



## How One Founder's Vision to Make Property Management an Enjoyable Job Has Led to the Success of Keyrenter Denver



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**Keyrenter Denver built its company culture on positivity and people-oriented management driven by founder and CEO, Brandon Scholten's, desire to make property management a good job. Discover how it helps them drive their 5,000-door goal and actually enjoy their work.**

### **Key Takeaways:**

- Keyrenter Denver currently manages about 1,000 doors and aims to reach 5,000 by 2028 via their strong, enthusiastic, people-oriented culture.

- CEO Brandon’s driving force at Keyrenter Denver is to make property management an enjoyable job. He strives to take an approach that shows people their work is meaningful and that they are part of something bigger.
- To help Keyrenter Denver reach its goals, Brandon brought trusted friend, Andrew Tibert, on board in 2020, initially as a project manager. Andrew is now the company’s chief of staff.
- The company also hired Amber Bryant, currently the people and culture director, in 2020 to transform its culture and foster a positive work environment.
- Keyrenter Denver prioritizes supporting its employees' growth so they can be top contributors to the company and advance their careers.

Successful companies are driven by clear, compelling visions that stoke passion in the people who work for them. As a leader, one of your most important responsibilities is defining and sharing an aspirational vision that promotes alignment, inspires action, and propels the team toward achieving ambitious goals.

Steve Jobs was renowned for his visionary leadership at Apple, which exemplified the effective communication of a company’s vision. Jobs unveiled the first iPod in 2001 with the ambitious concept of "putting 1,000 songs in your pocket." Apple relentlessly communicated this dream, unveiling products with an enthusiastic energy that modeled the vision for employees.

We’ve admired that same passionate, inspiring vision in Brandon Scholten, CEO of Keyrenter Denver. His driving force is to make property management more than a tolerable (or worse, miserable) job. He emphasizes, along with his Chief of Staff, Andrew Tibert, that Keyrenter Denver’s culture is built on how they focused on this early, and are building on that throughout the establishment of their culture to the present day. Strategic PM recently sat down with Brandon and Andrew to get the inside scoop on how they’ve built a positive, people-oriented company culture that not only drives them to set and attain short-term and long-term objectives but makes the company a place where people want to work, help each other, and thrive.

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## **(H2) From 1,000 to 5,000 doors**

Brandon and his team are grateful for where they are today as they’ve established Keyrenter Denver as a company that people want to be a part of. It is a “Best Places to Work” award winner and a “Top 3 Property Management in Denver” recipient. Brandon and Andrew attribute the company’s growth to a culture of high-performing, helpful people who love what they do.

Though they currently manage roughly 1,000 doors, their long-term goal is to reach 5,000 doors by 2028. [Keyrenter Denver](#) is poised to meet this goal because Brandon and the entire staff are on the same page with a clear vision for the company's future – which is to maintain a strong, positive, “we” culture where everyone’s unique gifts are celebrated and put to use in the right environment.

Next, we’ll discuss how the positive culture building got started.

## **(H2) Keyrenter Denver’s Cultural Turning Point**

About three years ago, Brandon knew he had to get everyone rowing in the same direction to make Keyrenter Denver a success, despite the company having already done an impressive job getting to over

500 doors in a few short years. So, he hired his dependable and strategic friend, Andrew, currently the chief of staff, as a contracted project manager.

Andrew and Brandon worked well together and set a goal to get the company recognized as one of the top companies to work for in Denver.

**“We didn't just stumble our way into it. We were on the finalist list of one of the best places to work in Denver, and that was something that we set out as a goal,” said Andrew.**

From the beginning, Brandon didn't want people to have poor experiences at work because that affects their lives negatively. This desire to make property management a good job aimed to make work at Keyrenter Denver meaningful so that people would feel like they were part of something bigger and that the company was going somewhere. He believes that involves knowing what it looks like to win in your role and what success looks like. Part of this is developing very good job descriptions and focusing on KPIs. But it really hits home through demonstrating, from the top down, the kind of culture Keyrenter Denver wanted to create.

The company was eventually recognized as one of the “Best Places to Work” just a couple of years later, and Andrew and Brandon amped up the playbook for growth and success to ward against people seeing working at Keyrenter Denver as just a tedious job. A great example they gave regarding this was of one employee, Alex, who was upfront about wanting to start his own property management company. That's precisely what happened, and Brandon supported him along the way with mentorship and opportunities to get the experience he needed. In turn, Alex gave Keyrenter Denver the best he had to offer which helped him grow into the next phase of his career, which is a terrific example of a positive growth culture.

From this point, the momentum was only building within the company, and another hire helped to catalyze bringing a strong, positive culture to fruition.

## **(H2) Finding The Changemaker**

Brandon needed to hire a person who could not only convey the values he wanted to see but would do as he does and model [those values](#) genuinely and enthusiastically. Amber Bryant was the person he hired, and her current official title is people and culture director.

Brandon explained that Amber has a positive impact on everyone she works with and is an inspiration to the company.

Andrew further explained that she's been a guiding light and the leader of a complete cultural turnaround.

**“You ask our team now, what's our big audacious goal? Everybody knows; everyone knows,” Andrew said.**

Amber is a driving force behind Keyrenter Denver's strong, positive culture, which is evident in how she works with people, especially when she's hiring and training new employees. She has a wonderful way of getting people excited about the company; her energy and enthusiasm are infectious. She's an example

of how Keyrenter Denver has evolved, and she will continue to be a major part of the company, contributing to the people-first culture it seeks to maintain.

## **(H2) Protecting and Nurturing a Strong, People-First Culture**

Keyrenter Denver is committed to maintaining a culture where people love what they do and can succeed. Team leaders point out that the key to transforming culture is to get to a “we” state and look at the culture as a living, thriving organism.

**“I think if I were channeling Amber, I would say we're entrepreneurial. We're a growing company. You have a chance to get on board early and you have an ability to help shape and affect it. The leadership is going to listen to you and your ideas and promote the best ones. I think I would also add, if you come to Keyrenter and you're for a time with us, we're going to invest in you and develop you and make you as marketable and as productive and as talented as we can,” Andrew explained.**

By doing that, everyone knows what the goals are, how they can be achieved, and what’s expected of them. That’s how you get to 5,000 doors or accomplish numerous other property management goals.

To help with the goal of making property management a great job, Brandon said that they are constantly working to create a culture that people love to be a part of, and that is what sets Keyrenter Denver apart. Brandon and Andrew are creating an environment where there’s “deep healthy friendships” at work, and they emphasize that when everyone is committed, you can trust them to not only buy in but also take the initiative and help the company grow.

## **(H2) Replicating the Keyrenter Denver Model**

Property management offers rewarding and challenging opportunities for those driven to succeed. Instilling a culture where people love what they do and can be successful is a challenge that Brandon and Andrew have embraced, and their team has developed a successful model that can be replicated. They look forward to growing the business and sharing the Keyrenter Denver story to inspire other property management entrepreneurs and executives.

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### **For publishing**

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