MODEL MATCH
SUPERCHARGING GROWTH & RETENTION

# Greater Recruiting Transparency Allows Skyline To Ensure That New Hires Align With Core Values That Drive Growth & Retention

Skyline is one of the nation's fastest growing lenders, funding nearly 100,000 loans on an annual basis. They have received high marks as a top employer, repeatedly appearing in the Top 100 Mortgage Companies compiled by Mortgage Executive Magazine.

## Increasing Transparency and Accountability Around Recruiting

As a member of the Board of Directors, a shareholder, and former President of Skyline's retail lending operations, Bill Tessar takes pride in Skyline's rapid growth under his leadership. While the organization has expanded "mostly organically," he acknowledged the importance of being careful to hire only the right people to join the organization. "Not hiring is as important as hiring." Which is why he was enthusiastic to discover how Model Match "adds organization and visibility into the long, arduous process of recruitment."

Being able to do pipeline reviews and see the combined recruiting strategies of all managers was another benefit. All of the recruiting could be done in one system with visibility from the top of the org chart down into what is being done at the branch level, 24/7/365.

> *"We always say that recruiting is a process, not an event . . . When you're looking to recruit somebody it's not a 'one meeting, shake hands, sign the contract and go' kind of deal."*

Model Match gave Skyline a way to "document what a meeting was about and what the next steps are, even if the next steps" involved following up six months down the road with a potential recruit that had elected to go work for a competitor.

CUSTOMER SPOTLIGHT

**Bill Tessar**
**Board of Directors, Shareholder, and Former President of Retail Lending**
**Skyline Home Loans**
**Calabasas, CA**

skyline® HOME LOANS

**Skyline Home Loans**

Skyline is a full-service direct lender with over 30 branches located nationwide.

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It also provided a consistent way to assess who was being recruited and matching them to Skyline's Model Match production candidate. With the "emotion" removed from the recruiting equation, Skyline's team is able to make objective decisions about the candidates they are recruiting. Bill's team needed a tool that allowed them to "manage all of their loan officers, prospective and current," no matter how busy they are in their day to day operations—a task that Model Match amply covered.

> *"It's organized in a fashion so that recruitment becomes an ordinary part of your everyday life. You don't have to remember who you were supposed to call five months from now, it auto-populates. It tells you everyday . . . You hit your pillow at night knowing that you're doing what you need to do to fill the pipeline."*

## On Choosing The Right Partner

Skyline offered all their branches access to the Model Match Coaching and technology platform. The positive feedback Skyline has received from their managers to date has encouraged them to believe that investing in the platform was a smart investment, despite Bill's initial hesitation over pricing. "It's an expensive system. But what I told Model Match when I first decided to go with them is that you guys are either priced way out of the market or you're priced way under the market, that all depends on how well you deliver the basic product." That concern was quickly put to bed.

> *"The guys at Model Match were chips all in. They've been absolutely, passionately committed to helping us, their customers, be successful."*

Bill pointed out that many companies that offer a software product end up being "just another icon on your computer." What's worse, when you need help or have a question, "you hear crickets when you call them. There is no accountability and no follow up." In contrast, Model Match combines their software with personalized coaching that he described as "amazing." Their Success Coaching "is definitely the exception, not the rule."

> *"It's the only game in town that brings that level of sophistication to the recruitment process. The only one."*