

## TJ Hock

Real Estate Operator | Systems Architect | Leadership Team Builder



TJ Hock knows how to take messy, complicated operations and turn them into something clear, simple, and—believe it or not—enjoyable. With a Six Sigma Lean certification and two decades of experience in real estate and operations, he’s built a reputation for solving tough problems, building strong leadership teams, and using data not to confuse people, but to help them grow.

At Rentwell, TJ led the creation of the company’s Central Services “HUB”—a behind-the-scenes system that brought finance, compliance, marketing, vendor management, call centers, and accounting all under one roof. It wasn’t just about making things faster or cheaper. It was about building something scalable, people-friendly, and designed to last. He’s the kind of leader who can look at a profit-and-loss statement or an org chart and immediately spot the problem—and more importantly, how to fix it without burning out the team.

What really sets TJ apart is how he connects systems to people. He uses tools like Culture Index and EOS not just to track numbers, but to unlock what motivates his team and get the right people in the right seats. His leadership style is hands-on, thoughtful, and rooted in servant leadership—he doesn’t just want the business to run better; he wants people to thrive while they’re helping it grow.

TJ’s also a numbers guy, but not in the cold, corporate way. He loves KPIs because they tell stories—about progress, about ownership, about how small changes drive big outcomes. He enjoys teaching and coaching team members to understand their scorecard, he brings clarity, strategy, and heart to every project he touches. Outside the office, TJ lives in West Chester, PA with his wife and two daughters.

He’s been investing in real estate since 2004, is known to jump into cold plunges for fun, and will happily nerd out with you about operational strategy over a strong cup of coffee.

If you’re looking for someone who can talk about leadership, systems, and KPIs without the fluff—someone who makes complex ideas feel simple and useful—TJ Hock brings the experience, humility, and mindset to leave your audience better than he found them.