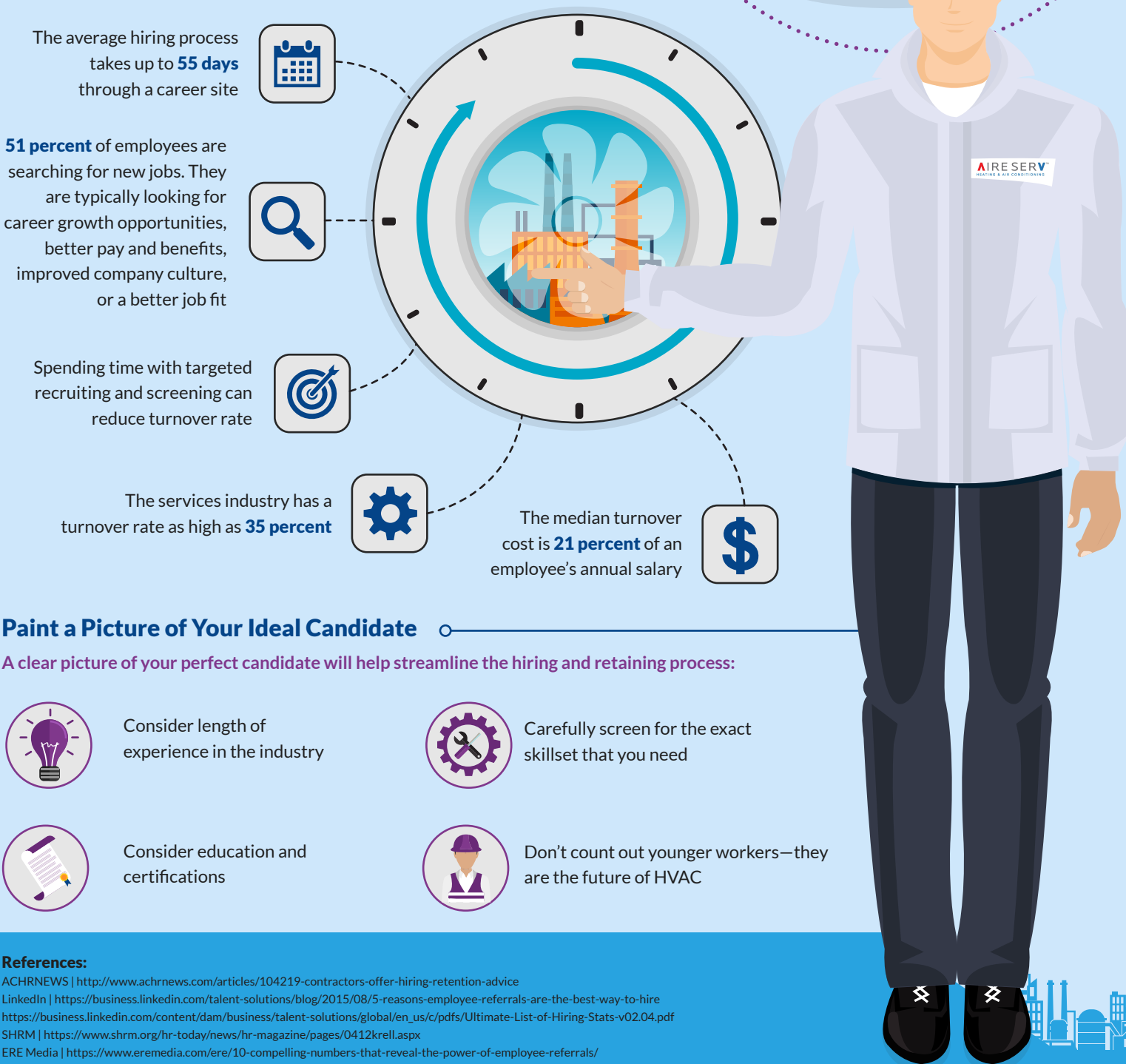


HIRING AND RETAINING TOP-NOTCH TECHNICIANS IN THE HVAC INDUSTRY

Finding and retaining talented HVAC technicians is a major industry challenge. The U.S. Department of Labor Statistics indicates a shortage of **20,000 HVAC** techs each year, leaving employers scrambling to fill positions with qualified professionals.

Dedicate Time for Recruiting to Reduce Turnover rate

Know your numbers when it's time to interview and recruit new talent:



Paint a Picture of Your Ideal Candidate

A clear picture of your perfect candidate will help streamline the hiring and retaining process:

- Consider length of experience in the industry
- Carefully screen for the exact skillset that you need
- Consider education and certifications
- Don't count out younger workers—they are the future of HVAC

References:

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Tap into Your Resources

Your professional network can help expand your reach for finding talented HVAC technicians:

Referred candidates are hired within an average of **29 days**

Candidates are often higher quality than hiring at random

24% of employee hires originate from a referral

Get Creative with Social Recruitment Activity

Go beyond newspaper job postings and consider video to receive a better applicant response rate:

Job postings with a video receive a **34 percent** greater response rate than postings without video

Target Millennials on Twitter with Targeted Ads: **45 percent** of Twitter's users are between the ages of 18 and 29

Create an Exceptional Interview Experience

Once your ideal candidate is at your doorstep, wow them with an interview experience that they simply won't forget.

Consider the culture — **76%** of applicants believe company culture is high priority

Sit on the same side of the table to demonstrate equality

Encourage candidate to shadow one of your techs for a half-day

Spend time with the candidate to understand their strengths, weaknesses, and ensure that they're the right fit for you team

Use Powerful Recruitment Tools to Increase Efficiency

Finding, hiring, and retaining new talent is time consuming. Use recruitment tools to help your company:

- 89% of talent says that being contacted by a recruiter helps them accept a job faster
- 94% of talent claims that contact from a prospective manager makes them accept a job faster
- The best candidates are off the market within **10 days** — waste less time handling applications and dead-end interviews
- Hire talent faster: **60%** of candidates have quit an application process because it took too long