



Unlocking Growth

A Neighborly® Webinar Series

August 2025

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This information is being presented for informational purposes only. Nothing contained in this document should be construed as legal, financial or other advice. All content is of general nature and does not address the circumstances of any particular individual or entity. Each Franchise Business Owner shall at all times remain the sole employer of their own employees and shall make any and all decisions regarding the essential terms and conditions of their employees' employment with the locally owned and operated Franchise Business. Each Franchise Business Owner acknowledges and agrees that neither Neighborly nor any of its franchisor brands shall be deemed a joint employer with any franchise business owner for any reason.



Recruiting Best Practices

Agenda

- ✓ **Review owner feedback on recruiting and retention business challenges from the Franchise Business Review (FBR) survey**
- ✓ **Understand Indeed's best practices and analytics tool**
- ✓ **Conduct a Panel of the Pros- recruiting and retention roundtable with Neighborly franchise owners**
- ✓ **Review key takeaways and next steps for owners**
- ✓ **Perform Q&A with panelists and participants**

Hiring for Sustainable Growth

Neighborly YTD Growth

YTD Revenue vs PY

+8%

YTD # Customers
vs PY

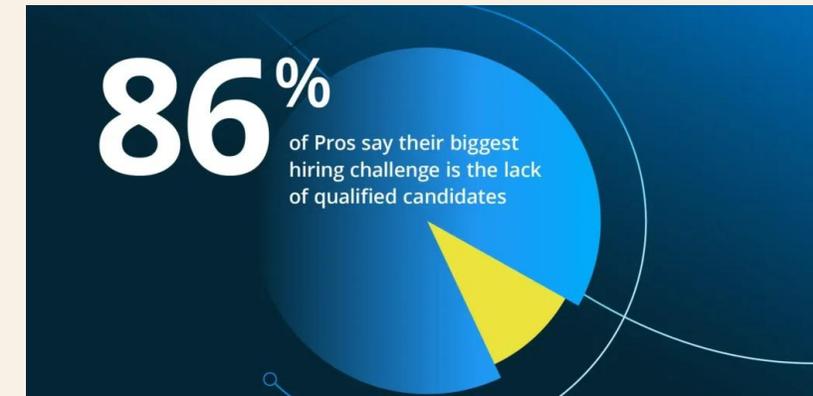
+3%

Projected Industry Growth

Home Services Market to Grow by USD 1.03 Trillion (2025-2029), Boosted by Increasing Urbanization, AI's Impact on Market Trends - Technavio

“Estimated to grow at a CAGR of 10.5% over this period”

Skilled Labor Challenges



Franchise Business Review Highlights (1 of 3)

What have been your top 2 business challenges over the past few months?

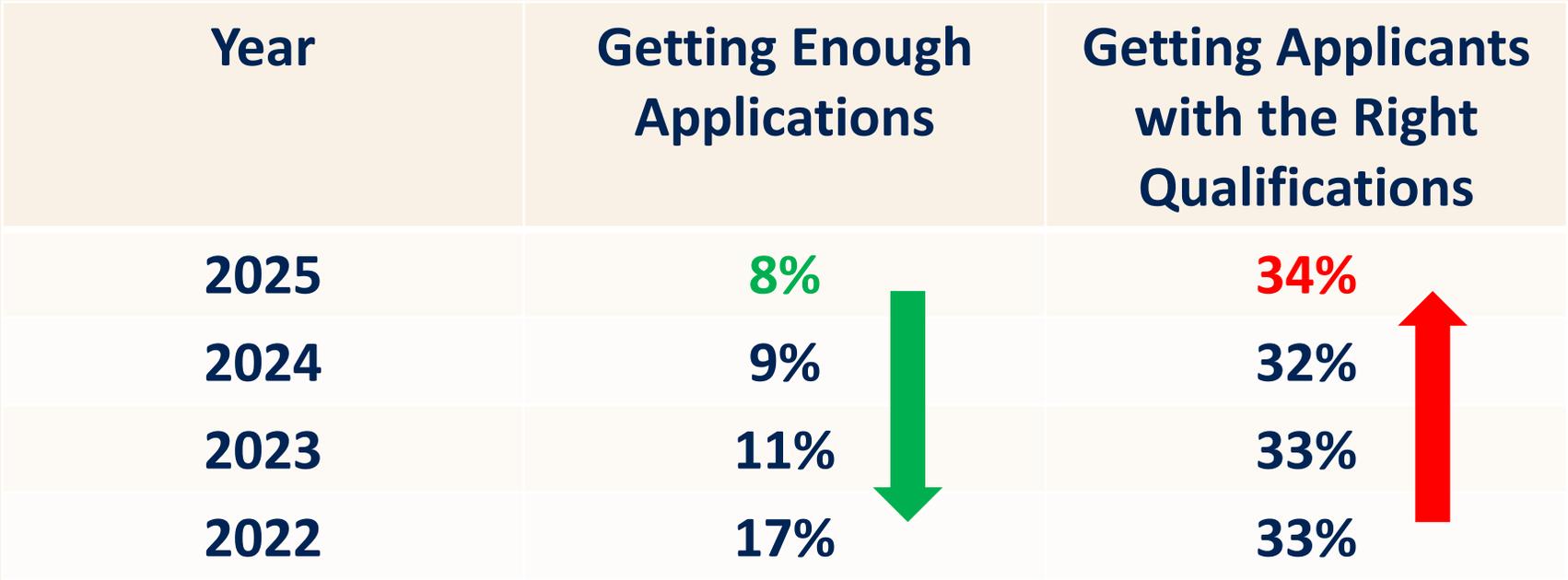
Year	Hiring Staff	Retaining Staff
2025	11%	4%
2024	13%	5%
2023	17%	5%
2022	25%	6%

Percent of owners ranking Hiring Staff and Retaining Staff as one of their top two business challenges

Franchise Business Review Highlights (2 of 3)

With regards to hiring staff, where are your greatest challenges today?

Year	Getting Enough Applications	Getting Applicants with the Right Qualifications
2025	8%	34%
2024	9%	32%
2023	11%	33%
2022	17%	33%



Franchise Business Review Highlights (3 of 3)

How much time do you spend each week on recruiting?

Year	< 1 hour	1-3 hours	4-5 hours	6-10 hours	11+ hours
2025	54%	32%	8%	4%	1%
2024	50%	32%	11%	4%	3%
2023	46%	34%	13%	4%	3%
2022	39%	37%	15%	6%	3%

Indeed Best Practices

Jack Espino

Strategic Account Manager



Agenda

01

Contact Us

02

The Apply Funnel

03

Job Performance and Best Practices

How to Contact Indeed

The screenshot displays the Indeed Employer Control Center for Michael Scott Paper Company. The top navigation bar includes the company name, owner email (jespino@indeed.com), and the Indeed Tools logo. A dropdown menu is open, listing various management options: Employer settings, Company page, Users, Billing and invoices, Subscriptions, Integrations, and Contact us. A 'Help' overlay is visible on the right side, providing contact information for two representatives: Meghan O'Sullivan (Client success representative) and Jack Espino (Account representative). Both representatives are available Monday to Friday, 9 am to 5 pm. The Help overlay also includes a 'Help center' link at the bottom.

Michael Scott Paper Company
Owner: jespino@indeed.com

jespino@indeed.com

Indeed Tools

Michael Scott Paper Company

- Employer settings
- Company page
- Users
- Billing and invoices
- Subscriptions
- Integrations
- Contact us

Help

Contact us

Client success representative

Meghan O'Sullivan

✉ mosullivan@indeed.com

🕒 Monday to Friday, 9 am to 5 pm

Account representative

Jack Espino

✉ jespino@indeed.com

🕒 Monday to Friday, 9 am to 5 pm

[Help center](#)

Get closer to the hire

Search

Click

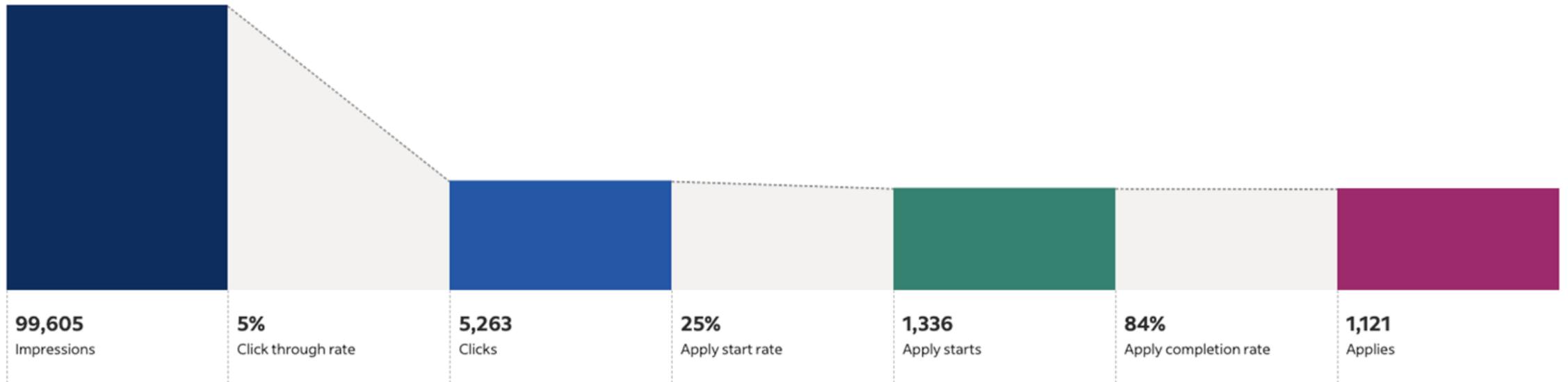
Apply

Interview

Hire

Understanding Job Performance

Performance funnel



Handyman Service Professional

Mr Handyman of South Charlotte
Matthews, NC 28105

\$865 - \$1,730 a week

Full-time

Monday to Friday +4

401(k)

Health insurance

Paid time off

Vision insurance

[Easily apply](#)



New

Carpenter/Handyman

Mr Handyman of Greater Portland
South Portland, ME 04106

\$28 - \$30 an hour

Full-time

35 to 40 hours per week

Health insurance

Paid time off

[Easily apply](#)



[View 100+ similar jobs with this employer](#) →

Handyman Service Professional

Mr Handyman of South Charlotte

608 Matthews-mint Hill Road, Matthews, NC 28105

\$865 - \$1,730 a week - Full-time

[Apply now](#)



Profile insights

Here's how the job qualifications align with your [profile](#).

Licenses

Driver's License *(Required)* ▾

Do you have a valid **Driver's License** license?

[Yes](#)

[No](#)

[Skip](#)

Education

High school diploma or GED ▾

Do you have a **High school diploma or GED**?

[Yes](#)

[No](#)

[Skip](#)

Keywords & Titles

- A title on Indeed should read as it would on a business card
- Things to avoid
 - Avoid any special characters (especially \$ and *)
 - Do not put anything like pay, hours, part time/full time, location, company name, or other details in the job description

Keywords & Titles

new

House Cleaning | Weekdays | \$20 - \$24/hr

██████████ 4.3 ★

Denver, CO 80222

📷 \$20 - \$24 an hour

📅 Full-time

🕒 Monday to Friday +5

➤ Easily apply

- Regular weekday hours no night no weekends!
- Up to 14 days of paid vacation per year.
- Fully vested 401k w/ match.
- Training at full pay & fuel reimbursement (\$0.35+/mile!).

Today

new

Solar Service Technician

American Design & Build Ltd 3.2

Bel Air, MD 21014

🚗 Legacy & Gateway

📷 \$18 - \$24 an hour

📅 Full-time

🕒 Monday to Friday +1

➤ Easily apply ⚡ Responsive employer 🕒 Urgently hiring

- Background or experience as a cable and/or satellite technology technician.
- Assist homeowners in getting their systems online.
- Ability to lift 50+ pounds.

Active 2 days ago

Hiring Insights

Help Notifications Messages

Michael Scott Paper Company
Owner: jespino@indeed.com

jespino@indeed.com

July 2023

Job title or occupational category

Job location

Job title or occupational category

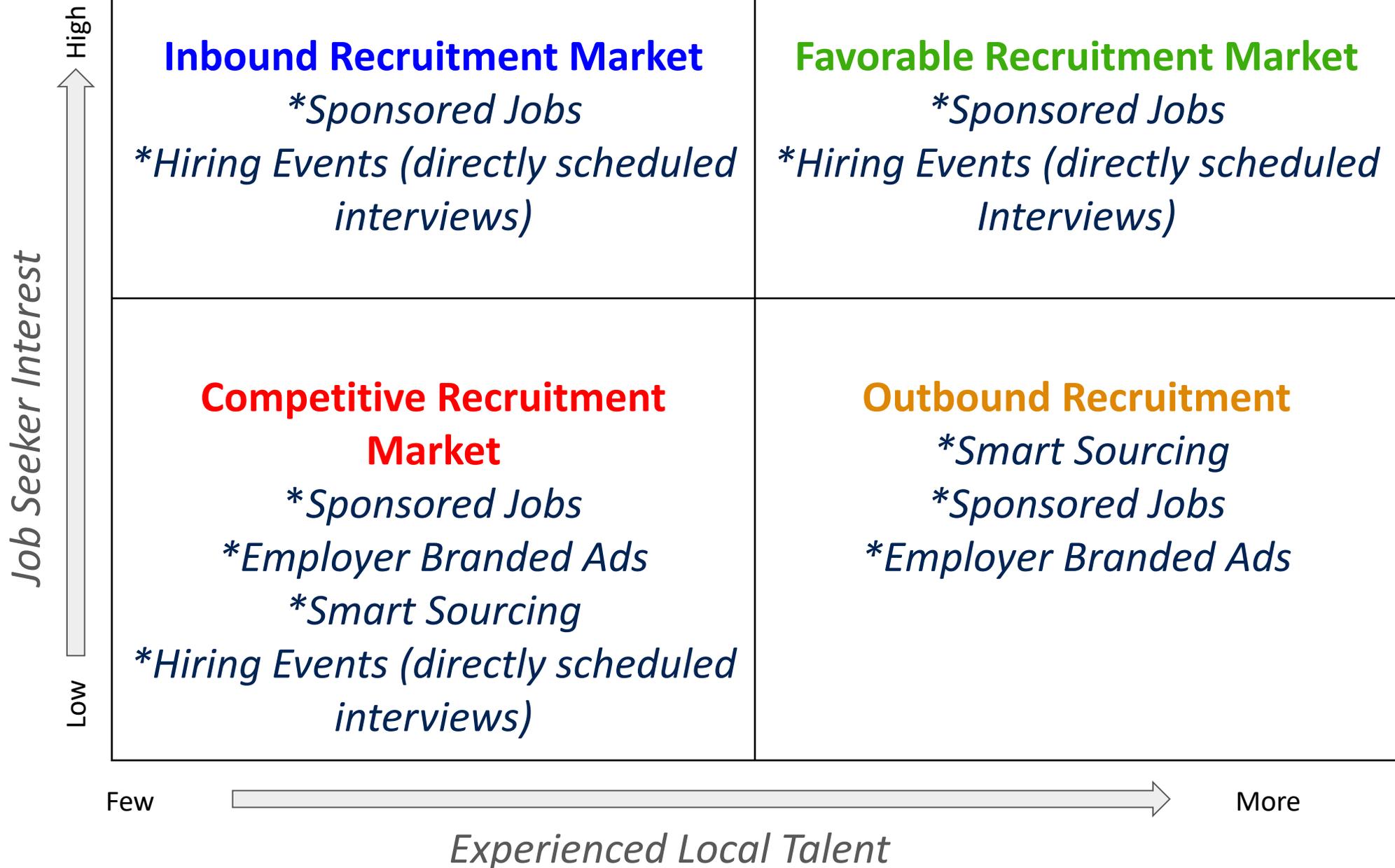
Job location

Generate report



Get market data relevant to your jobs

We surface insightful data, like average salary for similar jobs, how many job seekers are looking, and competing employers.



Questions

Jack Espino

jespino@indeed.com

212-518-0380

Owner Q&A



Scott Bullock

**Mr. Appliance of Las Vegas and Henderson
NV and St. George Utah**



Keith Saunders

AireServ of Central Texas and Granbury, TX



Pam Hobbs

Mr. Rooter Plumbing of NW Florida

Key Takeaways & Next Steps

- Invest the necessary time in recruitment and retention activities every week - schedule it if necessary.
- Contact your Indeed representative. Make sure your job postings are up to date and active and examine Indeed data to determine a competitive wage and benefits. Consider sponsoring jobs on Indeed to increase applicant flow.
- Explore implementing an employee referral program.
- Adopt and implement consistent onboarding practices. There is a direct correlation between the quality of onboarding in the first 90 days and long-term retention.

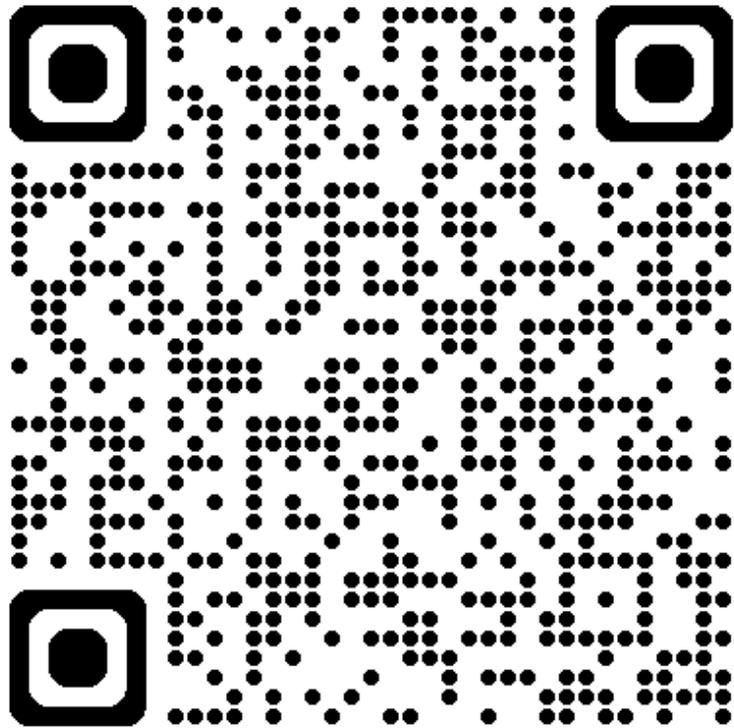
Upcoming Unlocking Growth Webinars

September 9 & 11

Google Reviews



Unlocking Growth Webinar Recordings and Resources



Survey



Thank You