

# Jeremy Pound

Jeremy Pound has built sales playbooks for some of the fastest growing property management companies in the nation. His deep background in sales process engineering has allowed him to design the kind of sales process that can transform a stagnant operation into a thriving company that has the freedom to choose its clients and command premium pricing.

As the CEO of RentScale, a South Florida-based consulting firm that helps property managers double their door count, he has gained an uncommon insight into the art of selling to accidental landlords, seasoned investors and aspiring owners by working with nearly four dozen property management firms in the last 18 months.

He writes and speaks regularly on how entrepreneurs can replace themselves as the only salesperson in their company and has published two books on sales and marketing. Jeremy is also the host of the [New Customer Machine podcast](#), where he interviews experts and entrepreneurs about how to turn strangers into customers at scale.

Prior to developing the proprietary “Scalable Sales Team Framework” that RentScale teaches and implements, he founded two professional service firms and used those principles to build service-based sales teams. The setbacks and breakthroughs he learned during those 15 years were the inspiration for the work he does today with other entrepreneurs.