




ADDRESSING THE LABOR SHORTAGE

Recruiting and Retaining Employees

Fierce competition for talent has resulted in a cloud of concern about:

-  MEETING CLIENT DEADLINES
-  FUTURE BUSINESS GROWTH
-  CREW "POACHING"

6.7 million

openings for qualified workers in the roofing industry

Women comprise 50% of the population, but **are only 3.9% of the construction workforce.**



ATTRACT A NEW GENERATION TO THE ROOFING INDUSTRY



Increase technology in the workplace



Leverage the power of the H2B work visa







Offering apprenticeships and training







Hire more women and minorities

PROMOTE THE VALUE OF THE ROOFING INDUSTRY!







-  Offer variety from day-to-day
-  Reward hard work and initiative
-  Create opportunities to grow, learn, and advance
-  Build transferable skill sets (e.g. measuring in carpentry)

CHECKLIST FOR SUCCESSFUL RECRUITING & RETENTION

-  Develop a profile for your ideal worker
-  Write accurate, transparent job descriptions
-  Define employee expectations
-  Utilize "out of the box" recruiting methods



PUT YOUR COMPANY'S BEST FOOT FORWARD

-  Present clean and safe work conditions
-  Provide competitive wages
-  Create an inclusive environment
-  Promote cultural sensitivity
-  Offer training and continuing education
-  Increase paths for growth and promotion