

# Vesteda

Rapid deployment of the right people in  
a complex debt collection environment



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**Vesteda is a leading housing investor and landlord in the Netherlands, specializing in managing high-quality, sustainable rental properties in the mid-rental segment. With a portfolio of over 28,000 homes and tenants spread across the Netherlands, Vesteda plays a crucial role in keeping the housing market accessible.**

Managing such an extensive portfolio also presents complex challenges, particularly in the area of collecting overdue rent. It requires not only knowledge of credit management and real estate but also strong communication skills, legal expertise, and empathy. This combination is hard to find in the job market. Therefore, for over ten years, Vesteda has relied on BVCM People, the partner for the recruitment, selection, and secondment of finance professionals with the right profile.



“BVCM not only selects based on skills but primarily on the right profile. The candidates they provide can often start working independently within a week,”

—Ben Sinnige, Team Leader Collections at Vesteda—

## Scarce job profiles in a demanding field

Rent collection within the real estate sector is a unique field that requires a specific type of finance professional, Ben explains. There is a strong demand for professionals who can act empathetically without losing sight of the legal and financial framework.

"Knowledge of credit management is fundamental, but not nearly enough. It's crucial for colleagues to be empathetic and understand that they are renting properties where people live. People who have a roof over their heads and want to keep it. It's important to approach conversations with this mindset when a tenant has payment arrears, and then work together to find solutions for any financial issues the tenant may have."



At the same time, there are strict legal frameworks, and efficient action is required to mitigate risks while engaging with people in challenging situations. This demands legally knowledgeable and communicatively strong professionals.

*"Our employees interact with tenants, administrators, trustees, and bailiffs. They need to understand how tenancy law operates, how legal processes unfold, and how to execute a judgment correctly."*

*Additionally, they must be able to guide such conversations and provide advice. They need to be communicatively strong at various levels, with the tenant, but also internally for effective coordination."*

Finding such candidates is a structural challenge.

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**For more information, visit:**  
[bvcm.com/en/secondment](https://bvcm.com/en/secondment)

## Targeted recruitment and agile execution

To effectively support Vesteda in finding the right professionals, BVCM employs an approach centered on speed, precision, and sustainable employability. This included:



### **Selection based on expertise and attitude**

In close collaboration with Vesteda, BVCM developed a clear candidate profile that combines credit management expertise, legal knowledge, and strong interpersonal skills. Equally important is the candidate's attitude: a willingness to learn, strong communication abilities, and the adaptability to quickly integrate into Vesteda's culture and processes. That's why BVCM doesn't only assess CVs — we focus on potential and personality.



### **Rapid deployment without compromising quality**

Candidates are carefully screened and thoroughly prepared, enabling them to start independently in a very short timeframe — often within a week. Even if a candidate is not yet a specialist in rental collections, the combination of foundational knowledge and intrinsic motivation ensures they quickly become effective contributors. This saves Vesteda time and eliminates lengthy onboarding processes.



### **A partnership, not just a placement**

The collaboration is built on mutual trust and substantive engagement. In addition to regular progress updates on active candidates, BVCM proactively exchanges insights on market trends, industry developments, and future staffing needs. This fosters a long-term partnership where knowledge sharing is central, and BVCM continues to evolve in line with Vesteda's requirements.

## A partnership that delivers more than just people

The partnership between Vesteda and BVCM has been active for over ten years and is defined by continuity and a strong mutual understanding of expectations. Whenever Vesteda requires temporary support, they turn to BVCM People for the recruitment and secondment of finance professionals with a background in real estate collections.

While the ideal candidate profile — combining credit management expertise, knowledge of tenancy law, the ability to communicate across multiple levels, and an empathetic approach — is complex, BVCM consistently succeeds in delivering professionals who are quickly deployable. In practice, this means that newly placed candidates are often able to operate independently within just one week.

The collaboration is practical and results-oriented. Before each placement, both parties align on the type of support required and identify any development areas a candidate may need to address in order to perform effectively in the role. In addition, regular substantive discussions on market developments help strengthen mutual understanding and contribute to long-term success.

The result is a stable and reliable partnership in which both parties know what to expect from one another — and continue to build toward the effective staffing of a critical department.



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## Our story

BVCM provides comprehensive solutions within the Order to Cash process, ranging from outsourcing and secondment to debt collection and legal proceedings.

Since our inception in 2005, we have consistently dedicated ourselves to achieving the best possible results for our clients. After all, you are only as good as your last result. Over the years, we have expanded into an international full-service credit management specialist, proudly serving hundreds of clients both in the Netherlands and beyond.

We continuously evolve by staying abreast of the latest technological advancements to meet all our clients' credit management needs.

As your international partner in the total prospect-to-cash process, BVCM (Bureau for Credit Management) leverages our extensive experience to optimize your complete credit management, alongside our partners, services, and personnel. From client selection to (e)-invoicing and invoice payment, we employ intelligent modern digital solutions such as e-invoicing to deliver your invoice to your client in the most efficient manner or by applying machine learning to determine the most effective trajectory. Would you like to learn more about our BPO services? Feel free to contact us at [sales@bvcm.nl](mailto:sales@bvcm.nl) or +31 20 34 60 746. Prefer to schedule an appointment directly? You can do so via the button below!

**Contact us**



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