

# Job Fair Central to Branding Campaign

A highly recognized mortgage lender, named among Inc 5000 Fastest Growing Companies in America, is a dedicated lending firm headquartered in Northeast Ohio. Now with branch offices across the country, their original home loan offerings have expanded since their 2003 start to include purchase, refinance, and home equity products.



## Getting the Right Hire

But being the mortgage lender of choice means finding the right people to execute on a shared organizational mission. These team members must be driven by the commitment to provide unsurpassed customer service and stellar communication and be willing to forge lasting connections with lifetime customers of the firm (or build new life-long partnerships from the first connection). Recruitment is critical, and the firm faced

some specific needs for their Human Resources efforts.

While they had been an intermittent partner of cleveland.com and The Plain Dealer, it wasn't until 2020 that their recruitment efforts became the center of our [shared goals](#).

During the time of the global pandemic, they sought remote workers that could professionally represent their needs as lenders. Further, due to the housing explosion, what may have been small numbers of recruits needed at a time was growing dramatically. Executive Leadership wisely understood that broader branding would influence recognition for job seekers, and provide critical awareness, visibility and recall for those individuals.

In January of 2021, the firm participated in their first Job Fair hosted by Advance Ohio. This participation garnered visibility across print, digital, and in the personal interaction with candidates driven through the jobs listings portal.

**With more than 4 Million Impressions driving repetition and understanding of the lender's brand and professional culture as part of the Job Fair, this program drove quality candidates and ultimately hires for this homegrown brand.**

**3,143**

Qualified prospects were served at the time of their active search for positions

**299**

Applicants were connected with the firm's available jobs

**204**

Applicants explored the company's career site