Co-Founders who evaluated them and ran through the assignment to better understand their thought process for the business plan. Some additions and modifications were suggested to be incorporated by the candidates into the plan, and they turned around with the revised assignments in the next few days. From this initial list, one candidate was identified who they decided was the best of the lot.

During the 5th and 6th weeks, we had submitted 3 more dossiers which went through the interview process and 2 of them also submitted the assignments. The 2 candidates also went through their 2nd rounds, and another candidate was shortlisted post the Co-Founder discussion.

From among the 2 pools of candidates, the client decided to go ahead with the candidate from the second pool and keep the second candidate as a back-up. Post discussions with him, the client made a formal offer of employment and post some back and forth, the final offer was rolled out which the candidate accepted. In the meanwhile, his current organization decided to make a counteroffer and hence gave him a larger set of responsibilities and a hike in compensation as well. The candidate evaluated both the options before him and finally decided to go ahead with our client. During this period, we continued to ensure that the candidate received all the required information as well as get a good idea on the culture and the workings of our client organization.

The client and PeopleAsset ensured a very close handholding and engagement with the candidate with multiple in-person conversations to ensure that that the engagement was intense with a keen lookout for any red flags since the current employer would continue to try and sway the candidate's mind in their favour.

The candidate eventually came onboard in 5 weeks in comparison to the 12 weeks' notice period that he had. The client got the candidate to travel to their head office in Gurgaon and ensured that the onboarding process was went off smoothly thanks to it being well thought through and executed perfectly. The chosen candidate brought more than 20 years of total experience in land transactions, residential real estate and corporate sales. In his current stint with an IPC, he was leading this charter for their Bangalore and Hyderabad markets. He is actively involved in both primary and secondary sales for the revenue that he generates.

04 PeopleAsset's differentiator

- PeopleAsset developed a deep understanding of the expectation and ensured that the candidates presented were in sync with these expectations of the client.
- We researched deeply and ensured that we went after the top tier organizations, identified the right set of candidates and in addition, ensured that we pitched right to ensure that the candidates came in excited about the role that were going to play.
- We ensured that we continued to maintain credible relations even with candidates who had dropped out, that they felt comfortable with coming back and re-engaging with us.
- Our handholding process ensured that the candidate only got more excited about coming onboard the client that he was able to negotiate a faster release from his current organization.