



OVERLAND
PROPERTY GROUP

Overland Property Group Acquired at 2X Profitability After Enlisting Help of Coach

PROBLEM

Enthusiastic entrepreneur Pat Beatty is always looking for ways to maximize potential. Sometimes it's by sprucing up a historic neighborhood in his native Kansas with an award-winning development project. Pat loves to build value and excitement around the properties he creates with his business partners. Together, their commercial development group has won national attention for its work across a six-state region, earning awards for innovative approaches to multifamily and senior living sites.

By every traditional measure available, Pat's business was thriving. But as a leader, he still felt that something was missing.

With 2,000 successful units and counting, Overland was reaching its project capacity. The number of contracts and sites were growing faster than ever before. But when it came to basic questions about team cohesion, trust, and scalability—Pat's concerns grew.

Revenue growth: \$45M to \$65M company valuation. Successful sale at over \$100M after 24 months of coaching

Coachwell Client since: 2018

Industry: Multifamily Real Estate Development

Current Staff: 14

TURNING POINT

Trust fractured among the partners and they were not able to move forward on basic decisions. Untapped potential in the company became gridlocked in disunity. That's when Pat consulted a trusted friend who recommended Coachwell. Pat recruited Coachwell to unify the partner relationships through trust and collaboration.

Coachwell helped Pat to make room for every team member's voice. Through listening to feedback and an understanding of the internal dynamics, Pat was able to identify missed opportunities to collaborate. He also recognized how his attention as a leader was too fractured.

Coachwell helped Pat get back to the basics of leadership: delegation, good time boundaries, and more staffing to ease the workload.

Pat immediately hired an Executive Assistant to help him stick to his priorities. Instead of reacting to the crisis of the moment, Pat decided, ahead of time, which tasks to prioritize. This gave Pat greater confidence in taking time off to enjoy his family, knowing things at the office were handled. With a renewed partnership and the creation of a succession plan and some corporate restructuring, Pat prepared further internal changes with an eye toward the sale of the business.

SUSTAINABLE SUCCESS

Better communication from the top-down resulted in greater trust among Pat's business partners and the Overland Property Group team. This helped Pat to make a strategic sale of at least three properties, resulting in large equity gains for all partners. The benefits continued as the value of the 17-year-old commercial property development firm flourished.

24 months after Overland Property Group's initial meeting with Coachwell, the company transacted a sale of the business at a record profit—a valuation two times larger than expected. The equity in Overland jumped from a valuation of \$45M to \$65M and the sale ultimately exceeded both at over \$100M.

A simple rebuilding of trust and realignment of strategy made an already promising business wildly successful. For Overland, key changes prepared Pat and his business partners for a successful valuation and sale of the business. Exit planning, better internal communication, and deeper prioritization at the executive level were all contributions to the impressive results Pat and his partners enjoy.