

**Fact: For every 3 people leaving the trade, only 1 is entering.  
An empty truck costs you \$16,000 a month in lost gross profit.**

**Doing nothing is not an option**

## **THE CURE TO ALL YOUR RECRUITMENT HEADACHES**



### **CONTRACTOR 20/20's** **EMPLOYEE RECRUITMENT PROGRAM**

It is a fact that for most Plumbing, HVAC, and Electric companies, employee recruitment is a problem that is developing into a disaster. We've heard statistics that for every 3 people leaving the trade, only 1 is entering.

Our clients generally have had a view from the bottom of the valley, which is often expressed by the old saying "You can't see the forest for the trees." This means that they are so close to the details of the problem that they can't see the whole situation and a solution. For example, many companies are opposed to offering a significant sign on bonus. They feel this will cause hard feelings with their current employees. What they don't realize is that when employees believe they are not replaceable the employer loses significant influence over them. Also, each day they turn down jobs because they don't have enough employees, they lose money and growth opportunity. The sign on bonus solves both problems and pays for itself.

We deal with hundreds of clients nationwide, so we have a mountain top view of the employee recruitment problem that lets us see what is working and what is not working, *before* we invest our clients' money.

Contractor 20/20 uses the experience gained from both the successful and unsuccessful recruitment methods utilized by all our 200+ clients to overcome the same recruitment challenges. The data we collect helps narrow down what is most successful, and what will help you achieve the most positive results.

What follows is a menu of our Employee Recruitment Services. You'll notice a modest \$250 set up fee, and then you pick the services you want. You decide the mission, then, we execute your instructions for a low fee.

You should also note that we offer an "Out of Town" option on all these services. At any given time, somewhere in the country, there is a great city or town that is economically depressed. Perhaps it's a company or military town where the company or military base has closed, or a drought stricken agricultural area. The net result is the same – an abundance of highly qualified technicians who are underpaid, unemployed, or working just part-time. Using U.S. Department of Labor Statistics we have identified these areas to find highly qualified technicians ready to move.

Using our Employee Recruitment Program, we can help you find technicians who are qualified, experienced, and eager to work. They need the jobs, and you need to hire!

Thank You,

Mike Morosi, Pres Contractor 20/20



**P.S. Frankly, there is nothing on this list except for Google AdWords, Radio/TV, and copy writing that you could not do for yourself, if you had the time to do it. Anyone in business for more than one week knows that time is your most precious commodity. Our goal is to save you time, get you results, and gather the data that saves you money.**

# Contractor 20/20 Employee Recruitment Program

## Menu of Services

### Local Services

#### 1 ) Local Internet

**Right now potential employees are searching online for jobs in your area.**

This option captures the attention of potential employees searching on Google for jobs in your defined area. We create a highly targeted pay per click campaign which brings visitors to your employee recruitment site or specific pages on your website about job and career opportunities.

**Why pay the expensive job sites when you can show your ads right on Google, the largest search engine in the world for a fraction of the price.**

**Pay Per Click Ads on Google Search -**

**Pricing: \$200 Set up fee, Monthly budget dependent on market. 20% Commission**

**Custom Employee Recruitment Website -**

**Pricing: \$300 Set up fee, Plus 20% Commission**

2) **Radio and TV** – We target your potential **employees on the way to work** or before they **leave for work**. We know which stations the people looking for jobs in your field are most likely to listen to and write the ads to be put on those stations announcing your employment opportunities. We can target the right people by specifying demographic preferences, as well as pull current employees listening patterns to find the stations that will generate the most feedback. We can also time the ads to be played when the techs are on their way to or from work listening to the radio. Samples available upon request.

**Pricing: \$150 startup (Free if we already do radio or TV for you), cost + 15%.**

**Most of the time the stations will give us a 15% agency discount so your net cost can be 0.**

3) **Newspaper** – We can find a list of your local news papers and their rates and place employment ads in the ones most likely to produce responses.

**Pricing: cost +12% min \$20 per publication we contact for pricing**

- 4) **Direct Mail** – If there is a list of licensed techs available for your area, we can direct mail these people with announcements of job opportunities in your company.  
**Pricing: \$40 startup, plus 42 cent to 65 cents each, based on number, size, and paper stock ordered**
- 5) **Billboards, Buses and Benches** – Place advertising for recruitment on billboards and buses in areas the techs you are looking for frequent, as well as placing ads on bus stop benches near supply houses and your competitors' locations.  
**Pricing: \$125 for estimate, then cost plus 15% (most of the time the suppliers will give us a 15% agency discount so your net cost can be 0.)**

## **National Services**

- 6) **Online Posting and Social Networking** – Placing ads on Craigslist (no character limit), Monster (no character limit, 200 character minimum), Career Builder (no word limit), Indeed (20,000 character limit) as well as local employment sites sponsored by local radio and TV stations. Facebook, Twitter, and LinkedIn posts  
**Pricing: \$60-\$90 set-up fee, \$30-\$42 monthly fee**
- 7) **PrecisionRecruitment.com** – A program to determine whether or not applying techs are suitable for your company as well as the position you are trying to fill. This includes a questionnaire for the applicant that assesses cognitive aptitude, mechanical reasoning, field work level, personality skills, and more, to help find the techs that are the best fit for your company.  
**Pricing: Cost + 12%, Start Up Fee \$49-\$299, Monthly fee \$24-\$199**
- 8) **Birddoghr.com** – BirdDog provides recruitment and applicant tracking solutions including candidate sourcing and screening, recruitment management, and reporting for compliance.  
**Pricing: Cost plus 12%**

**9) ZipRecruiter** – Zip recruiter is a great way to post for open job positions. With ZipRecruiter, we post one ad for an available position within your company, and instead of posting to just one site, Zip Recruiter will post the ad to 50+ recruitment sites, reaching candidates within a 50 mile radius of your area. For an additional fee, Zip Recruiter will also post to Monster and Craigslist (Craigslist rates vary by area). For no additional cost, ZipRecruiter can also post to the top social media sites. This includes Facebook, Twitter, Google+ and LinkedIn. We can write your ad and manage this posting for you.

**Pricing: Cost plus 12%**

**10) Military Recruitment Sites** – There are many veterans looking for jobs. We can set up ads on these sites to target the people who are suitable for the positions you are trying to fill.

**Pricing: Cost plus 12%**

**11) Seeking and Advertising to Depressed Markets** – We seek out and target techs in depressed areas that have experience, are out of work, and are searching for new jobs.

**Pricing: Cost plus 12%**

## THINKING OUT OF THE BOX

**12) Promotional Products:**

**Service Vehicle Signs** - Custom-designed magnetic “Help Wanted” signs or bumper stickers for your service vehicles. Advertising that goes everywhere your techs go.

**Pricing:**

**Car Magnets - \$64.29 (For one 8”x18” Size, Full Color) and up.** Price per unit varies based on number ordered.

**Bumper Stickers - \$371.25 (For 125 6” x 3.75” Size, Single Color) and up.** Price per unit varies based on number ordered.

The Following items can be distributed in places where techs frequent, such as supply houses, gas stations, and tech schools.

**Coffee Cups** – For supply houses that offer free coffee, we can design cups with employment ads for your company on them

**Pricing: \$280 (For 500, Single Color) and up.** Price per unit varies based on number ordered.

**Pens** – Supply pens to technical schools for the tech students.

**Pricing: \$154 (For 350, Single Color) and up.** Price per unit varies based on number ordered.

**13) Flyers** – We design and print flyers for you to put up in civic organizations, or other places where techs frequent, with information on the positions available and how to apply

**Pricing: Cost + 30%**

**14) Trade School Sponsorships** – Building relationships and affiliating with Trade Schools in your area to get certified techs familiar with and eager for positions at your company.

**Pricing : Research as to availabilities \$75 per institution, then Cost plus 12%**

**To get started on your Employee Recruitment Plan, please fill out and submit the start-up sheet below. If you have any questions, feel free to call Mike Morosi at (607) 770-8933 ext #80, or email [multimedia@stny.rr.com](mailto:multimedia@stny.rr.com)**

**Fact: For every 3 people leaving the trade, only 1 is entering.**

**An empty truck costs you \$16,000 a month in lost gross profit.**

**Doing nothing is not an option**

## **Contractor 20/20 Employee Recruitment** **Program Start-Up Sheet**

Please fill in the information below and email to [multimedia@stny.rr.com](mailto:multimedia@stny.rr.com)

COMPANY NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_ EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_ MOBILE: \_\_\_\_\_

FAX: \_\_\_\_\_ URL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ LICENSE # \_\_\_\_\_

YEARS OF OPERATION: \_\_\_\_\_ # OF SERVICE VEHICLES: \_\_\_\_\_ # OF EMPLOYEES: \_\_\_\_\_

POSITIONS YOU ARE SEEKING TO FILL:

Apprentice       Plumber       HVAC Tech       Other: \_\_\_\_\_

QUALIFICATIONS:

Certificates/Lisences/Prerequisites: \_\_\_\_\_

Testing:       Drug Testing       Aptitude Testing       Background Check       Driving Record

Other: \_\_\_\_\_

WHAT OFFERS DO YOU HAVE FOR NEW EMPLOYEES? (Sign on bonus, paid vacations, etc – What is your pitch for why the techs should come work for you?): \_\_\_\_\_

When returning this document to us, please include an attachment of your company logo in the email. JPEG, PDF, and PSD formats are accepted, and the higher the quality the better. This will be the logo used for any services you purchase that require a logo on it.

# List of Services

Please check the services below that you wish to use for your employee recruitment program. For a detailed explanation and pricing of each service, please review our menu of services.

## Local Services

- |  |  |
|--|--|
| <input type="checkbox"/> Internet                            | <input type="checkbox"/> Radio/TV                    |
| <input type="checkbox"/> Pay Per Click Ads on Google Search  | <input type="checkbox"/> Newspaper                   |
| <input type="checkbox"/> Custom Employee Recruitment Website | <input type="checkbox"/> Direct Mail                 |
|  | <input type="checkbox"/> Billboards, Buses & Benches |

## National Services

- |   |   |
|---|---|
| <input type="checkbox"/> Online Posting & Social Networking | <input type="checkbox"/> Birddoghr.com              |
| <input type="checkbox"/> PrecisionRecruitment.com           | <input type="checkbox"/> Zip Recruiter              |
|   | <input type="checkbox"/> Military Recruitment Sites |

## Out of the Box

- |  |  |
|--|--|
| <input type="checkbox"/> Promotional Products  |  |
| <input type="checkbox"/> Service Vehicle Signs | <input type="checkbox"/> Flyers                    |
| <input type="checkbox"/> Coffee Cups           | <input type="checkbox"/> Trade School Sponsorships |
| <input type="checkbox"/> Pens                  |  |