



## UDR Reduces Time-to-Hire for Maintenance Technicians by 10 Days

### HIGHLIGHTS

- Increased traffic to hard-to-hire regions/roles using a customized strategy
- Found qualified applicants at a CPA 25% lower than the industry average
- Reduced time-to-fill maintenance technician roles by 33% (10 days)

### 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. What are they known for? Luxury quality 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). Since the role is critical to the success of the business, competition to land top talent is steep among apartment communities and the candidate pool is limited. Consequently, UDR was spending more than 30 days recruiting for maintenance technician positions and even longer in harder-to-hire regions.

### SOLUTION

UDR partnered with ZipRecruiter to increase applicant volume and ZipRecruiter's powerful AI matched them with qualified maintenance technician candidates. Their dedicated ZipRecruiter team created a customized hiring strategy to optimize spend and drive traffic in hard-to-hire regions. Craig Rodrigue, Director of Recruiting at UDR says, "We meet with our team at ZipRecruiter regularly to examine demographics and map out strategies to target hard-to-reach candidates. It's helped us so much!"

### RESULTS

By shifting resources to target harder-to-hire regions, 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.

**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

Learn More at [ZipRecruiter.com/Enterprise](https://www.ziprecruiter.com/Enterprise)

\*Results may vary.