

HOW TO HIRE ONLINE

**A PROVEN HOW-TO
GUIDE FOR HOME
IMPROVEMENT
COMPANIES TO
HIRE DIGITALLY**



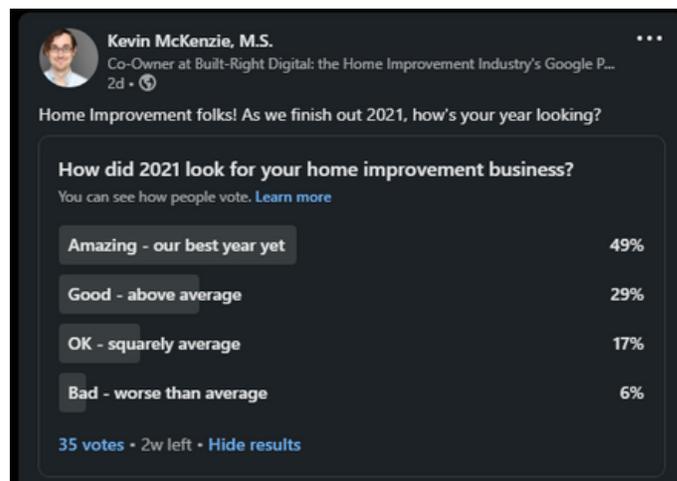
BUILT-RIGHT
DIGITAL

INTRODUCTION

THE HOME IMPROVEMENT INDUSTRY IS GROWING AT A RECORD PACE, BUT COMPANIES ARE STRUGGLING TO STAY FULLY STAFFED.

This step-by-step guide will keep your home improvement company supplied with a high-quality pipeline of qualified applicants with **zero dollars of marketing spend**.

CONSIDER THE EMPLOYMENT SITUATION IN 2 SIMPLE STATISTICS:



Our industry is growing fast, with **just under half** of the industry reporting their **best year ever in 2021**.



But a huge majority of the industry has open job positions, which is a **performance bottleneck for future growth**.

THE STEPS

LUCKILY, THE SOLUTION TO STAFFING PROBLEMS IS EASY TO IMPLEMENT WITH THIS STEP-BY-STEP GUIDE.

The modern home improvement workforce is looking for work online - here are your steps to **find the right people** for free.

1

**WRITE YOUR JOB DESCRIPTIONS
(OR USE OUR TEMPLATES)**

2

**IDENTIFY YOUR TARGET
GEOGRAPHIES**

3

POST YOUR JOBS ONLINE

The core of this proven digital recruitment strategy is **variety**. We will show you how to take one core job description (we'll even provide you with free templates!), and post it in **every town** where your ideal employee could live.

This simple step ensures that you get the volume of qualified applicants that you need.

Of course, the proof is in the results - we've run this strategy extensively to work out the hiccups **so you don't have to!**

Read our results below.

THE PROOF

OUR ONLINE RECRUITING METHOD IS TESTED AND PROVEN TO WORK.

Seriously, you wouldn't believe the amount of **bad advice** floating around on the internet for home improvement companies!

Here are our results from the first 30 days of recruiting in 3 geographic markets.

FIRST 30 DAYS ACROSS 3 MARKETS

Market: Tampa, FL				
Job Title	Applications	Qualified Applicants	Quality percentage	Sample applicants
Sales Rep	53	33	62.26%	Sales manager, Home improvement sales rep.
Installer	70	46	65.71%	Bathroom remodeler, subcontractor, carpenter's apprentice

Market: Portland, OR				
Job Title	Applications	Qualified Applicants	Quality percentage	Sample applicants
Sales Rep	29	15	51.72%	In-home sales rep, building material sales rep
Installer	19	9	47.37%	Finish carpenter, framer & drywall installer, plumber's assistant
Office Assistant/Phone Rq	164	42	25.61%	Administrative assistant, receptionist, and 100+ others!

Market: Chicago, IL				
Job Title	Applications	Qualified Applicants	Quality percentage	Sample applicants
Lead Installer/Crew Lead	12	5	41.67%	Journeyman union carpenter, service technician/roofer, HVAC installer

DOZENS OF QUALIFIED APPLICANTS FROM COAST TO COAST

The results really speak for themselves!

When you follow the steps in this guide, you're going to see:

- **Qualified applicants**, folks you will want to hire
- **High-volume results**, enough to staff a growing medium-to-large home improvement company
- **Performance** across every area of your company, from in-home sales to the phone room to the installation department.

STEP 1: JOB DESCRIPTIONS

YOUR GOAL WHEN YOU ARE WRITING YOUR JOB DESCRIPTIONS IS TO CONVINCЕ EXPERIENCED APPLICANTS TO APPLY

Keep it simple is the rule of successful job descriptions. Write exactly how much you need to **convince a qualified applicant to apply**, and nothing more!

Here is what to emphasize:

- **YOUR CULTURE & REPUTATION**
- **YOUR STABILITY & YEARS IN BIZ**
- **YOUR LOCATION**
- **YOUR PAY RATE**

Folks get caught up on pay rate, but it is really mandatory for a successful recruitment program. You can list a range, even a wide range, so don't worry too much about publicizing what you pay your employees!

AND THAT'S IT!

Once you've written a persuasive job listing that has the above details, **STOP WRITING!** Short and sweet is the name of the game. Applicants will not read the job listing if it is too long.

Make sure that you don't fall into the trap of trying to interview your applicants by writing a job description that has requirements that only a superhero would meet -Your goal is to get **experienced applicants**, not perfect applicants!

You will find the perfect applicants by reviewing the resumes you receive and interviewing the best candidates.

JOB DESCRIPTION TEMPLATE #1: SALES REP

SALES REPRESENTATIVE JOB DESCRIPTION

Job Title:

Mix and match for titles like "Sales Rep / Designer"

- Sales Representative
- In-Home Sales
- Sales
- Sales Associate
- Sales Executive
- Sales Rep
- Designer
- Design Consultant

Description:

Codes to replace: [companyname] [city] [yearlyaverage] [yearlymaxsalary] [jobtitle] [yearsinbiz]

Our team at [companyname] has made home improvement headache-free and cost-effective for over [yearsinbiz] years. We have an immediate opening for [jobtitle] applicants in our [city] location for a full-time position.

Highly driven individuals who want scheduling flexibility and the freedom to maximize their earning potential are especially encouraged to apply. Our median In-Home Sales Professionals earn about [yearlyaverage] per year, but our top performers earn well above [yearlymaxsalary].

Why work at [companyname]? Simple! We deliver you warm, confirmed leads and an industry-leading sales training program that will ensure your success.

As a successful candidate for this position, you must:

- Be a moral and upstanding person
- Be willing to learn and adhere to our proven sales system
- Have reliable transportation and not struggle to make appointments on time
- Have the willingness to succeed and overcome obstacles

Requirements for successful candidates:

- Two years or more of in-home sales experience. Home improvement sales experience is an advantage.
- Good driving record and valid driver's license.

JOB DESCRIPTION TEMPLATE #2: INSTALLER

INSTALLER JOB DESCRIPTION

Installer Job Description

Job Title Options:

Mix and match for titles like "Installer / Carpenter"

- Construction Worker
- Carpenter
- Bathroom Installer
- Remodeling Crew
- Remodeler
- Installation Tech
- Installation Helper
- Installer
- Remodeler
- Contractor
- Sub Contractor

Description:

Codes to replace: [companyname] [city] [payrate] [jobtitle] [productspecialties]

[companyname] in [city] is seeking experienced [jobtitle] to add to our growing team of home improvement pros. Here you have the opportunity to work with a team of hard working and honest people who care about you and your success. We promote from within, and respect the hard work you put in every day. We specialize in [productspecialties].

About The Position

In this full-time position, a [jobtitle] can earn a competitive wage up to [payrate], based on previous experience. We also provide lucrative incentives for great performance. Looking for a change or new opportunity where you can excel? Here's your chance.

Qualifications:

- Must have personal reliable transportation to drive to job sites and valid driver's license.
- Must be able to load / unload job materials in trucks and on job sites.
- Must have 2 years or more of construction experience.
- General knowledge of construction material / tools.
- Help at various job sites as needed.
- Ability to read a tape measure and take measurements.
- Ability to be a team player, work as part of a team and follow instructions.
- Willing to learn, grow, take charge, and progress into becoming a potential lead installer.

If this position sounds interesting and you meet the qualifications above, we want to talk with you!

CALL CENTER JOB DESCRIPTION TEMPLATE #3:

CALL CENTER REPRESENTATIVE JOB DESCRIPTION

Job title:

Mix and match for titles like "Call Center Rep / Inbound Marketing"

- Call Center Representative/Rep
- Customer Service Representative/Rep
- Inbound Marketing Agent
- Office Administrator/Assistant
- Receptionist
- Customer Care
- Phone Team

Description:

Codes to replace: [companyname] [city] [payrate] [jobtitle] [yearfounded]

Since [yearfounded], [companyname] has made home improvement affordable and headache-free. Our winning team has an immediate opening in our [city] location. This is a full-time [jobtitle] position.

Confident and outgoing people who are looking for a flexible schedule and the ability to grow their earnings are especially encouraged to apply.

Our Customer Care team is staffed by phone professionals who set appointments with warm phone calls, both inbound and outbound. That's right, zero selling is required!

As a successful candidate for this position, you must:

- Have a great attitude and friendly disposition
- Be willing to learn and follow our proven appointment setting system
- Have the can-do mindset to overcome objections and provide a great customer experience

Requirements for successful candidates:

- Two years or more of phone answering experience or office administrative experience. Experience in the home improvement industry is an advantage.
- Excellent interpersonal skills and communication skills

STEP 2: TARGET LOCATIONS

YOU WANT YOUR JOB TO APPEAR IN EVERY TOWN WHERE AN IDEAL EMPLOYEE MIGHT LIVE.

To make sure that your job appears in front of all eligible applicants who would be a great fit, that means appearing in every town that would be a comfortable commute to your business location!

Make a list of locations that:

- **ARE A COMFORTABLE COMMUTE**
- **HAVE SIGNIFICANT POPULATION**
- **ARE SUFFICIENTLY VARIED, WITH 3-6 TOWN BEING IDEAL**

One easy way is to select large towns off of Google Maps that are within a small radius of your location. You'll want to choose towns with about 50,000+ in population, about 20-30 minutes away from you (or less). You'll want 3-6 towns in all!

AND THAT'S IT!

You'll use these town names as your target locations in the next step, so just carry these town names forward to the next page.

STEP 3: POST YOUR JOBS

THE LAST STEP IS ACTUALLY THE EASIEST - POSTING THE JOB!

There are a lot of free job listing sites you can choose from - like LinkedIn, Facebook Jobs, or even Craigslist. We find that **Indeed works the best** for the home improvement and home services industries!

For posting your job, you will post the job with slight variations in each of your target towns from Step 2.

Here are some best practices:

- **USE A UNIQUE JOB TITLE**
- **SLIGHTLY CHANGE THE JOB DESCRIPTION**
- **INCLUDE PAY DETAILS *ALWAYS*!**

Many company owners are worried to post pay details on their job postings. There's nothing to fear! Simply use a range, or use an "up to" pay rate that would apply to the best possible applicant.

AND THAT'S IT!

You'll repeat this step 1-2 times for each town where you want your applicants to find your job listing. A good strategy is to use a "senior" job title and then a "regular" job title - like turning your job posting for a "sales rep" into a "senior design consultant", to appeal to applicants looking for more serious responsibilities on the job!

When you run 5-6 job postings at once, you should find you get multiple qualified candidates daily - solving your trouble with job vacancies sitting open and slowing down your growth!