

## **Small Town Living, Shallow Talent Pool, Ease it with a BirdDog!**

*-Iowa HVAC & Plumbing Contractor finds more qualified candidate choices online*

Independence, IA – population 6,000

Independence Plumbing, Heating & Cooling has been owned and operated by Richard Curry for 25 years. Over the last 12 months, the word was getting out – they run a great business and fix each of their customers’ problems in the Heating, Air Conditioning and Plumbing arena. Sounds great right? Well there was a problem - they were doing too good a job. Demand was increasing at a pace that their current staff couldn’t maintain. “It’s been just madness around here, but that’s the price you pay when you run a successful business”, said Richard Curry, Owner of Independence Plumbing, Heating & Cooling. “We’ve been starting at 6 AM just to keep up, and work until the job’s done. Often that adds up to over 12 hours a day. I was asking a lot of myself and my team”, said Curry.

Gustave A. Larson Company is a wholesaler in the Refrigeration and HVAC industry. Beyond providing equipment, parts and supplies, the Gustave A. Larson Company takes pride in offering their customers value-added solutions - solutions that address critical business opportunities. “We don’t sell anything – our customers do! As a result, our focus is on helping them maximize their success”, Andrew Larson, CEO for the Gustave A. Larson Company.

Independence Plumbing, Heating & Cooling has been purchasing equipment from the Gustave A. Larson Company for 25 years. Jim Kramer, Richard’s trusted GA Larson Sales Consultant, noticed the problem that Independence was having keeping up with demand. As Curry shared with Kramer, they had been looking for a qualified HVAC Service Technician for 6 months. Curry tried advertising in the newspaper, putting up flyers at his local wholesalers, and word of mouth with zero response. “It makes it tough when you’re that busy. You never have enough time to invest looking for more hires. They just couldn’t find that qualified HVAC Technician they needed to accommodate the growth opportunity. Another technician would take some pressure off the whole team and make sure they maintain a high level of customer satisfaction”, said Kramer. “Our business philosophy is to focus on serving the needs of our customers, with a value-added, professional and enthusiastic attitude. Our sales consultants are focused on helping our customers grow and to provide solutions to obstacles that prevent them from becoming more successful”, said Steve Casper, Equipment Marketing Specialist at the Gustave A. Larson Company.

Kramer identified the opportunity and introduced Curry to BirdDog, a recruitment service provider and partner to the Gustave A. Larson contractor network. BirdDog is a candidate acquisition solution for construction, service and engineering firms. For 14 years, BirdDog has been challenging the status quo by creating simple, affordable and easy to use solutions

for the HVAC and Refrigeration industry. Their technology based platform leverages the most successful resources available for recruiting and helps employers, like Independence Plumbing, Heating & Cooling, challenge and shift their paradigms. According to Bryan May, EVP of Business Development at BirdDogJobs, “The skills gap in the construction trades continues to widen, making it more and more difficult to find qualified talent. Add to that, the changes in job seeker behaviors – the same old status quo recruitment sources no longer work!”

Taking Kramer’s recommendation, Curry connected with Rachel Dell at BirdDog for a free consultation. “The only time we could connect at first was very early in the morning – he was working so many long days”, said Dell. “I was really concerned for his well-being. Richard was not comfortable with technology, computers or the web. Once I knew the situation, it was clear what needed to be done – we needed to start leveraging the web, social media and our referral network to help Richard. We needed to take that work off his plate and reduce his anxiety.” Dell went on to explain that BirdDog can offer Recruitment Process Outsourcing to help their customers that don’t have the time to recruit on their own or perhaps they are uncomfortable with using our web based candidate acquisition and tracking software. “Some just need a helping hand”, said Dell. And within 30-days, Richard found success!

“When I spoke with Richard, he was stoked”, said Dell! “One of his past employees, whom he tried to bring back to the company, found this job opportunity through web.” “Never would have thought so many people shopped for jobs on the internet and through social media! We got a lot more responses this way. We are planning to keep BirdDog running and see what it can bring. We don’t want to ever get into this spot again”, said Curry.

For more information about:

Gustave A Larson Company visit – [www.galarson.com](http://www.galarson.com)

BirdDog visit – [www.alwaysonrecruiting.com](http://www.alwaysonrecruiting.com)

Independence Plumbing, Heating & Cooling visit – [www.independencephc.com](http://www.independencephc.com)