



Estate Planning Institute Group, LLC



Estate Planning Institute Group, LLC, a comprehensive estate planning company focused on helping customers maximize their life-long financial objectives, posts jobs to InsuranceCareerSite.com to find highly-specialized Insurance Sales Representatives.

Client Testimonial

"InsuranceCareerSite.com is the primary source of recruitment for Estate Planning Institute in Michigan and Texas and I am confident that the program will maintain the same level of success as we continue to expand into new markets around the country."

*-Cathleen C. Melody
VP of Recruiting/Client Services
Estate Planning Institute Group, LLC*

The Challenge:

Continually recruit specialized candidates to ensure business success despite the high attrition rate of the Insurance Industry

Estate Planning Institute, headquartered in Southfield, Michigan, provides solutions to help customers maximize life-long financial objectives. Their personal consultants and premier educators offer valuable insight into the lifetime benefits of estate planning, financial planning and family protection.

With a strong focus on meeting the needs of their clients, it is crucial for Estate Planning Institute to maintain a staff of highly-qualified licensed insurance professionals, which can be challenging in an industry known for its high attrition rate. Because the insurance industry is very specialized and encompasses many different facets, general job boards often yield a large quantity of unqualified results. As a result, Estate Planning Institute decided to take a more targeted approach to their recruitment program.

Recruitment Solution:

Leverage 1 year of resume searching and 10 job slots across 31 targeted insurance career sites in the Beyond.com Network

Estate Planning Institute utilizes a customized recruitment package that includes one year of resume searching and 10 job slots. "By gaining access to the resume search database, we are able to refine our search criteria to identify the most qualified candidates for our business," said Cathleen C. Melody, VP of Recruiting/Client Services at Estate Planning Institute Group, LLC.

After starting out with a smaller package, Melody quickly decided to upgrade to 10 job slots, allowing her to easily switch out job postings based on her recruitment needs. The job slots posted to InsuranceCareerSite.com are distributed across all relevant sites in the Beyond.com Network, which consists of thousands of niche career communities.

This approach allowed Estate Planning Institute to benefit from the quality of a niche site combined with the expansive coverage of a larger job board. As a result, they gained maximum exposure to a larger number of specialized insurance candidates.

Measurable Success:

Hired 4 highly-qualified Insurance Sales and Management Reps and successfully expanded their recruitment program into Texas

"By leveraging InsuranceCareerSite.com for our recruitment needs, we immediately recognized the benefit to targeted niche recruiting. We have experienced continued success with our recruitment program over the last few months and have hired 4 valuable members of our team," says Melody.

She continues, "InsuranceCareerSite.com is the primary source of recruitment for Estate Planning Institute in Michigan and Texas and I am confident that the program will maintain the same level of success as we continue to expand into new markets around the country."