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Solving Maintenance Technician Turnover With Customized Workforce Solutions

Client Overview: The client is a national property management company that owns and manages single-family rental homes across dozens of markets. Its service and maintenance technicians are the backbone of the business. These are the "jack of all trades" hires who fix everything from air conditioners to dishwashers, and they show up in person when a resident needs help.

Heading into a peak leasing season, the client's internal talent acquisition team was under pressure. Turnover among technicians was high, open roles were piling up in several key markets, and the team needed a partner who could move fast without sacrificing candidate quality.

The Challenge: The client came to TRC with a technician turnover rate of **53%**, well above what the business needed to stay staffed. To operate at full strength, the company needed roughly **250 technicians** on the roster at any given time. At that turnover rate, they had to hire hundreds of technicians a year just to stay even, let alone grow.

Contract recruiters weren't solving the problem. The client had leaned on outside contract recruiters to keep pace, but the cost was high and the results were inconsistent. By the time TRC stepped in, the client's internal recruiting bench had thinned significantly, and pressure from leadership to fill roles was mounting fast.

The real issue was hiding in the job posting, not the pay. TRC's team discovered that the client's roles were competitively paid, in the low-to-mid \$30s per hour, well above what similar maintenance roles pay in multifamily housing. But the job postings were titled and written like a standard "maintenance tech" role. That language pulled in a flood of applicants from the industry who were used to a very different job: one building, one location, no driving between properties.

Once those candidates realized the role meant traveling from house to house across a territory, many walked away. The company wasn't struggling to attract candidates. It was struggling to attract the **right candidates**.

Employer brand was also working against them. The client had a two-star rating on Indeed, a detail their internal team hadn't connected to their hiring struggles. That rating was quietly undercutting every job post they published.



The Solution

TRC built a Customized Workforce Solutions partnership designed with a Recruitment Process Outsourcing model to move quickly and adapt as the client's needs evolved.

Rapid-response sourcing. In the first weeks of the partnership, TRC launched targeted job board boosts to generate immediate candidate flow and give the client's leadership team quick, visible wins while a longer-term strategy took shape.

A marketing-led approach to fix the real problem. Once the initial pipeline was flowing, TRC's marketing team went to work on the root cause. That meant rewriting job postings to speak directly to residential service technicians instead of multi-family maintenance staff, running social media campaigns to reach passive candidates, and testing geofencing around competitor locations to capture technicians already in the field.

Multi-channel sourcing across every open market. TRC's recruiters now source across various job boards, run text and email campaigns in every active market, use AI-driven outreach to proactively screen candidates and get them onto recruiters' calendars, and post to niche job boards where it makes sense for a given market.

Reporting that gives the client visibility they didn't have before. What started as a weekly reporting cadence, grew into daily reporting once internal pressure ramped up. TRC built out live views showing every scheduled interview, candidate stage, and offer status by market, along with a full recruitment funnel breakdown: phone interviews, submittals, interview-to-offer ratios, and marketing performance data like clicks and applies on every job boost. That level of transparency has become one of the most valued parts of the partnership.

The Results

TRC's RPO team has become a true extension of the client's talent acquisition function, not just a staffing vendor.

- Confirmed placements across 5 markets: Nashville, Memphis, Winston-Salem, Charlotte, and Charleston, with more in progress
- 8 technician starts in a single month, with additional offers pending acceptance
- A 1:1 submit-to-interview ratio and a 7:2 interview-to-offer ratio, reflecting a tightly qualified pipeline
- Scope grew roughly 300% beyond the original engagement, without a drop in service
- Daily and weekly reporting now standard, giving leadership real-time visibility by channel and market

Key Takeaways

- Turnover problems aren't always pay problems. Look at how the job is positioned and who it is actually attracting.
- Job descriptions are marketing, not just paperwork. The words in a posting determine who applies.
- Employer brand shapes results long before a candidate ever talks to a recruiter.
- Flexibility matters more than a fixed scope. Hiring needs to shift with the season and the market.
- Reporting builds trust. Full pipeline visibility turns a vendor relationship into a partnership.

Ready to Solve Your Hiring Challenges?

If you're struggling with high turnover, a thin internal recruiting team, or job postings that aren't attracting the right candidates, TRC can help. Contact us at **trctalent.com** to talk through your hiring goals.

