

# US Homebuilder & Residential Developer / Contractor Leadership Talent Acquisition System

A system that helps Homebuilders, Residential Developers and Contractors hire the top 15% of Mid-Senior Level talent in their markets.



C-Suite and Executive



Division Presidents



Discipline Vice Presidents & Directors

Mid-Senior level appointments are critical to the success or failure of your company.

80% of your results come from the top 20% of your employees.

# We know that hiring within the Homebuilder/ Developer market can be challenging

We've summarized the most common client problems into four key points. Whether as a Chief Executive, Division President, VP or HR professional, you may have noticed that:-



## Senior Talent Pool is Shrinking

For our clients, frustration at the diminished size of the senior talent pool, due to a number of factors is one of the key reasons for considering external help.

Those factors include:

- Lack of new industry entrants between 2007-2010
- Perceived lack of diverse talent
- A negative perception of the homebuilding sector
- Geographical Variation in talent
- Tendency for leaders to hire people that they know - "black book" contacts



## Cost of Hiring is Increasing

Homebuilding Senior level talent acquisition is getting more expensive. Not because of salary inflation, but because it's so easy to waste money on poor advertising, recruitment fees and bad hires.



## Hiring Process Takes Too Long

It takes too long to fill mission-critical Homebuilder vacancies. Roles are left open for months, and by the time you're in a position to hire, the candidate you want is either getting similar offers or has already accepted one.



## Culture Fit is a High Priority

Finding a new hire who is a "culture fit" is becoming an increasingly important hiring factor. In a market where skills are harder to find but can equally be taught, culture fit is seen as a fixed quality - and a quality which is often perceived to be at the cause of failed hires. Perceived culture fit can also cause conscious and unconscious bias to creep into the recruitment process.

# Standard recruitment methods for Homebuilder Leadership Appointments

These include:

## Internal Recruitment Methods -



Postings jobs on company website and job boards



Sending LinkedIn Messages



Use social media platforms (i.e. LinkedIn Facebook, Twitter, etc.)



Trade Press Adverts



Database Mailshots



Warm Call Candidates (Headhunting)

## External Recruitment/Search Firm Methods -



Postings on job boards



Sending LinkedIn Messages



Market Map a long list of target candidates



Cold-call and warm-call candidates



Database Mailshots

## Do It Yourself -



Using your known network of contacts

# The Problem (and it's not your fault!)

Standard Homebuilder recruitment methods simply do not work effectively in today's market. Here's why:



## Market Map/Long List

A good Standard Candidate long list takes 1 week to develop, becoming progressively out of date as time and the search for talent goes on.



## Email

Standard Email Mailshots have an average open rate of just 35% with only an 11% response rate.



## Outdated Databases

More than 30% of the average recruitment function's database is out of date – quite a shock!



## LinkedIn is Ineffective

Only 16% of LinkedIn users are active daily and only 46% of users are active monthly. Along with the fact the algorithm is constantly changing, this makes LinkedIn ineffective as a main recruitment method.



## Call Fatigue

Cold calling success rates rely on the skill set of the caller who could either win the candidate or, if inexperienced, drive the potential for success to less than 5%. This could potentially damage your brand. This method is also less effective as fewer people answer "unknown" numbers now.



## Cherry-picking

External Recruitment Consultants working on commission are incentivised to cherry-pick the easy-to-fill roles, NOT the hard-to-fill ones. On average, they need to work 11 jobs just to fill one.



## Wrong Emphasis

Recruitment companies are KPI driven, focusing on quantity over quality of calls or CVs, meaning poorly filtered candidates, irrelevant CVs and a lack of diversity in hires are more likely.



## DIY

Do It Yourself recruitment seems logical – speaking to your trusted contacts who can get the job done. However, this method can limit your options; potentially stronger candidates could be missed; and diversity, especially in senior leadership, is limited, because your own contacts are likely to be similar to yourself. This is known as Network Bias.

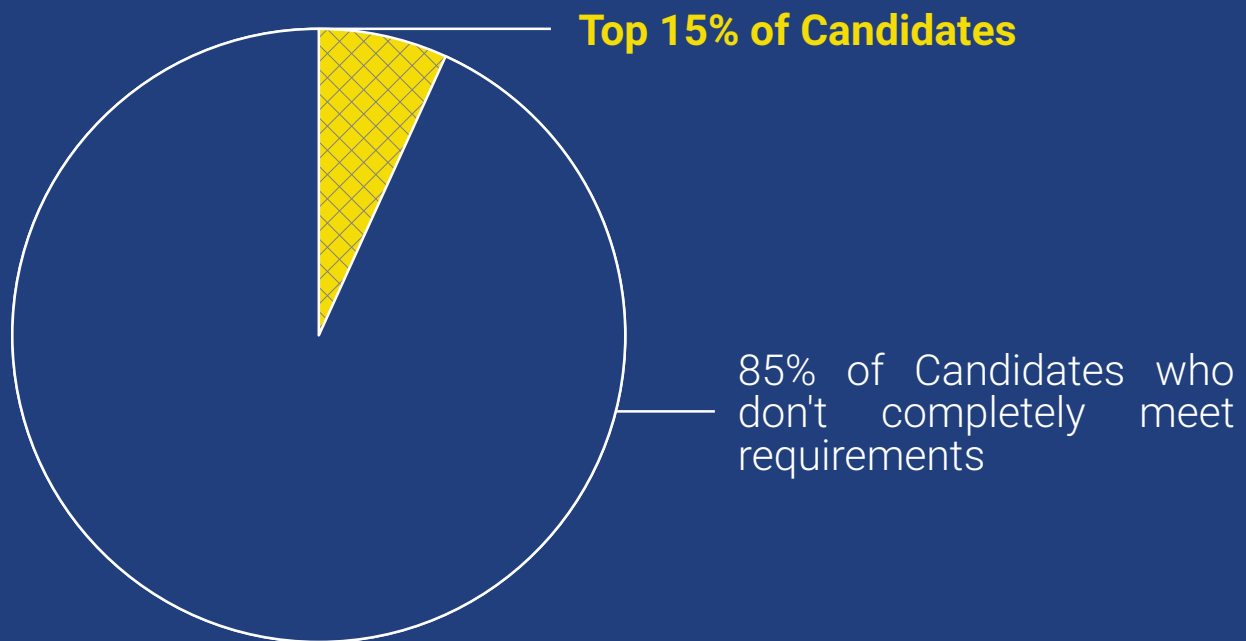


## Geography

Many companies and recruitment agencies target and write job adverts focussed on specific areas, i.e. searching only within a certain radius to the company. But with talent concentration varying around the country, you're sabotaging your own potential talent pool whilst alienating those further afield.

# WARNING!

Because of standard recruitment methods you are being denied the **top 15%** of diverse candidates within the Homebuilder market and may end up choosing a candidate that doesn't tick all the boxes.



**Is it worth the risk?**

As demonstrated, typical recruitment methods have limited impact and do not give you access to the full market!

Typically, they only reach between 25-60% of the market. Of the divisions in each state, we've mapped out the talent in 93-100% of homebuilding companies. Look what you're missing out on.

(Note: This is based on the top 250 Homebuilders in the US)

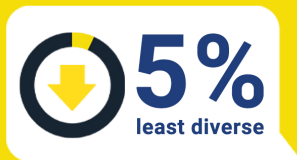
State	Total Divisions	Standard Recruitment Methods Results		Human Capital LTAS
		40%	60%	93-100%
Texas	176	70	106	<b>174</b>
Florida	134	54	80	<b>131</b>
California	111	44	67	<b>107</b>
North Carolina	77	31	46	<b>77</b>
Virginia	51	20	31	<b>48</b>
South Carolina	46	18	28	<b>44</b>
Arizona	42	17	25	<b>40</b>
Georgia	42	17	25	<b>41</b>
Ohio	35	14	21	<b>32</b>
Pennsylvania	32	13	19	<b>29</b>
Colorado	31	12	19	<b>30</b>
Maryland	30	12	18	<b>28</b>
Nevada	26	10	16	<b>24</b>
Tennessee	23	9	14	<b>22</b>

State	Total Divisions	Standard Recruitment Methods Results		Human Capital LTAS
		40%	60%	93-100%
Alabama	20	8	12	<b>18</b>
Utah	20	8	12	<b>18</b>
Washington	20	8	12	<b>19</b>
Indiana	17	7	10	<b>16</b>
New Jersey	14	6	8	<b>14</b>
Illinois	12	5	7	<b>10</b>
Oklahoma	12	5	7	<b>10</b>
Michigan	10	4	6	<b>9</b>
Oregon	10	4	6	<b>9</b>
Delaware	9	4	5	<b>7</b>
Arkansas	8	3	5	<b>8</b>
Louisiana	8	3	5	<b>8</b>
Minnesota	8	3	5	<b>8</b>
All Other States	47	17	30	<b>43</b>

**The US Human Capital Homebuilder Talent Acquisition System gives you access to 93-100% of the market across the US, which is an improvement of up to 60%.**

# Our research indicates that the US Homebuilding industry has a huge issue with Gender Diversity...

Large Volume C-Suite Homebuilder roles are where you can find the least gender diversity



Medium-size Homebuilder Discipline Vice President roles are where you can find the most gender diversity

25% of Discipline Vice President roles across the industry are held by women



9% of Division President / VP Ops roles across the industry are held by women



Small Homebuilder businesses are the most gender diverse



Large Volume Homebuilder businesses are the least gender diverse



8% of Division Presidents/VP Ops roles are held by women



9% of C-Suite roles are held by women



25% of Discipline Vice President roles are held by women

Through our LTAS, you can immediately access the full market, and our automated systems and processes reduces bias that can occur in the hiring process.



# Internal impacts of not assessing the full market...

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Your team is cracking under the strain of covering for a missing role, not to mention the lack of leadership where the vacancy is a Senior role.



You're probably picking up some of the slack yourself or delegating – less than ideal!



Increased staff turnover, decreased efficiency, and perhaps even a rise in absenteeism are looking more likely.



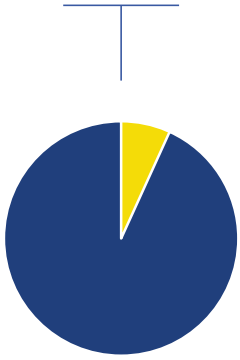
If it's your responsibility to fill the vacant position, the slow progress and the increasing expectations of your colleagues will be weighing you down. You need peace of mind that you'll hire the right person for the role, and that you're searching the whole market to access all diverse groups.



You risk missing out on the benefits of a diverse team; namely a more creative, innovative and happy team, who make better decisions and drive better financial results for your business.

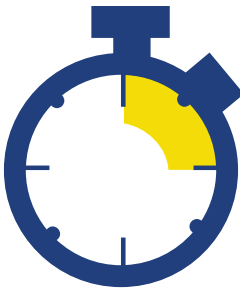


# The solutions to your problems: Quality, Value, Speed and Retention



## Quality and Value

Recruitment is cheap when you get quality and value. When you can be confident the very best candidate in the whole market will be joining you. When you know every candidate will be contacted, as well as being dealt with personally and professionally, upholding your employer brand. When you know the market is regularly mapped out using digital platforms and automated processes work 24/7/365 to ensure that we have 93-100% of the Homebuilder market, and you have 24/7 visibility on the process. This is what our LTAS system delivers.



## Speed

With so much competition for the best people in the US Homebuilder market, you need a system that delivers quickly, reducing stress and workload on your team and yourself. Our automated, digital systems are activated within the hour, contacting candidates in an efficient and professional manner. This delivers top candidates to you in a fraction of the time standard recruitment processes do.



## Retention

Mitigate risk of bad hires and reduce costs with our performance-based candidate analysis, psychometric testing and filtering system. Through these tools, we apply a more objective approach, which limits the impact of human bias and inconsistent opinions, leading to more successful hires than typical recruitment methods.

Hiring the right Leadership team within the Homebuilder market is pivotal to your success.

The top 15% of talent in the market solves your headaches. They drive projects and businesses. They are the only way to guarantee your success and why we work 24/7/365 targeting these much sought-after individuals.

# Human Capital Group's Homebuilder and Developer Leadership Talent Acquisition System

Here is our nine-step process in sourcing Homebuilder and Residential Developer leadership talent -

## Deep Dive



We sit down with you to get to the bottom of your needs and identify precisely what the criteria for top talent looks like to you.

We gain an understanding of your company's unique culture, decision making approach, organisational structure and and your USP (and if you don't have one yet, we will help you craft it).

## Digitally map out 100% of the target universe



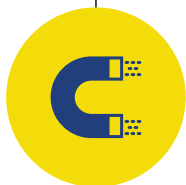
Our 24/7/365 digitally automated systems map out the entire market of your perfect candidate avatar across the US. If they have a digital footprint, we will know about them. Using big data to map out the whole market removes potential risk of conscious and unconscious bias, whilst digging deep to find the best talent for your team.

## Automated 7 touch system deployed



Within 24 hours, our 7 touch fully automated platform will be activated. Over the course of 2 weeks, we will have touched the target audience multiple times through various mediums. Every avenue will be methodically explored, using both online and offline methods.

## Attraction and Market Authority



USHuman Capital deploys a number of round-the-clock digital inbound strategies to draw active interest to your open positions. This comes from qualified talent, both passive AND active.

## Assessment and Interview



Every system requires a Human element. That's why our senior headhunters conduct in-depth interviews with the best candidates. We assess both hard skills and soft skills using tools such as psychometric testing, while gaining an understanding of their motivations and evaluating their cultural fit to your business.



### **Candidate shortlist presentation**

Suitable applicants are shortlisted and their details submitted to you. Each cover sheet summarizes the most pertinent information in detail, highlighting the factors which would be crucial for a successful hire.

We then talk you through each of the CVs and answer your questions.



### **The "Hot-Button" interview preparation**

Both candidates and clients are prepped for the interview. If you like the candidate, it is useful to know what their "hot buttons" are.



### **Coaching through offer acceptance, resignation and onboarding**

Once we've found the candidate that's right for your business, we support both you and the candidate through the next steps of the process. This includes offer-making negotiations, handing in their resignation, covering counter offers and managing the candidate up to their start-date.



### **The Art of the Follow Up**

It's not over when it's over. Our retention programme can help you build high performing teams that last. A structured check-in process at regular intervals, our retention programme ensures candidate on-boarding and performance progress go exactly as expected. It aids the hiring manager and placement in working effectively and productively together.

# Your outcome



**Quality** - The top 15% of Homebuilder leadership talent acquired without bias. Bottom 85% avoided, time saved.



**Speed** - A process that covers ground faster than traditional methods, meaning your business critical roles are filled in a shorter time frame.



**Retention** - Better candidate selection, extensive filtering and our retention programme means satisfied candidates who stay.



**Value** - Risk of costs associated with bad hires are mitigated and you have peace of mind that your investment will pay off.

## About US Human Capital

US Human Capital Group helps Homebuilders, Residential Developers and Contractors to identify, recruit, and retain top candidates for their Senior to Mid-level positions. We enable them to grow their businesses and thrive amidst world-class competition.

Typical roles we fill:

- |                         |                      |
|-------------------------|----------------------|
| C-Suite                 | Executive Team & NED |
| Division President      | VP Operations        |
| VP of Construction      | Construction Manager |
| VP of Land              | Land Manager         |
| VP of Purchasing        | Purchasing Manager   |
| VP of Sales & Marketing | Sales Manager        |
| VP of Finance           | Finance Manager      |

# The Homebuilder Business Resilience Hub

We create market authority through our blogs, podcasts and webinars, which formulate the Homebuilder Business Resilience Hub.

Featuring industry leading experts and specialists, the Hub is packed with information and insights for both clients and candidates.

## Contributors include -



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**Jason Forrest**  
CEO, Forrest Performance Group; Best-selling Author



**Paul Hanson**  
President, Epcon Franchising; Trustee of the Epcon Communities Marketing Co-Op



**Gerry O'Brien**  
President, What Big Brands Know; Keynote Speaker; Marketing Guru



**Wade McGuinn**  
CEO of McGuinn Homes; Contributor to the National Association of House Builders

## 'From Good to Great'

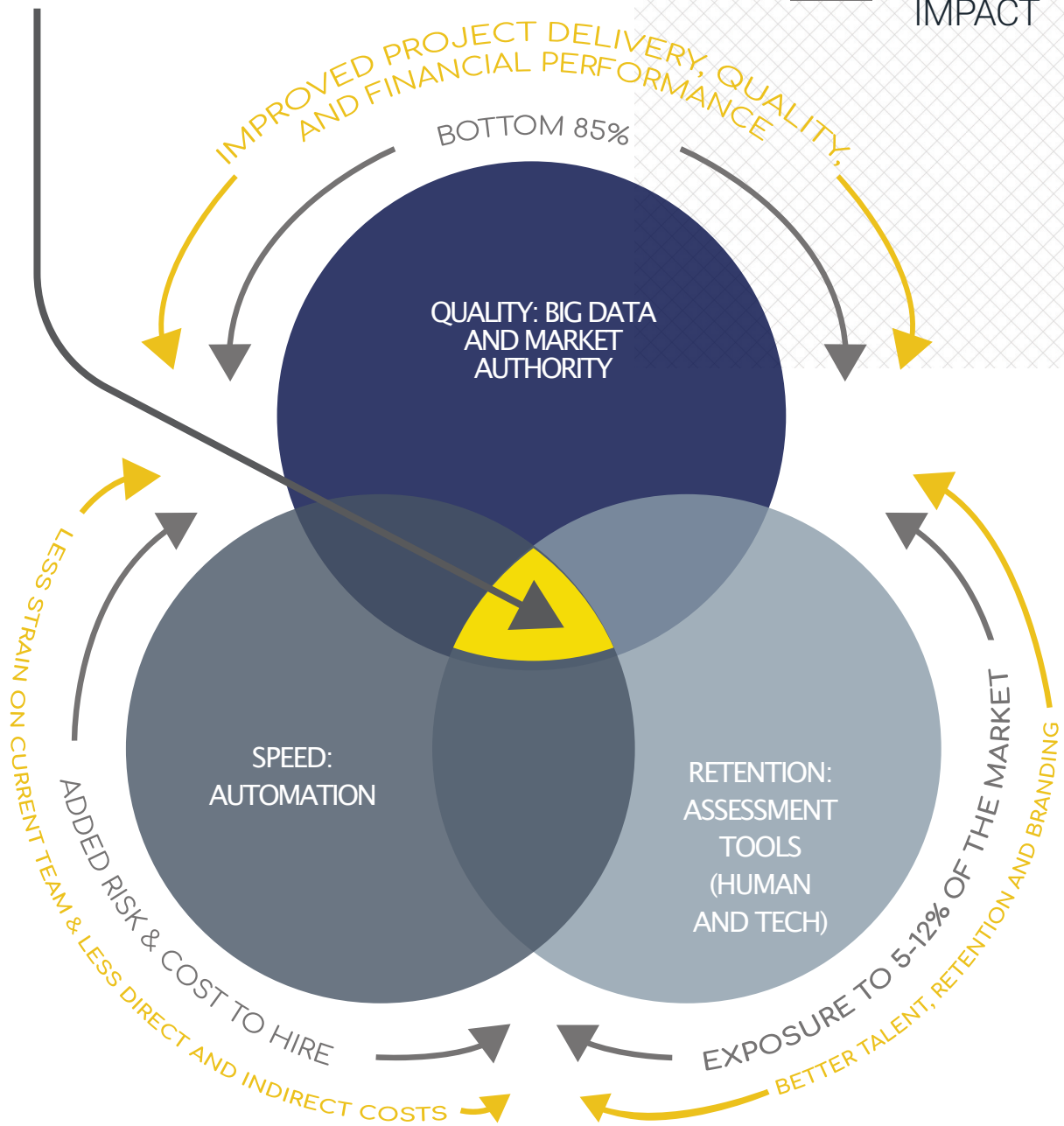
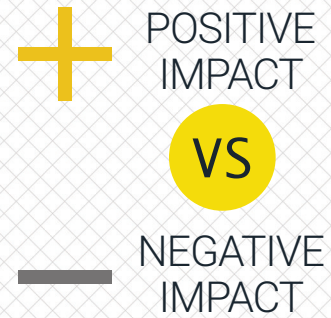
The US Human Capital Podcast

'From Good to Great' gives a fascinating insight into what the Best leaders within the US Construction, Homebuilding & Development market do to thrive in this dynamic and challenging industry.



# Leadership Talent Acquisition System

A system that utilizes Big Data, Automation, Market Authority Strategies, and Assessment techniques.



## Contact Us

If you are a business leader within the US Homebuilder, residential development and contractor market and have experienced problems with attracting or retaining the top 15% of candidates - contact us using the below to solve your issues – Quantity, Quality, Speed and Retention 24/7/365.



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**Schedule a Talent Blueprint call with Human Capital Group using the button below.**

The blueprint call will provide you with a clear hiring strategy to help you achieve your short and long-term business goals.

[SCHEDULE TALENT BLUEPRINT CALL](#)