

# THE WEIDNER GROUP

## BUILDING A SOLID FOUNDATION OF EMPLOYEE REFERRALS



### SUMMARY OF RESULTS

In four months Weidner built a powerful network of employees and contacts. This network produced high quality referrals, leading to eight happy hires.

### INDUSTRY:

Real Estate Investment  
Property Management

### COMPANY OBJECTIVE:

Recruit for all positions including managers, leasing consultants, maintenance supervisors and service technicians to support the company's growth plans.

### SOLUTION:

Use Jobster to help build a network of people who will make referrals.

### IMPACT:

Jobster helped Weidner to create a company of recruiters.

Weidner Apartment Homes is a real estate investment company that provides quality apartment housing. The company manages thousands of units from Alaska to Texas and has doubled in size over the last five years. With plans to continue growing at 30% - 50% for the next five years, Weidner's recruitment is based on hiring key individuals and seeking out referrals. Jobster helped the Weidner Company to build a Talent Network, effectively turning the company's employees into recruiters.

Weidner recruits a small number of senior community directors and managers, as well as a large number operational and support staff. Jobster helped Weidner get connected to associates out in the field by communicating the company's hiring objectives and making it easy for employees to make referrals.

Using Jobster's messaging and relationship management services, Weidner built a community of professionals connected to the company.

**"I can't say enough about how much I've enjoyed using Jobster. It's helped me to connect with my employees and we've experienced tremendous success tapping into their networks to seek referrals."**

Jenifer Leger

*The Weidner Group, Recruiting Director*

### Results

After sending messages about two positions to be filled in Texas, a recruiting director had fifteen qualified resumes in five minutes and made two hires within the same week! Hiring campaigns in Washington State were equally successful.

Candidates who had connections to the company stood out during the hiring process because Weidner could see who the prospect was referred by and quickly learn more about them. The quality of hires improved because Weidner employees love to work there — and with Jobster, each of them could effectively become a recruiter for the company.

### About Weidner

Weidner Apartment Homes is a multifaceted real estate investment company, recognized industry-wide as an efficient, low-cost provider of quality rental homes and a creative developer of new housing. Its commitment to delivering value enables it to distinguish itself as the apartment leader in each of its markets.

For more information visit [www.jobster.com](http://www.jobster.com), or call 1.888.611.5627.

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