



BH Hires 25% Faster With ZipRecruiter

- Increased quality applicants by 2x, which improved recruitment ROI
- Made ZipRecruiter their sole recruitment platform

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ZipRecruiter is now our main recruitment source. We're doing fewer rounds of interviews and hiring much faster.

Antonio Saldana-Flores III,
Director of Talent Acquisition at BH

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BACKGROUND

Founded in 1993, BH is a residential property management company and one of the nation's largest commercial real estate companies.

CHALLENGE

For the past few years, BH has needed to fill approximately 2,000 roles annually across multiple locations to satisfy growing demands at their properties. However, roles such as maintenance technicians posed a unique hiring challenge due to the scarcity of candidates who possessed the required technical and people skills. Antonio Saldana-Flores III, Director of Talent Acquisition at BH elaborated, “With other recruiting resources, we were getting candidates who didn't meet the job requirements—which wasted budget and increased time to fill.” Consequently, BH sought out a new, more efficient recruitment solution that effectively delivered qualified candidates faster.

SOLUTION

BH partnered with ZipRecruiter to gain access to their unique candidate network, strategically optimize their campaigns, and target the most qualified candidates. ZipRecruiter's AI technology identified individuals who were an excellent fit and might not have previously been considered. This, in turn, increased qualified applicant flow to help BH hire for a breadth of roles quickly. “With ZipRecruiter, we've seen a significant increase in candidate quality,” Saldana-Flores III affirmed. “The people who apply are truly interested in the job and meet the requirements for the role. So, we're doing fewer rounds of interviews and hiring much faster.”

RESULTS*

Following the transition to ZipRecruiter, BH has experienced a 2X increase in quality candidates and has hired 25% faster—which improved their recruitment ROI. Because ZipRecruiter made BH's hiring more streamlined and cost-efficient, they eliminated other platforms and chose ZipRecruiter as their primary recruitment source.