

Better Mortgage Case Study



Better Mortgage is a direct lender that provides a fast, transparent digital mortgage experience backed by superior customer support. The BM team turned to Betts Recruiting when they needed to scale rapidly their Loan Consultant team.

The Need

Motivated Sales Development Representatives to handle Better Mortgages rapidly expanding inbound funnel and drive outbound efforts as the company grows.

The Challenge

An unscalable interview model that is not sustainable:

- No time to dedicate to sourcing and interviewing the selection of candidates online job postings provide.
- Quantity and quality being primary hiring goals.
- 4 Week hiring process for junior candidates doesn't align with the hiring need.

The Solution

Volume and Multimarket Hiring with Betts:

- Developed a trusted partnership with candidates delivered from Betts.
- Betts run Happy Hours allowed Hiring Managers to meet multiple talented individuals in person without the hassle of scheduling multiple initial phone screens.
- Dropped the hiring process down to 2 steps cutting time to hire by **50%**
- Hired a total of **13 SDRs** across the nation in **2 months**.



We didn't need an agency to come in and hand us more resumes. What we needed was a change to our interview model and a way to address our quantity and quality goals. Betts Recruiting, specifically Raquel and Justin, and the hiring events they hosted allowed us to reduce time to hire by bringing everyone together in one space. Furthermore the clear and consistent feedback on candidates left us feeling like Betts was truly an extension of our team. Not all recruiting agencies can do that.



Kenna Meyerhoff
Director of Talent Acquisition



Reduction on
Time to Hire

13 Total Hires

