



# UDR Hires Maintenance Technicians 10 Days Faster

- Sourced qualified applicants at a 25% lower CPA than the industry average
- Reduced time-to-fill maintenance technician roles by 33% (10 days)



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With ZipRecruiter, we see a return on investment that we weren't getting with other tools. They help us get more qualified candidates, fast!

**Craig Rodrigue,**  
Director of Recruiting at UDR

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## BACKGROUND

A leading real estate investment trust, UDR has been successfully managing, buying, selling, developing, and redeveloping apartment homes across the U.S. for nearly 50 years. UDR is known for luxury paired with exemplary service and amenities in some of the country's most desirable locations.

## CHALLENGE

UDR hires hundreds of maintenance technicians every year to keep each of their apartment communities in top condition. This role is especially challenging to recruit for because it requires a high level of customer service, specific licenses, and technical skills (HVAC, appliance repair, etc). In addition, competition to land top talent is high and the candidate pool is limited. Consequently, UDR's recruitment cycle for maintenance technicians lasted over 30 days, and was even longer in harder-to-hire regions.

## SOLUTION

UDR partnered with ZipRecruiter to fill their maintenance technician roles faster. ZipRecruiter's powerful AI matched their roles with qualified candidates, increasing both the volume and speed of candidate traffic to their jobs. Craig Rodrigue, Director of Recruiting at UDR says, "We meet with our team at ZipRecruiter regularly to examine demographics and map out new strategies to target hard-to-reach candidates. Now, we're getting a lot more of the right candidates."

## RESULTS\*

With ZipRecruiter, UDR saw an increase in applicant traffic and lowered the average time-to-hire a maintenance technician by 10 days. They recruited qualified applicants at a CPA of 25 % lower than the industry average and improved candidate conversion. Having such powerful results with ZipRecruiter, they decided to eliminate several of their other recruitment sourcing tools.