

# Supplemental Recruiting Tools to Support Agency Growth

## Background

Homewatch Caregivers is a home care provider serving seniors nationwide.

## Challenge

Tanya Finnerty is a Homewatch Caregivers franchise owner in San Diego, CA. Her business was quickly expanding and she needed to make more hires to support this growth. Given the time intensive nature of recruiting, Tanya and her team didn't have the bandwidth to scale their recruitment. They needed a recruiting tool that would deliver candidates without requiring the traditionally large amount of time spent sourcing.

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“ We made seven new hires, which can take my team a month's time. We had a great event and are looking to do another one in the future!

**Tanya Finnerty**

Owner

## Solution

Tanya turned to her dedicated Account Strategist to hold a myCNAjobs Career Fair. After a quick call to build out the invitation, Tanya was able to shift her focus to other aspects of growing her business. The myCNAjobs team handled all promotions for the event across multiple channels and attracting passive candidates. Because of this, myCNAjobs was able to source Caregivers that Tanya and her team previously couldn't get in front of, sending them right to her office on the day of the event.

## Result

Using myCNAjobs to promote a career fair allowed Tanya and her team to continue their everyday recruiting, knowing that the myCNAjobs team was working alongside them to deliver candidates through a new channel. During the single day hiring event, Tanya and her team:

- » Met with 18 new candidates
- » Made 7 new hires
- » Attracted candidates they were unable to reach before