



Predictive  
Hiring

# *Aligning Talent to Business Needs* **at Homes by WestBay**



**About:**

Homes by WestBay offers home building services. Since 2009, it has designed and created 2000+ semi-custom new homes.

**Industry:** Real Estate    **Location:** Riverview, FL    **Founded in:** 2009



Hiring managers at Homes by Westbay were uncertain if they were bringing on the right talent that could work effectively with customers, and that uncertainty led to

**28%**  
**annual turnover.**

It was time to address the root cause of the matter - the hiring team's misalignment on the behavioral needs for open roles.



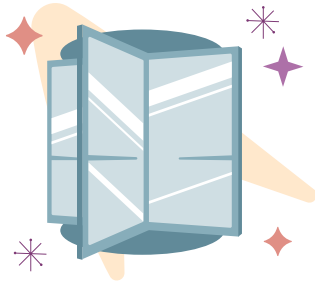
After partnering with Plum, Homes by Westbay now has a predictable method to hire top talent that thrive in their roles. Not only were they able to

**reduce overall turnover by**  
**38%**

hiring managers were also taken by surprise by an unexpected outcome -

**a 37% reduction in time spent reviewing resumes.**

# The Challenge



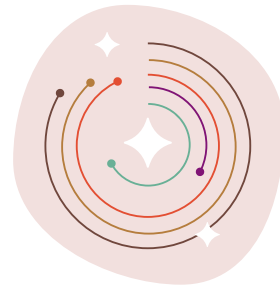
## Talent misalignment was the catalyst for a 28% churn rate.

Construction managers at Homes by WestBay play a critical role - they oversee the construction of residential homes, and have to work with all types of people, including subcontractors and clientele. But the role saw a 28% annual turnover rate.

The problem was a personality fit. Because they worked with people from all walks of life, and because they needed to be able to pick up on any potential problems or delays, construction managers needed to be detail-oriented and socially intelligent - not necessarily the kind of things you can deduce from a resume.

**Homes by WestBay needed to find a personality assessment that could be customized to the construction manager role, but could also be used universally across departments.**

# The Solution



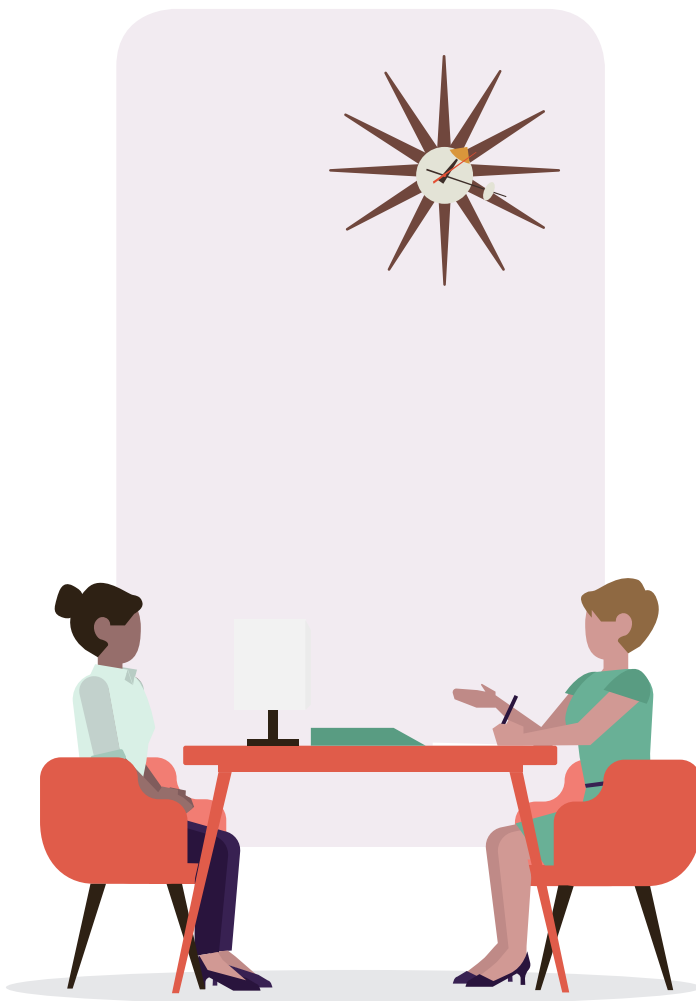
## Plum quantified the potential of every hire and employee to identify talent strengths and gaps.

Michelle Griffin MA PHR, Director of Human Resources at Homes by WestBay, tested Plum in July 2017 with a full implementation in August 2017. Through the insight of Industrial/Organizational Psychology and the scalability of AI, Plum was able to identify the talents that Homes by WestBay needed with a great degree of accuracy and validity.

Not only was Plum able to identify detail-oriented and socially intelligent people at the top of Homes by WestBay's hiring funnel, but Plum was able to quantify the potential of every employee. With Plum's Professional Development Guides, Homes by WestBay was able to do a deep dive into every employee's strengths and weaknesses. These results are now included in Homes by WestBay's annual reviews, which include professional and career development goals.

# The Outcome

**Homes by WestBay cut new-hire turnover in the construction department by 43%, and time reviewing resumes by 37%.**



By finding construction managers with the talents to thrive in the role, Homes by WestBay was able to cut overall turnover by 38% in just one year. Additionally, Plum was able to reduce new-hire turnover (separation within the first year of employment) in the construction department by 43%. Since Plum was used universally across all departments, Homes by WestBay was able to reduce new-hire turnover across the company by 33%.

Not to mention, Plum was able to help Homes by WestBay cut their hiring managers' time spent reviewing resumes by 37%. They were getting qualified candidates in for an interview so quickly that they were even able to eliminate the need for an external recruiter - further reducing their recruiting and hiring costs.