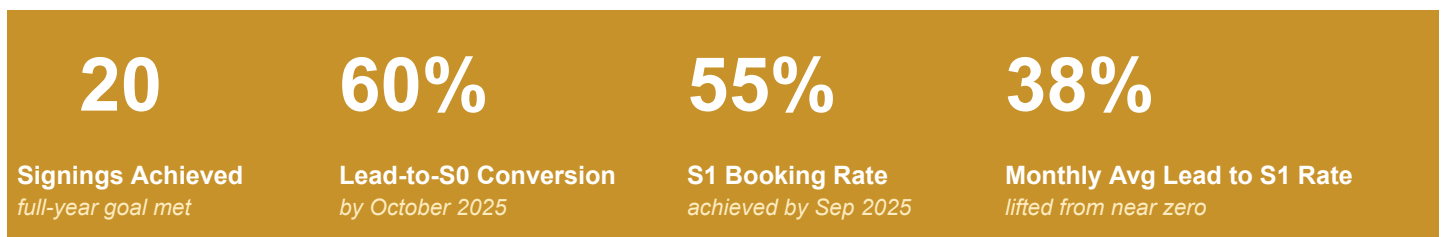


# Busting Through the Cap:

## How Keyrenter Property Management Reached Peak Storm Intensity

According to meteorologists, the “cap” is a warm, dry, stable layer of air that prevents daytime heating from “bursting through” to colder masses and triggering thunderstorms. But when the cap *doesn't* hold, rapid intensification takes place, and storms develop quickly, capable of producing torrential rain, frequent lightning, hail, and even tornadoes. The metaphorical takeaway we’re looking to focus on here is the rapid intensification. Thanks to the seasoned franchise development team at ROS® and its enhanced Recruitment Operating System (ROS) Analytics™ Program, that’s exactly what Keyrenter Property Management experienced while pursuing an ambitious goal of 20 new signings in 2025.

### KEY RESULTS AT A GLANCE



### THE CHALLENGE

Despite their best laid plans, Keyrenter stumbled badly out of the gate, winding up with zero signings in Q1, along with a downgraded forecast of seven total by the end of the year. By May 20, Keyrenter’s team was forced to come up with an amended goal, aiming for 12 signings in Q2–Q3 and six more in Q4.

A June 11 progress check noted little improvement. Now desperate, the brand attempted another course correction, submitting a new proposal heavy on departmental adjustments — but ultimately failing to account for broader strategic shortcomings. Within 24 hours, Keyrenter’s Executive VP of Franchise Development parted ways, with only four total signings to date.

**With half the year gone and only 20% of their goal achieved, the red lights were blinking across the board.**

### THE SOLUTION

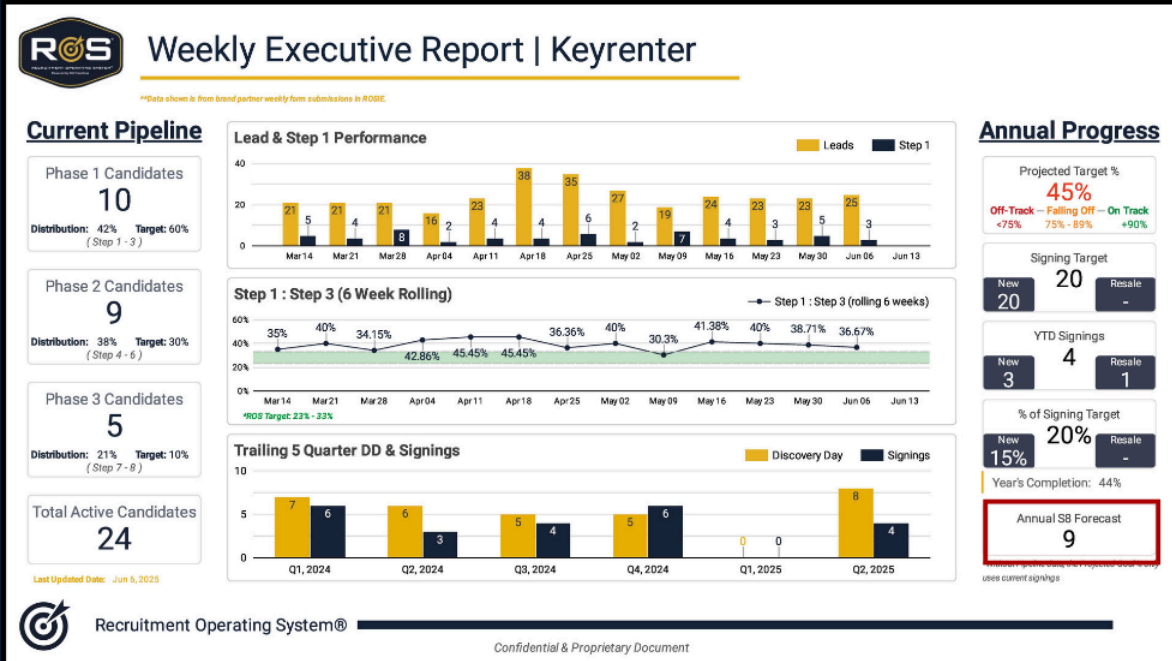
ROS® took drastic measures to instigate a turnaround, stepping in as an outsourced franchise development partner by replacing Keyrenter’s development leadership and some team positions. In an effort to turn disconnected data into actionable results, the team continually reviewed what the ROS Analytics™ Program’s reliable data, reports, and statistics were revealing in real time — so they could benchmark current pipelines, gauge pricing, and allocate internal resources with greater accuracy.

This effort extended to tactical solutions — including the development of weekly pipeline calls and the gradual elimination of outdated or incomplete data in Keyrenter’s database. Thanks to the ROS® team’s deliberate actions, the once dire situation at Keyrenter began to rapidly improve.

# THE SUCCESS

It took until June 19, but the ROS® team secured its first signing for Keyrenter. By July 2, Keyrenter signed six more candidates, updating their year-end forecast to 12. Momentum continued building, culminating in a highly organized, world-class Discovery Day on Aug. 11 — and just one week later, the ROS® Executive Weekly Report indicated the original goal of 20 signings in 2025 was still within reach. Driven by insights from the

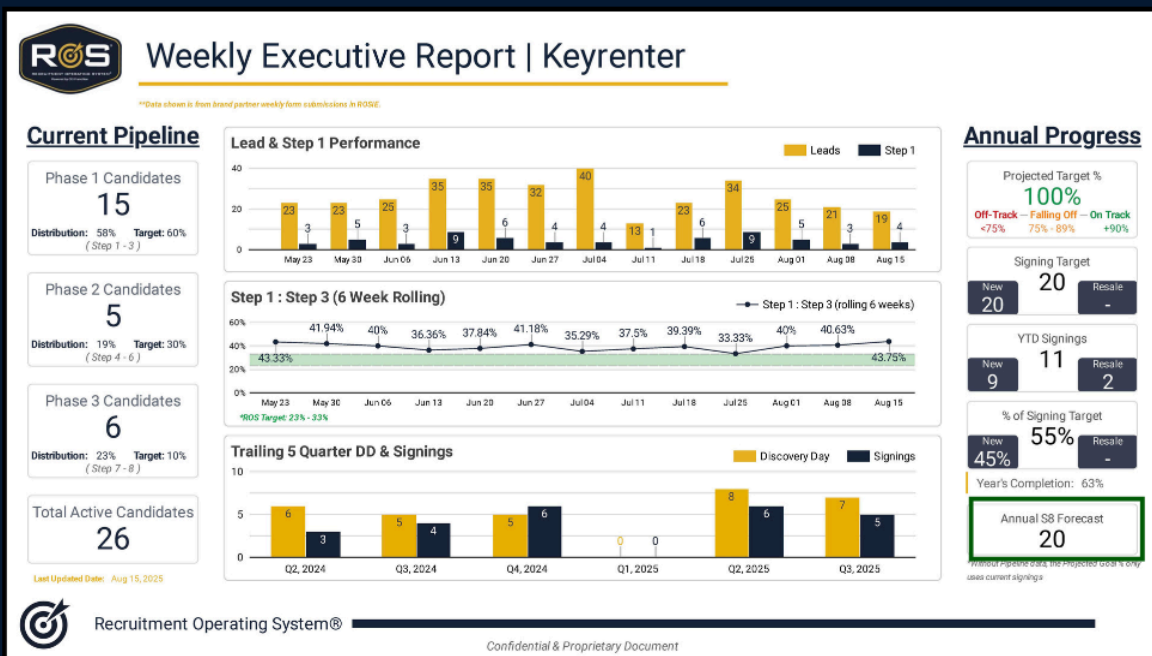
## Annual Forecast of 9 signings when ROS® took over Franchise Development



Recruitment Operating System®

Confidential & Proprietary Document

## Annual Forecast of 20 signings (on target) just 2 months after



Recruitment Operating System®

Confidential & Proprietary Document

enhanced ROS Analytics™ Program, the rapid intensification of recruiting success continued throughout Q3. By Sep. 22, the ROS® team's appointment setters had achieved a 55% S1 booking rate, raising the monthly average to 38%. By October, the team had achieved an astonishing 60% conversion rate from lead to S0. And on Oct. 27, ROS® CEO Art Coley hosted an in-person onboarding session at their Temple, TX headquarters, focusing on systems, structure, mindset, and how best to support Keyrenter's growing network of franchisees.

**On Dec. 10, the ROS® team presented Keyrenter with the greatest Christmas gift of all — achieving their original sales goal of 20 signings!**

*A goal that once seemed impossible, delivered exactly on time.*

## CONCLUSION

As anyone at Keyrenter will tell you, they owe their recruitment success to the power and performance of the ROS Analytics™ Program that favors clarity over novelty. As this celebrated case study for Keyrenter Property Management demonstrates, successful recruiting campaigns can develop quickly and rapidly intensify, much like daytime heating that bursts through the cap to become ominous and powerful thunderstorms. The enhanced ROS Analytics™ Program once again delivered on its promise of measurable results, setting the stage for additional growth and success for the Keyrenter brand in 2026.

*ROS® didn't just help us recover, they helped us build momentum, restore confidence, and ultimately achieve a goal many believed was out of reach.*

— Nate Tew, CEO, Keyrenter Property Management

**If your franchise development team is struggling to meet its recruiting goals, we'd love the opportunity to demonstrate what we can do for you.**

The ROS® team brings a pragmatic approach to the process, with a strong conviction that recruiting efforts can be measured, predicted, and scaled — provided brands choose to work with clean, comparable data and a fixed operating cadence. Want to hit your recruiting goals? Allow ROS® to provide your development team with accurate trendlines, frequent reality checks, and our patented mathematics-first approach.

**We invite you to experience what's possible.**

Discover how The Recruitment Operating System (ROS®) can empower your business at [info@recruitwithros.com](mailto:info@recruitwithros.com) / (254) 309 4131