



Case Study: Sync Residential

SYNC Residential is a fast growing, boutique multi-family management company with properties in Texas and Georgia.

SYNC
RESIDENTIAL

Sync Residential
Selects the Right
Candidates with
Berke.

Goal:

- Enrich candidate data
- Make smarter hiring decisions

Solution:

- Integrate Berke into the selection process

Results:

- More effective interviews
- More informed hiring decisions

“The interview guide is very helpful for hiring managers who haven’t received interview training. It helps them become better interviewers.”

Ruth Stevelman, Human Resources Director

Challenge

Make smarter hiring decisions

Sync Residential, a boutique-style property management company, is growing quickly and seeking individuals with a passion for service. Ruth Stevelman, Human Resources Director, wanted to enrich candidate data and make more informed hiring decisions. As her candidate pool increased, she wanted an additional tool to help screen candidates. After reviewing a handful of assessment vendors, the Sync Residential team chose Berke for the ease of reporting and personalized interview guides.

Solution

Integrate Berke into the selection process

Sync Residential uses Berke for all positions, at all properties, across Texas and Georgia. The team reviews candidates' resumes to check for the requisite education, experience, and the necessary certifications. Then, they invite candidates to take the Berke Assessment. HR and hiring managers review the reports to develop a better picture of who the person is, apart from their resume. Berke helps them understand if people are: task-oriented, creative problem-solvers, calmer by nature, as well as excellent communicators. Integrity is essential for the positions in which people handle money, so Berke integrity test results are weighted heavily for those positions.

Result

More effective interviews and more informed hiring decisions

With properties spread across two different states, it is difficult to ensure interview consistency. Berke Interview Guides help Sync Residential standardize interviews so that all candidates are given an equal opportunity to shine. Hiring managers, especially those without interview training, appreciate the personalized questions that Berke Interview Guides suggest. The behavioral-based questions elicit more thoughtful, specific answers, which help hiring managers better assess candidate fit. Since implementation, Berke has helped Sync Residential identify and recruit team members who provide exceptional service at each of their communities.