

Internal Sales Competition (ISC)
Prospect Profile
D&A Real Estate



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The Case

You have just accepted a job with Toledo Distribution Company (TDC) (or WorldWide) and have relocated to a new city. While searching for an apartment in your new city, you decide to drive around the surrounding neighborhoods to explore the area. You notice an “Open House” sign and decide to stop in to see what you can get for your money and where you might want to live in the future. While in the house, you meet the real estate agent, Randy Klewan, and he shows you around the house.

You notice a few flyers on the kitchen counter and decide to grab one. As you reach for it, you see that they are black and white. Randy catches your glance at the flyers, and he excitedly tells you that houses don’t stay on the market long. He is glad you were able to see the house in person because the black and white photos don’t do the house justice. He normally has full color copies but has been directed to make black and white copies because their color copier is already over capacity, and the office can’t afford to have it go down and/or void the warranty.

You tell Randy about your new position and how you could possibly help D&A Real Estate out. He offers to get you in contact with the Director of Marketing, Alex Parker. Alex has been with the company for over 5 years and is a very important person in the company. He states that Alex has already begun looking into new options and recently met with a sales representative from Document Distributors, one of your competitors who they are currently using. Alex scheduled an initial meeting with you that you are grateful for.

D&A Real Estate Background

D&A Real Estate was founded by a University of Cincinnati graduate in 1967. D&A Real Estate has been ranked as one of the top 20 real estate companies in Ohio for the past 5 years. D&A currently has 5 locations in the state of Ohio, with the main office in Cincinnati. D&A sells both residential properties and commercial properties. The corporate culture of D&A is very team oriented. It is definitely a “fun” place to work. An annual favorite is the Hallmark Tour that each office organizes to highlight the hallmarks of each city/town to reinforce the special quality of life in each one of their office’s geographies.

According to LinkedIn, key figures who currently work at D&A have been with the company 5+ years.

- Randy Klewan - Real Estate Agent, been with D&A for 8 years. Prior to D&A, he was a sales representative at Art Van.
- Alex Parker - Director of Marketing, graduated from Chico State University in Northern California in 2009. Previously worked as a Marketing Manager at a law firm in Oregon. Has been with D&A Real Estate since 2011.
- Abby Dee - CFO, been with the company since 2002. Graduated from Youngstown State University in 1985. Worked for Rock City Financial Group in Cleveland, Ohio, prior to D&A.
- Cooper Good - CEO, been with the company since 1980. First started as an agent and worked his way up to CEO.