Unleash YOUR AMAZING

CLIENT CASE STUDY

# When the Market Shrinks, Relationships Matter More

*How Achosa Home Warranty grew double digits every year while the U.S. resale market fell to a 30-year low*

| +80% | –19% | 92% | 3+ years |
|---|---|---|---|
| Achosa revenue growth from 2022, the year before the partnership, to 2025 | National home sales over the same years | Of the sales team personally coached, a voluntary program | Of continuous partnership, coaching seats refilled as reps rotate through |

## The Client

Achosa Home Warranty is a relationship-driven sales organization operating in a real estate market that has tested even seasoned sales teams. Revenue depends on the ability of sales professionals to quickly build trust, create long-term referral relationships, and consistently perform in a highly competitive environment.

## The Challenge

Between 2022 and 2025, the real estate industry faced one of its most challenging markets as existing home sales fell to a 30-year low. To keep growing, reps couldn't simply ride the market or rely on a one-size-fits-all sales approach. They needed to deepen relationships, understand how they were individually most effective, and turn that clarity into consistent action in a contracting market.

## Talent Development Strategy

Since April 2023, Tammy Ebright and Unleash Your Amazing have served as part of Achosa's talent development strategy; helping develop sales professionals, improve hiring decisions, strengthen leadership, and leverage natural strengths through emotional intelligence, behavioral sciences, and BG5 Career Design.

## The Approach

Unleash Your Amazing built a multi-level development engagement grounded in BG5 Career Design Analysis and TTI SI assessments (Sales EQ, DISC, and the 12 Driving Forces):

- **Individual foundation.** Every rep completed an assessment, then a 1:1 debrief, paired with an introduction to their BG5 Career Design, a personalized map of how they naturally communicate, make decisions, build trust, and create value. Participation was voluntary and company supported, and 92% of the team opted in.
- **Smarter hiring.** A job benchmark gave Achosa an objective profile to hire against, so the team selects more intentionally, screens out costly mis-hires, and brings on people who fit the job role as well as company expectations.
- **Ongoing 1:1 coaching.** Reps moved into structured 1:1 coaching designed to translate self-awareness into practical improvements in communication, relationship-building, sales behavior, and performance.
- **Team and group development.** Monthly trainings, leader coaching, and regional sessions carried the work beyond individuals to teams and the wider salesforce.

## The Results

As a baseline we used end of year revenue from 2022; Achosa has grown its **revenue about 80 percent**, even as the national **resale market it depends on fell about 19 percent** to a 30-year low. The company posted double digit revenue growth every single year while home sales kept sliding.

**That growth belongs to Achosa's leadership and a committed sales team.** The engagement's role was to help sustain and extend it, rep by rep, by helping each person understand what made them uniquely effective and apply those strengths more intentionally in the way they sold, led, communicated, and built relationships.

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| Year | Achosa revenue growth (YoY) | U.S. existing-home sales |
|---|---|---|
| **2022** | **baseline** | 5.03M |
| **2023** | **+26%** | 4.09M |
| **2024** | **+22%** | 4.06M (30-year low) |
| **2025** | **+18%** | 4.06M |

**The same pattern shows up rep by rep.** Among tenured reps who began 1:1 coaching in 2025, everyone improved their revenue growth rate versus the year before, and three who had been declining reversed into growth. One five-year Achosa veteran top-producer went from ending 2024 at 3 percent below the prior year to 18 percent above after his 7-month program. This year he is pacing 26% growth.

**The benefit shows up earlier in a rep's tenure, too.** Shortened the path to profitability. New hires who went through the program reached their break-even point roughly seven months faster than before.

## In Their Words

*"Since partnering with Tammy Ebright and Unleash Your Amazing, Achosa has continued to achieve strong, consistent growth despite a challenging real estate market. What sets Tammy apart is that **her work goes far beyond traditional sales training**. She helps individuals better understand themselves, improve how they communicate, strengthen relationships, and leverage their natural strengths to perform at a higher level.*

*The impact has been felt throughout our organization—from individual sales performance and leadership development to recruiting and talent selection. Tammy's assessment and benchmarking tools have helped us make more **informed hiring decisions, avoid costly hiring mistakes**, and identify candidates who align with our culture, values, and performance expectations.*

*What I appreciate most is Tammy's practical approach. She combines **self-awareness with actionable insights that help people become more effective leaders, teammates, and sales professionals**. Over our four-year partnership, she has worked with the vast majority of our sales organization and has become an integral part of our talent development strategy.*

*Tammy has made a meaningful contribution to Achosa's growth and success. **I would highly recommend her to any organization looking to elevate leadership, communication, team effectiveness, and sales performance."***

**— Harry Keifer, Co-Founder & Chief Sales Officer, Achosa Home Warranty**

## Why It Worked

Most sales training teaches everyone to follow the same process in the same way. This engagement focused instead on helping each person understand how they naturally communicate, build trust, make decisions, and create value; then translating that insight into practical sales behavior.

When people stop trying to sell like someone else and start working from their own strengths, confidence increases, relationships deepen, and performance becomes more sustainable. Combined with leadership development and team-wide reinforcement, that individual clarity contributed to stronger alignment and continued growth.

Turn individual strengths into measurable team performance. Curious what growth opportunities may be hiding inside your team? Schedule a conversation to explore how we can help your team perform at their highest potential.

*Revenue is shown as year-over-year growth only, at the client's request. Figures from Achosa internal sales reports; market data from the National Association of Realtors.*

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