

## A Streamlined Hiring Process From Start To Finish

Full-time recruiters need to keep track of a lot of details. Model Match is set up to work with their workflow, so recruiters can focus on attracting great people to join their team, not on data entry.

### A Solution That's Just Right

Lance Hilcher has spent the last three years recruiting loan officers and branch managers throughout the 19 states where InterLinc maintains their operations. As such, keeping his recruiting efforts organized was critical.

His first attempts at managing his recruiting workflow involved a combination of an "Excel spreadsheet and a whole bunch of pieces of paper."

A couple of years ago, he was turned on to an applicant tracking system called Bullhorn because it's the same system used by one of their executive recruiting agencies. But Bullhorn was not the right answer either. "It was bazooka to kill a gnat. It was way too convoluted." In fact, it reminded him of "a dumbed down version of Salesforce," another CRM he'd previously tried and abandoned.

A few years later, one of his colleagues recommended that Lance check out Model Match. He agreed and was stunned by what he discovered. "Once I saw it, I was hooked. I'm now three months in and I love it."

*"I did one demo and I was sold . . . I mean, when there's drop downs for their MLS number and how long have they had it. When there's drop downs for what was their production and are they mostly government or mostly conventional, that's a CRM made for recruiting branches, loan officers, and people in the mortgage industry, which is what I do 24/7/365."*

## CUSTOMER SPOTLIGHT

### Lance Hilcher

InterLinc Vice President,  
Director of Development  
Dallas/Fort Worth, Texas





### InterLinc

InterLinc is one of the country's fastest growing mortgage companies in the Southwest.

To schedule a personalized demo of Model Match, contact us at (949) 344-2780.

## Nothing Falls Through The Cracks

Model Match has dramatically reduced the amount of data entry Lance needs to do. Instead of needing to retype the same information into his CRM and calendar, he can just stay inside Model Match.

*"I have it up from morning to night. And as I'm going through my day it's telling me hey, you gotta call this person in 15 minutes. Or if I've got some free time, I can add context to my notes."*

Lance now knows exactly which candidates he needs to focus on every day. What's more, the intake process "walks him through the conversation," letting him know at a glance (via the Model Match Score) if he's talking with a good candidate. "Numbers don't lie."

*"As I'm talking to the client I'm inputting data. By the time the conversation is over I've got a complete contact. Most of the time I know where they are, where they've been. I know what they do. I know what their book of business looks like. It's all right there. Before I close the contact out I put in a 30-day reminder for a follow up. That automatically kicks it into my calendar. It's simple."*

After working one-on-one with a Success Coach, Lance also began incorporating stories into his pitch with new candidates.

*"People love stories. Instead of spitting out facts, I now give stories related to a fact. It's made my conversations more productive and fruitful. It's really helped."*

Because Lance gave his admin assistant access to Model Match, she's able to seamlessly take over when a prospect enters the onboarding phase. This is because the checklists included in Model Match Concierge were customized to reflect InterLinc's hiring process.

*"It's fantastic. It's made my job more efficient on the front end and it's made the onboarding process smoother and more streamlined on the back end as well because it's all in one location."*