



buildinggurus

EXECUTIVE SEARCH AND CONSULTING FOR BUILDING PRODUCTS

ENGAGED
SEARCH



Why You Can't Find Best-in-Class Building Products Executives...

We've found that there are **3 main challenges** that make finding and hiring best-in-class building products talent challenging.

LACK OF QUALIFIED EXECUTIVE TALENT

You want to find a proven building products leader who can take your business, see the strategy and vision, and put the steps in place to achieve your goals, but there aren't a lot of proven, building product executives out there. In fact, they make up less than 1% of 1% of the Executives on LinkedIn and this inability to find leaders who understand the industry is costing you in missed opportunities and lost profit.

AFFORDABILITY

You want to hire best-in-class executives to take your business from where it is to where you want it to be, but you're not sure you can afford the talent you want. You also know your business is poised for growth and you need to hire strong leaders, so you wonder, "Can I afford NOT to hire the best possible executive?"

CONFIDENCE

You don't have confidence in your ability to find and hire the talent you need. From not being sure if you're being realistic to not trusting your recruiting process, you're constantly wondering if this is going to end well. This is costing you time, energy, and money.

We Know The Talent Exists...

Why Can't Your Internal Recruiters or Agencies Find Them?

If you want to hire a proven building products executive, you need to know that there are **only** about 5000 of them in the US and the standard approach recruiters usually take is to post the job on *The Ladders* and *LinkedIn*, and fire off some InMails to see who responds.

Since less than 1% of 1% of LinkedIn's audience actually has the residential building products executive experience you're looking for and only 13% of those are active users, you're flooded with resumes from executives without industry experience and the InMails go unanswered.





What You Need To Find Best-in-Class Building Products Executives...

LACK OF QUALIFIED EXECUTIVE TALENT *solution*

You need a system that can quickly identify and engage the building products executives that have the experience you want, so you can feel confident you've seen the best the market has to offer, and focus your efforts on the High Potential (HiPo) executive candidates that can hit the ground running and add profit to the bottom line quickly. We call this the HiPo Hit List.

AFFORDABILITY *solution*

Best in Class executives aren't cheap, but few things in your business can deliver the 10x ROI in the first year that a great executive hire will. You need a Custom Compensation Package that includes base, short term and long term incentives, and the work/life balance issues that really matter to your ideal hire.

CONFIDENCE *solution*

You need a proven process that ensures your opportunity is getting in front of the right people, that the interested candidates are thoroughly vetted, that your offer is going to be accepted, and that the hire will stick around for the long haul.

WHY WE GET RESULTS

You're probably wondering how we can deliver candidates that your in-house or current recruiting partner hasn't been able to. Hiring great talent may be a key part of your business, but it's the REASON we're in business. We invest in tools, technology, and resources to ensure we've always got the best "inventory" of talent at our fingertips. Building world-class best practices and an employer brand that gets and keeps the attention of A-players is key to our success. When you hire us, you immediately benefit from the years we've spent building our brand and relationships with sales, managers, and leaders in the building products industry.

Here are just a few strategies we use to ensure we can deliver best-in-class building products sales, manager, and executive level talent fast.

TRADE JOURNALS

Rikka's articles appear in trade magazines like LBM Journal, NKBA, ProSales, Remodeling, and more.

STRATEGIC CONTENT MARKETING

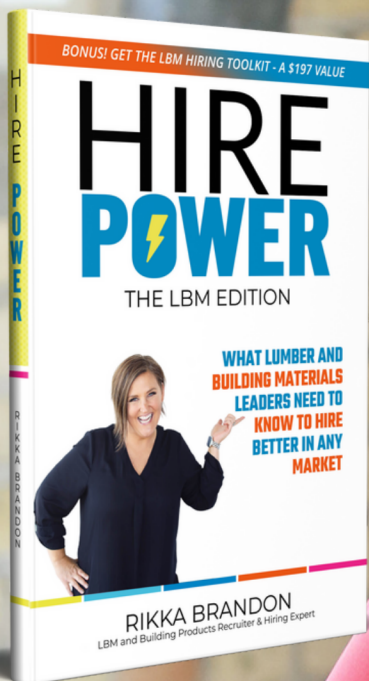
We share helpful articles, videos, and audios to over 100,000 building product professionals every month.

ASSOCIATIONS + CONFERENCES

Rikka is selected to speak at local, regional, and national conferences like KBIS and ProDealer Summit.

NATIONAL NEWS + MEDIA SITES

Rikka's advice has been featured on Fast Company, NFIB, AmEx Open Forum, CBS Small Business Pulse, and more.



remodeling



THE Recruiting Blueprint

Our 4-Stage Search Process Built For Building Products

Learn More About Each Stage In Next Pages

1

Scope +
Specs

2

Design +
Deliver

3

Vet +
Validate

4

Welcome +
Warranty

The Recruiting Blueprint



We start the search process by getting to know our clients and their organization so deeply that we can identify and secure the best fit for their organization and opportunity. We go beyond job descriptions and required experience, into the nuances that truly determine if an executive will thrive in an environment.

For our clients who aren't sure they can describe or define exactly what they need, we can help. From clarity conversations with the key decision makers to a patented job benchmarking process, we can help you get clear about what (and who) you really need to succeed.

At the end of this stage, we'll develop:

The Tell & Sell - A clear and compelling statement of why your organization and your opportunity are awesome. Think of it as a positioning statement for your executive opportunity.

The Ideal Hire Profile - The avatar of the ideal building products executive who not only has the experience you need, but the personality, drive, and style that will thrive in your organization.

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The Recruiting Blueprint



Design + Deliver

We combine your ideal hire profile and our expert-level knowledge of recruiting for top executives in building products to design your customized executive recruiting strategy that delivers best-in-class executives.

You're benefiting not only from our experience and expertise, but from the 24/7 inbound marketing and cutting-edge sourcing techniques and tools we use to ensure we're top of mind and the best talent is at our fingertips. We invest time, energy, and money into building our "employer brand" and you benefit.

During this process, we're in near-daily communication with you about the search and any successes or challenges we're encountering. Clients who see this as a partnership get the best results.

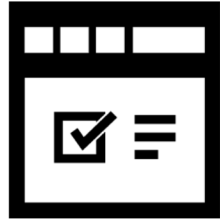
During the design stage, we develop:

Your Recruiting Blueprint - custom designed to find every building products executive who meets your needs, online and off.

The HiPo Hit List - a list of every high potential executive who meets your experience needs, with at least 3 ways to contact them so we can ensure they learn about your opportunity and we get a yes, no, or not right now response.

Recruiting Pitches - your opportunity has never sounded so good! We pair your Tell & Sell with our experience of sending tens of thousands of recruiting communications to ensure we craft a message that is on point, engaging, and most importantly gets responses.

The Recruiting Blueprint



Vet + Validate

OUR SELECTION PROCESS

We'll identify and review hundreds of people and profiles, conduct in-depth interviews and ultimately present the top 1% of the market so you can choose your new executive with confidence.

We use our **SELL Interview Method** to conduct in-depth interviews that not only qualify candidates but excite the right ones. At the end of this interview, we've covered all of the items on your wish list, the candidate's work history in detail, their current compensation, and their compensation expectations. For the ones we decide are worth your time, we'll write up a detailed submittal email with their resume so you'll always have their key information at your fingertips. We review and reject many executives, so when someone passes through our process you can be sure they've been thoroughly vetted and are worth your time to interview.

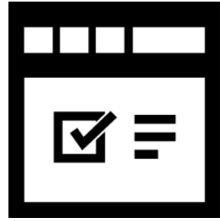
Once the candidate moves into your selection process our focus shifts to support, insight, and advice. We are in constant communication with you and the candidates to ensure the process goes as smoothly as possible. If a candidate doesn't make it through your process, we'll handle the rejection ensuring it's both professional and kind.

During this process, we'll develop:

A First Look Candidate - As soon as we have someone we think is worthy, we'll submit them to you for feedback to ensure we're on point.

Detailed Submittals - We'll spend hours so you can spend a few minutes and know the key information about a candidate: personality, work history, compensation - we include it all.

The Recruiting Blueprint



Vet + Validate

CLIENT'S SELECTION PROCESS

Once you've identified your final candidates, we work closely with your selection process to ensure you feel confident about the candidate and your choice.

For our clients who are interested in using pre-employment assessments, we are certified in multiple assessment sciences and we can use a best-in-class Executive Psychometric Assessment that applies a 55-point analysis to uncover and examine behaviors, motivators, acumen, and their unique competencies.

By the end of this stage, you'll know who is the best candidate and be ready to extend your offer with confidence. During this process, you'll benefit from our:

INSIGHT + ADVICE

We've done thousands of searches and over ten thousand interviews. You get access to our insight and advice throughout the process, but most of our clients use it the primarily during selection.

SELECTION SUPPORT

We want you to feel good about your new hire, so we support your selection process in anyway we can. Just let us know what you need and we're happy to help.

GETTING TO + STICKING WITH YES!

Extending offers that get accepted can be complex, but we will help you get to YES with your top pick. Then we'll coach them through any cold feet, counter-offers, and concerns, all while communicating with you.

The Recruiting Blueprint



Welcome + Warranty

We want your new executive to succeed, this is when the focus shifts from recruiting to retaining. We rarely get it wrong (**in fact, less than 1% of the time**), but if we do you're covered by our guarantee.

Once your new hire starts, we pass the torch to your leadership and HR team to set your new hire up for success. We understand that hiring is an event and you're ready to focus on growing your business, not talking to us every day, but we do keep in touch with you and your new hire. We want to help if any issues arise, but also because we like to hear about the successes and achievements of your new executive.

THEY START - WE DON'T STOP

The start date is when your focus shifts from recruiting to retention, but that doesn't mean we stop. We keep in touch with both you and the candidate to ensure everything is going smoothly and assist as needed.

WARRANTY

Hiring mistakes are frustrating and expensive. We'd rather help you find someone you're 100% about than have you hire someone you're not sure about. But if we both get fooled, you're covered by our guarantee. It has, however, been over a decade since our last replacement, so chances are you won't even need it. You can see the details in our fee agreement.

EXPERTISE

EXECUTIVE SEARCH

ENGAGED SEARCH FOR BUILDING PRODUCTS COMPANIES

Our services are for companies that want best in class service,
but with a pay-for-results fee structure.

Our executive search clients are the CEOs, Executives, Private Equity Partners, and Board Members of privately held, often private equity-backed building product companies doing \$10 Million to \$1 Billion in sales who have big ambitions for their businesses and need proven executives who can position their business for scale or sale.

OUR ENGAGED EXECUTIVE FEE STRUCTURE



[Click To See Fee Agreement](#)

GUARANTEE PERIOD

Engagement Fee
A deposit paid to ensure
priority and research levels

25%

Of 1st Year's
Cash Compensation
Less Engagement Fee (Fee is
earned on start date)

**90
Days**

Get Started Now!

[CLICK TO REVIEW AND
SIGN OUR FEE AGREEMENT](#)



[CLICK TO SCHEDULE A
DISCOVERY CALL](#)



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