

BETTS RECRUITING CASE STUDY

SALES SEARCH



Houzz is the leading platform for home remodeling, architecture, interior design, decorating, landscaping, and home improvement. The Houzz platform and mobile apps feature photos, articles, product recommendations, and a user forum. The company turned to Betts Recruiting needed to hire qualified Account Executives for their newly established European headquarters in London, UK.

THE NEED

Account Executives with proof of consultative styles who are smart, hard working, highly professional, and capable of working in a fast-paced sales environment.

THE CHALLENGE

Before Betts, Houzz was looking for consistent volume of quality candidates

- Wanted to hire multiple quality sales team members quickly to capitalize on existing accounts
- Needed a partner to source qualified candidates from a broader pool
- Interview process was taking time away from the executive team

THE SOLUTION

After Partnering with Betts Recruiting

- Interviewed more than half of the submitted candidates for the position
- Had an average time-to-hire for Account Executives of less than one month
- Hired three qualified Account Executives in just two months

WITH BETTS RECRUITING, HOUZZ HIRED THREE ACCOUNT EXECUTIVES IN JUST TWO MONTHS



“Our partnership with Betts has worked well due in large part to their ability to understand not only the hard skills we are looking for in Sales candidates but also the softer ones, making sure candidates not only are a fit for the the role, but for the culture as well, which is critical to us here at Houzz.”

- Ana Harris, International People Services at Houzz

