

# Recruiting Consultation, Strategy, and Targeting

## Elevating Talent Standards for a Growing Luxury Homebuilder in Arizona

### CASE STUDY

#### BACKGROUND

A rapidly expanding luxury homebuilder based in Arizona, is known for its high-end residential projects. The company's reputation for quality and elegance had attracted a large number of clients, resulting in a significant waitlist for their services. With the demand for their homes steadily increasing, they recognized the need to upgrade their team's expertise to keep pace with the growth and ensure the continued success of their luxury projects.

#### CHALLENGE

As the company's operations expanded, it became evident that some key team members were not meeting the elevated standards required for their high-end homes. Specifically, their superintendents and estimating team lacked the specialized skills needed to manage complex luxury projects effectively. The company faced the following challenges:

- **Developing Estimating Team:** The existing estimating group lacked a deep understanding of luxury home building, which led to inaccurate cost estimates that could impact profitability and client satisfaction.
- **Field Team Limitations:** Superintendents with high-end experience were needed to oversee projects and engage with clients in a manner that reflected the company's brand and reputation.
- **Growing Project Demands:** With a significant backlog of projects, the company needed additional skilled professionals who could not only meet the technical requirements but also build strong client relationships.

#### AT A GLANCE

Cherry Talent Group secured three key hires improved estimating accuracy, project quality, and client relationships, leading to increased capacity and reduced backlog.

#### RESULTS

**The client saved 80% and secured the talent needed for growth and success of their luxury projects.**



Suman Cherry, CEO



## SOLUTION

To address these challenges, the company turned to Cherry Talent Group, a talent acquisition firm known for its ability to deliver high-quality candidates for the construction and luxury home building industries.

- **In-Depth Consultation:** Cherry Talent Group began with a thorough consultation to fully understand the specific requirements of the client's luxury projects and the qualities they were seeking in their estimating and field teams. This helped refine the search criteria and ensured the all parties were aligned.
- **Revamping Job Descriptions:** Cherry Talent Group revamped the job descriptions to better highlight the company's luxury focus and high standards, making them more engaging. This approach attracted top-tier candidates who aligned with the company's brand and future vision.
- **Targeted Recruitment Strategy:** Leveraging an extensive network in the luxury homebuilding sector, Cherry Talent Group began sourcing candidates with deep experience in high-end construction. They focused on professionals who not only had the technical expertise to produce accurate estimates but also had the interpersonal skills required to foster strong relationships with high-net-worth clients.
- **Streamlined Interview Process:** Cherry Talent Group conducted rigorous screening and interviews to ensure that candidates were not only technically proficient but also a cultural fit for the company. This process significantly reduced the time and effort required by the company's internal team to identify and assess top candidates.



You sent a great candidate. One of the best we've interviewed. I want to thank you for your services. Cherry Talent Group has greatly improved the experience and quality of candidates.



Suman Cherry, CEO



## RESULTS

Cherry Talent Group successfully placed three highly qualified candidates, leading to measurable improvements for the client:

- **Accurate Estimates:** The new estimating team provided more precise cost estimates, reducing cost overruns and enhancing project profitability.
- **Enhanced Project Quality:** Experienced superintendents ensured luxury projects were executed with precision, improving overall build quality.
- **Increased Capacity:** With the new hires, the company expanded its project capacity, reduced backlog, and could take on more clients.
- **Stronger Client Relationships:** The new hires built stronger relationships with clients, enhancing satisfaction throughout the project lifecycle.

These results led to a higher return on investment and **80% savings** compared to traditional recruiting models, enabling the company to allocate resources to further growth.

## KEY TAKEAWAYS

- **Cost Efficiency:** Partnering with Cherry Talent Group saved the company significantly, allowing reinvestment in growth.
- **Talent Quality:** Strategic hires with the right expertise improved project quality and client relationships.
- **Operational Impact:** Enhanced team capabilities boosted capacity, reduced backlog, and supported business expansion.



This process has been a huge time saver for me. We will definitely be using your services for any of our future hiring needs.



Suman Cherry, CEO