

Revving the Engine

The 2015 North American Staffing and Recruiting Trends Report



BULLHORN[®]

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Introduction

In December of 2014, Bullhorn conducted its fifth annual Staffing and Recruiting Trends survey of 1,285 agency recruiting professionals. The resulting report comprises performance benchmarks, metrics, and revenue and compensation figures broken down by firm size, recruitment type, industry, role recruited, and role of respondent. Recruiting professionals can use this report to compare themselves and their firms to their peers in the recruiting industry.

For the purposes of this report, we broke down staffing and recruiting agencies into four sizes, based on their number of recruiters and salespeople: 1-10 (small), 11-25 (lower-midsize), 26-74 (upper-midsize), and 75+ (large).

2014 was a year of continued success for the recruiting industry, and in some respects a year of remarkable consistency. The overall rate of revenue growth, for instance, scarcely budged at all from 2013 to 2014. However, where metrics didn't remain static, they usually improved on last year's performance. The percentage of firms that experienced placement growth grew significantly, as did overall industry fill rate and hit rate.

Even so, the rapid rate of growth representative of the last few years in the recruiting industry does seem to have slowed. A downturn isn't necessarily in order, but there are definitely some warning signs to be noted. Respondents are generating significantly more revenue from repeat client business than last year, and while that might be seen as a hallmark of consistency, it could also signal a reduced focus on expanding the client base. Additionally, headcount and branch expansion plans stayed roughly the same over the past year, despite placement growth and revenue expectations growing from 2013 to 2014. Recruiting firms' conservative plans in the face of tangible growth and high expectations may suggest a tentative industry mindset in the wake of the recession of the late 2000s.

Please note: some figures may not add up to 100% due to rounding.

Key Findings

Growth

- 77% of respondents met or exceeded their revenue goals in 2014, equaling 2013's rate of success. 89% expect a revenue increase in 2015, representing a slight increase in optimism from last year's 88%.
- Only 65% of small recruiting firms plan on increasing their headcount over the coming year, while 86% of firms with 11 or more recruiters and salespeople plan to increase hiring in 2015.
- Recruiting firms' 2015 branch expansion plans have a direct relationship to firm size - only 15% of small firms plan to launch new offices in 2015, but 48% of large firms plan to do the same.

Metrics

- Respondents chose fill rate as the most important recruiting delivery process metric and total number of placements as the most important revenue-driving performance metric.
- Industry-wide, fill rate grew from 46% in 2013 to 50% in 2014. Hit rate also increased from last year's 40% to 42% in 2014.
- From 2013 to 2014, the average contract time-to-fill increased from 6 days to 10 days and the average permanent time-to-fill fell from 32 days to 23 days.
- By industry, government had both the lowest fill rate and hit rate in 2014.

Candidates

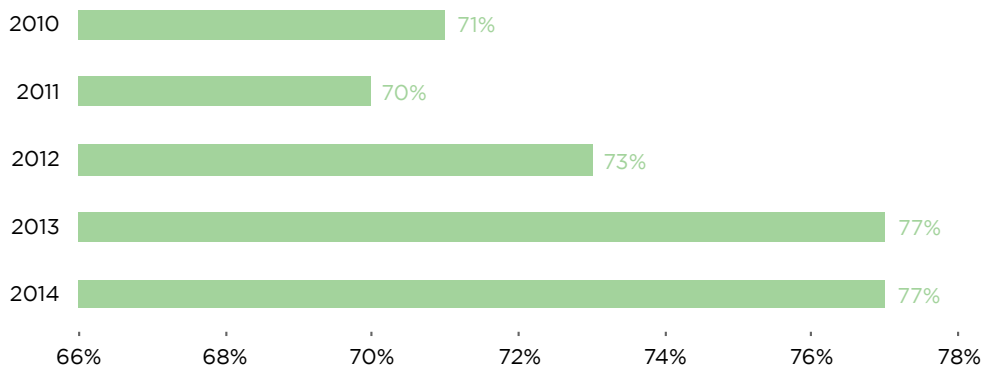
- 75% of respondents indicated a skills shortage in the industries for which they recruit, after a dip down to 71% in last year's survey.
- As in fill rate and hit rate, government also led the way in terms of skills shortages, with 83% of respondents who fill government jobs acknowledging a lack of qualified candidates.
- The top three sources of qualified candidates in 2014 remained unchanged from 2013: existing candidates from respondents' applicant tracking systems, referrals, and social media.
- 77% of respondents said that they needed an ATS or CRM system to do their job effectively, including 79% of respondents from contract firms and 82% of respondents from temporary firms.

Revenue and Growth

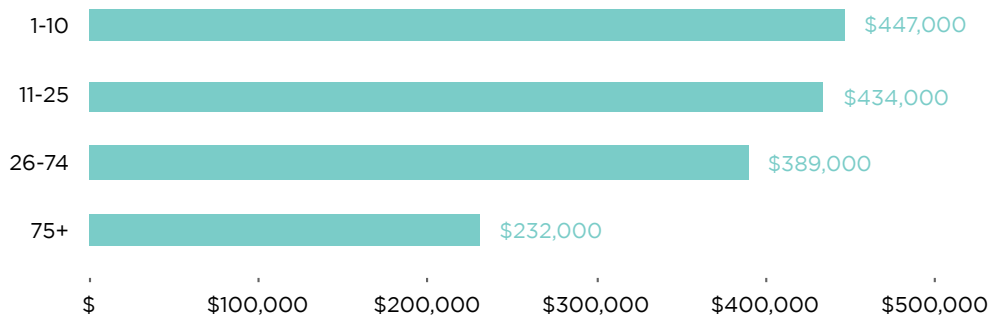
Revenue Expectations:

77% of respondents met or exceeded their revenue goals in 2014, equaling 2013's percentage. This elevated plateau, after more middling results from 2010 to 2012, is representative of the current sustained success of the recruiting industry. Similarly, revenue expectations for 2015 are only slightly higher than last year's 88%, with 89% of respondents expecting an increase in revenue. Lower-mid-size firms, with 11-25 recruiters/salespeople, were the most optimistic, with 92% of these firms' respondents anticipating a revenue increase.

% of Firms that Met or Exceeded Revenue Goals



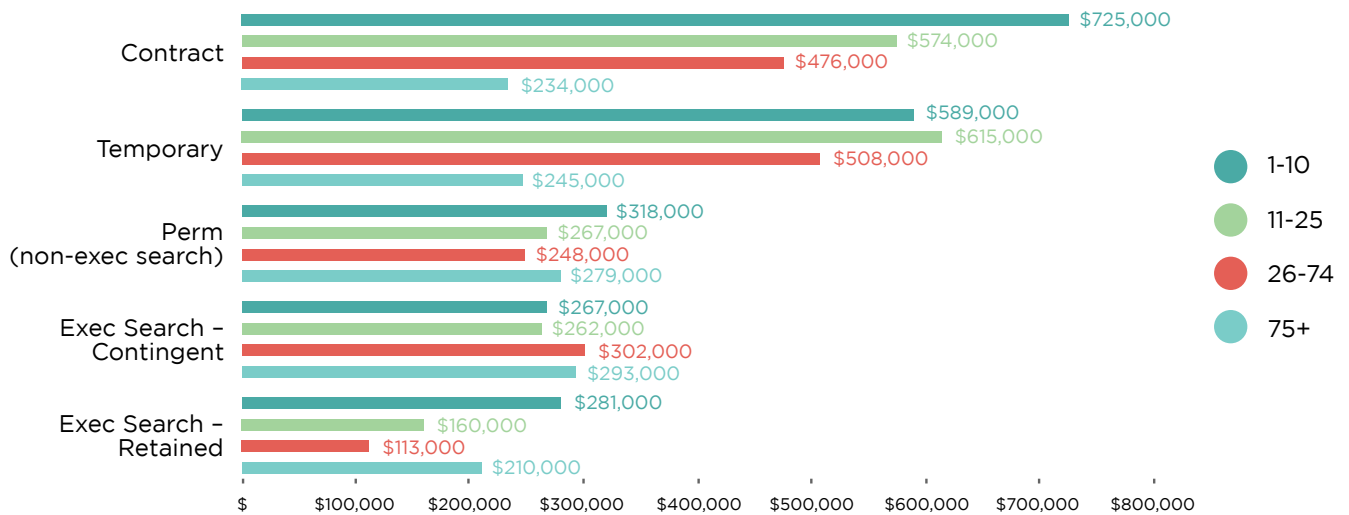
Revenue per Recruiter/Salesperson by Firm Size



A year ago, our 2013 report used this same data to show that firms with 75+ recruiters/salespeople had a significantly greater rate of revenue per recruiter/salesperson than all other firm sizes. However, the data for this year shows the opposite to be true. While this could be the result of an interesting trend toward smaller firms working more efficiently than larger firms, there is likely a more logical reason.

Respondents were asked to choose the revenue bracket to which they belong, including the largest option, “over \$200 million.” We represented this approximation in our data with the flat figure of \$200 million. Large firms with 75 or more recruiters, generally more likely to generate more total revenue, may have suffered from this methodology due to companies with revenue far greater than \$200 million not receiving proper credit for their actual revenue.

Revenue per Recruiter/Salesperson by Firm Size and Recruitment Type

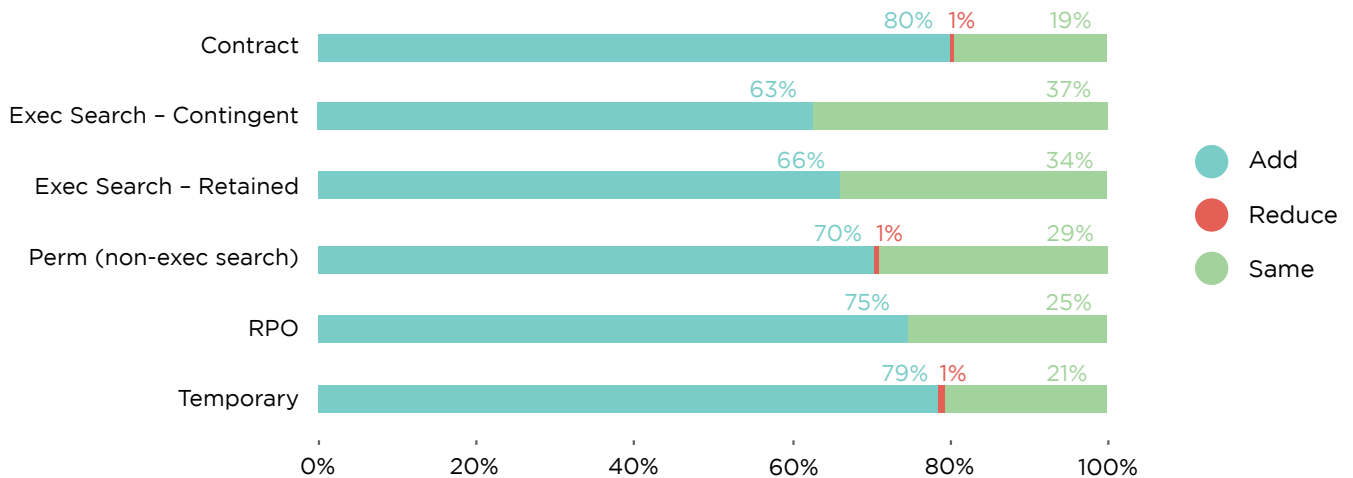


Broken down by firm size and primary recruitment type, small contract firms and lower-midsize temporary firms had the highest revenue per recruiter/salesperson (\$725,000 and \$615,000, respectively). Permanent placement firms tended to have significantly lower rates of revenue per recruiter/salesperson.

Headcount:

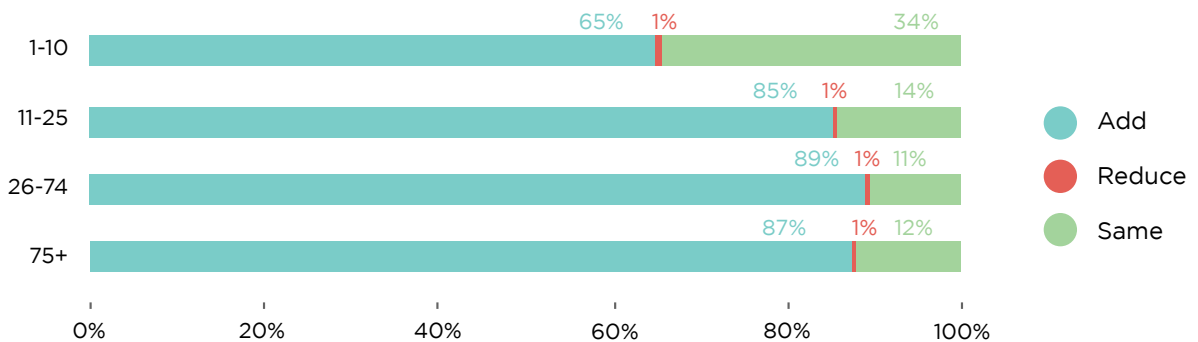
Hiring plans have remained healthy over the course of 2014, as the 74% of respondents whose firms plan to grow headcount is only slightly less than the 75% who planned on growth for the previous year. However, this does continue a downward trend from 2013's 82% of respondents who planned to add staff.

2015 Headcount Plan by Recruitment Type



By primary recruitment type, contingent executive search firms continue to be the most conservative in terms of headcount plans. Contract and temporary firms continue to be the most aggressive firm types in terms of headcount, but contract firms, conversely, have scaled back their plans a bit from 2014, as the percentage of respondents planning for growth decreased from 86% to 80%. RPO firms' headcount growth plans, meanwhile, appear to finally be catching up to the recent overall growth of the RPO recruitment model, as 75% of respondents from RPO firms plan on adding staff, good for the third highest percentage among primary recruitment types.

2015 Headcount Plan by Firm Size



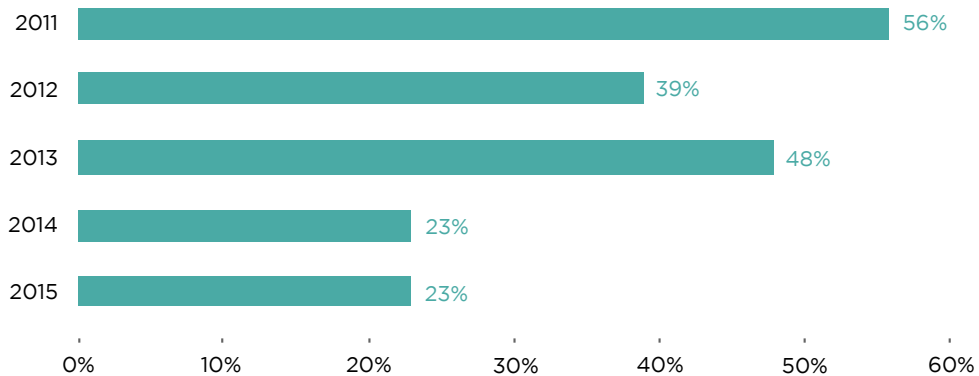
Headcount plans for 2015 are drastically different for small firms than for larger firms. While reduction plans are similarly low across the board, only 65% of small firms plan on increasing their headcount over the coming year, while 86% of firms with 11 or more recruiters and salespeople plan on hiring more employees.

Branch Expansion:

The 23% of respondents who indicated that their firms had plans to launch new offices in 2015 is equal to the percentage of the same measure for 2014. Meanwhile, 51% of respondents' firms do not plan on launching new offices, and 26% are unsure.

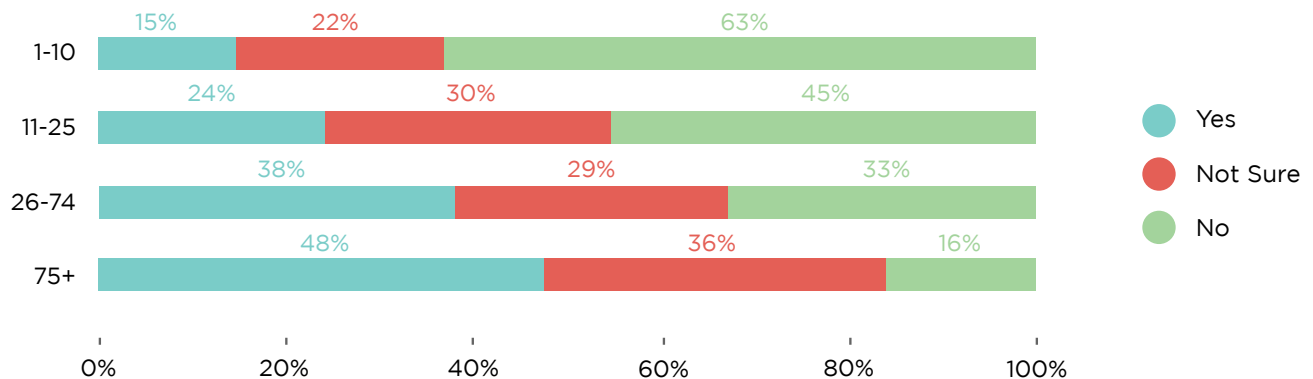
Branch expansion plans continue the same trend as headcount growth plans, remaining static from 2013 to 2014. In general, recruiting firms' tentative approach to physical expansion and increases in staffing will carry into 2015, despite the impressive number of firms meeting and exceeding their revenue goals.

Firms Planning Branch Expansion



However, recruiting firms' expansion plans, like their headcount plans, depend greatly on the size of each organization. Agencies with a larger amount of recruiters and salespeople have more aggressive plans for physical expansion in 2015. Larger companies may already have multiple locations due to expanded business activity and client diversification, and thus may be more prepared to add additional branches. Physical expansion might even be a necessity in order to accommodate larger firms' energetic hiring plans.

Firms Planning Branch Expansion by Firm Size

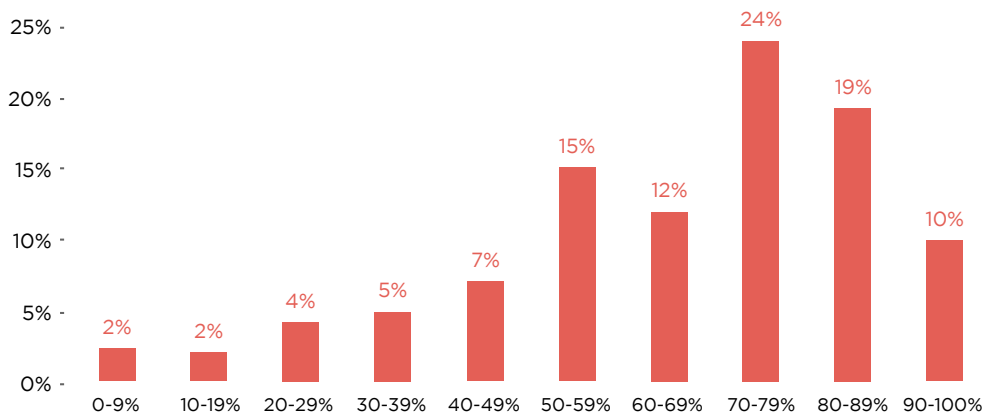


Agency Health

Revenue from Repeat Client Business:

A high percentage of revenue generated from repeat client business is a valuable indicator of sustained service quality provided by recruiting firms. Therefore, the 79% of respondents that generate 50% or more of their revenue from repeat client business is a solid sign of current consistency and success in the recruiting industry. This represents a 7% increase from last year's 72% of respondents.

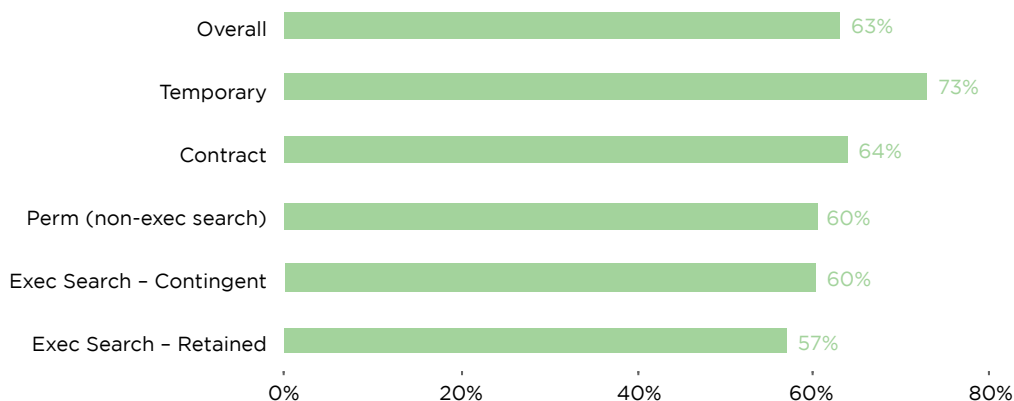
Percentage of Revenue from Repeat Client Business



In 2014, firms specializing in temporary staffing generated by far the most revenue from repeat client business with a robust average of 73%, a 9% increase from 2013. Overall, firms of all sizes generate an average of 63% of their revenue from repeat client business.

Temp firms' increased percentage of business from repeat clients is indicative of an increase in client retention. Not the least of several potential contributing factors to this increase is the growing usage rate of efficiency-improving vendor management systems (VMS) by temp agencies, which will be addressed in the next section.

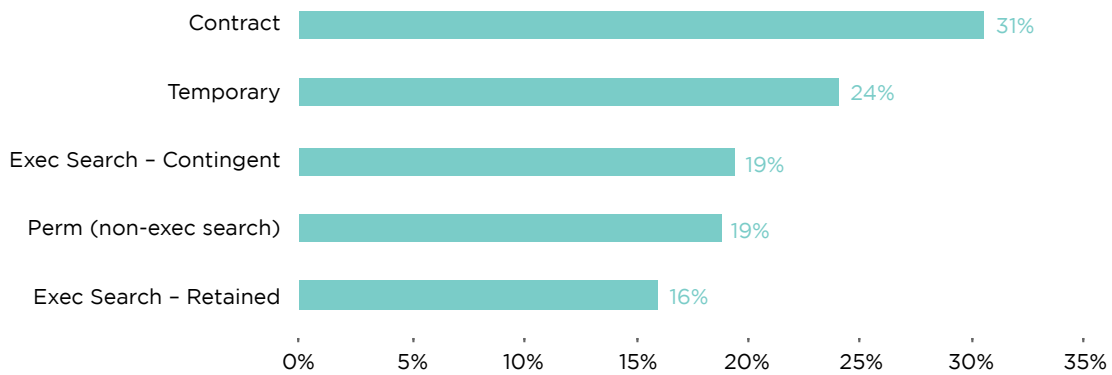
Average Percentage of Revenue from Repeat Client Business by Recruitment Type



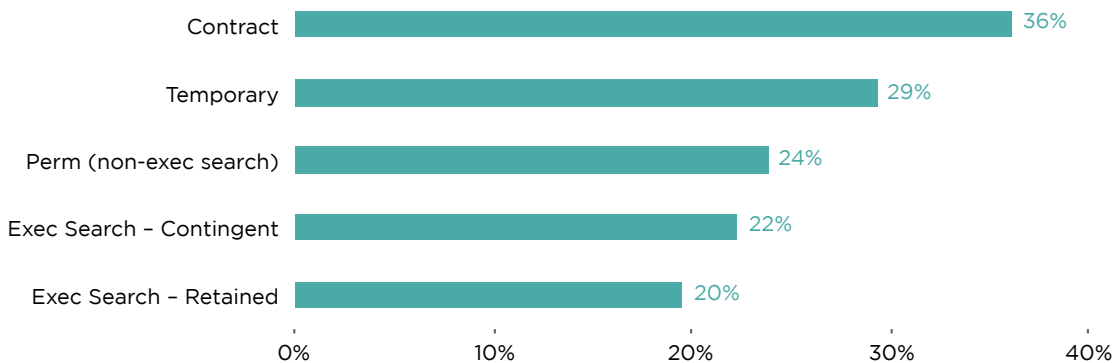
Use of Vendor Management Systems:

Across the board, surveyed firms of all recruitment types plan on increasing the percentage of their job orders that are driven through vendor management systems (VMS). In 2014, as a collective unit, recruiting firms drove 23% of their job orders through VMS, but these firms forecast an increase in this rate up to 27% in 2015. Contract firms get by far the most out of their VMS use, already generating 31% of job orders through VMS in 2014 and planning on a 5% increase in the coming year. But even firms that focus primarily on retained executive search plan to use vendor management systems for at least 20% of their job orders in 2015 – a highly surprising finding given that speed isn't nearly as important as quality in retained search. This is clearly a growing trend, and recruiting firms seem to either recognize the opportunity and ROI that might result from an increased dedication to driving job orders through VMS, or are resigned to the fact that VMS are beloved by large clients.

2014 Percentage of Job Orders through VMS



2015 Expected Percentage of Job Orders through VMS



Performance Benchmarks

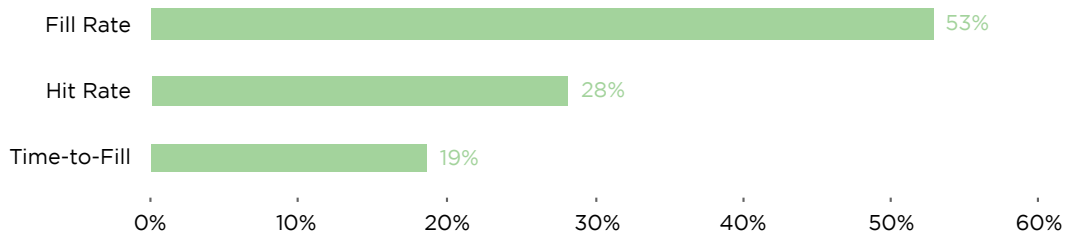
Most Important Metrics:

In previous years, we had asked respondents to rank six core sales and delivery metrics from most important to least important. For the 2015 Staffing and Recruiting Trends Report, we split these six metrics into two separate groups of three: recruiting delivery process metrics and revenue-driving performance metrics. For each of these groups, we asked respondents to rank the metrics from most important (#1) to least important (#3).

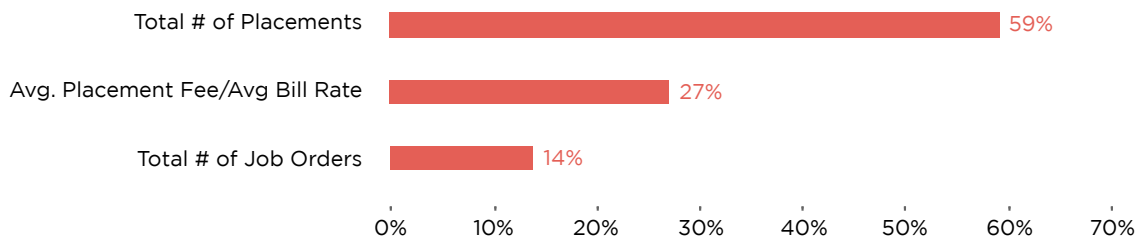
Total number of placements, the most important overall metric for three years running, earned 59% of the votes for most important revenue-driving performance metric. Fill rate, which has been rated as the second most important metric for the past two years, easily outranked the other recruiting delivery process metrics, hit rate and time-to-fill, with 53% of the most important votes.

In general, recruiting firms continue to value results-based metrics like total number of placements and fill rate over volume-based metrics like time-to-fill and total number of job orders. While the bottom line is certainly important, recruiting firms should take a closer look at these apparently underappreciated indicators. The combination of an efficient average time-to-fill and a high volume of job orders will, with even a middling fill rate, inevitably lead to a significant amount of total revenue - though, perhaps, not a high client retention rate.

Most Important Recruiting Delivery Process Metrics

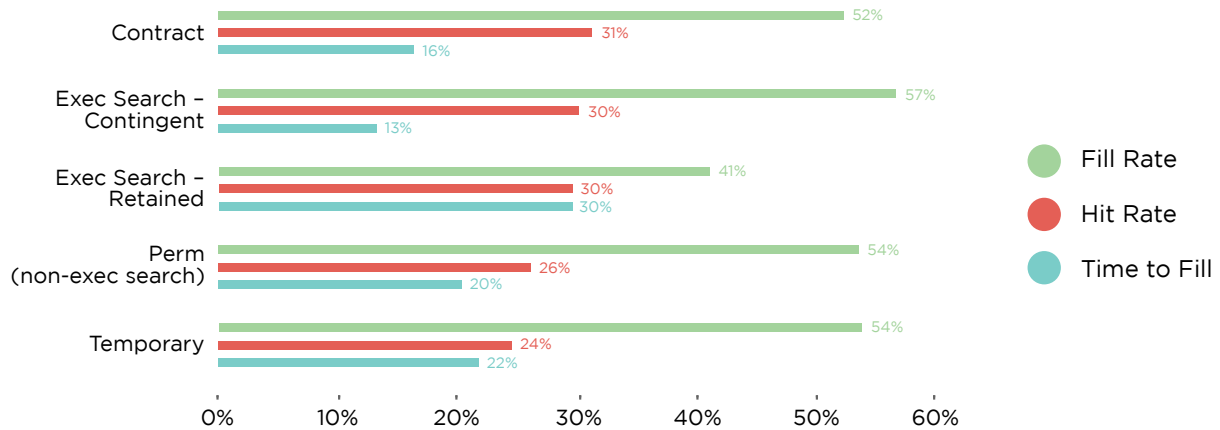


Most Important Revenue-Driving Performance Metrics

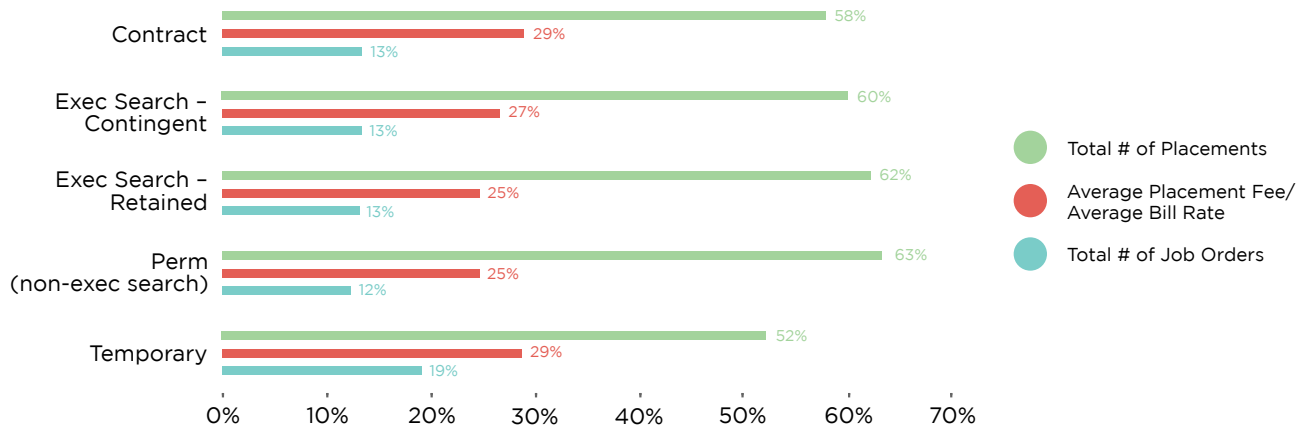


While each was still ranked third in each category, time-to-fill and total number of job orders were valued most highly by temporary firms and large firms, likely due to a more volume-focused business model. Additionally, retained executive search agencies valued hit rate and time-to-fill highly at the expense of fill rate, perhaps signifying that fill rate's importance is simply a given for a firm on retainer, and needn't be explicitly outlined.

Most Important Recruiting Delivery Process Metrics by Recruitment Type



Most Important Revenue-Driving Performance Metrics by Recruitment Type

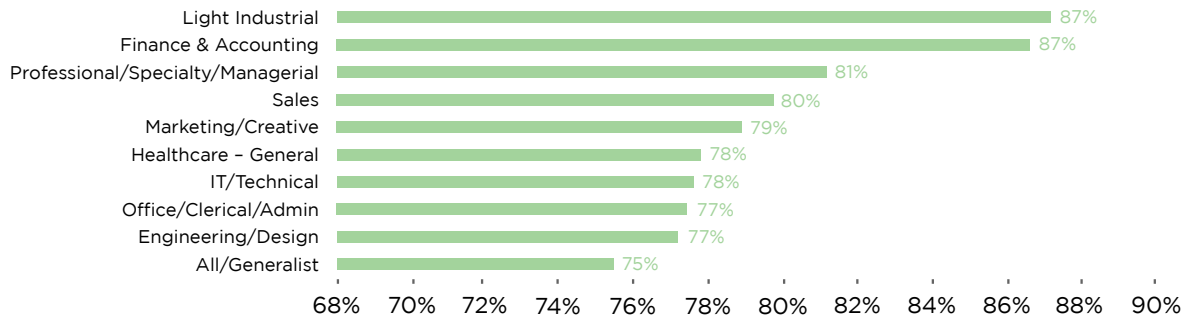


Total Number of Placements Growth:

As seen above, recruiting firms' total number of placements remains, as ever, crucially important to the way in which companies measure financial success. Fortunately for those companies whose employees responded to our survey, 77% of respondents said their total placements grew in 2014. This is a significant improvement on 2013's 71%. Only 19% of respondents said they did not experience placement growth, and 4% were unsure.

In terms of roles recruited, light industrial and finance/accounting exhibited the most placement growth in 2014, followed by sales and professional/specialty/managerial. This is symptomatic of the resurgent United States economy of recent years. Light industrial placements contribute to increased manufacturing of consumer goods – the bellwether of GDP growth – and financial services is experiencing a surge in demand underscored by a white-collar recovery.

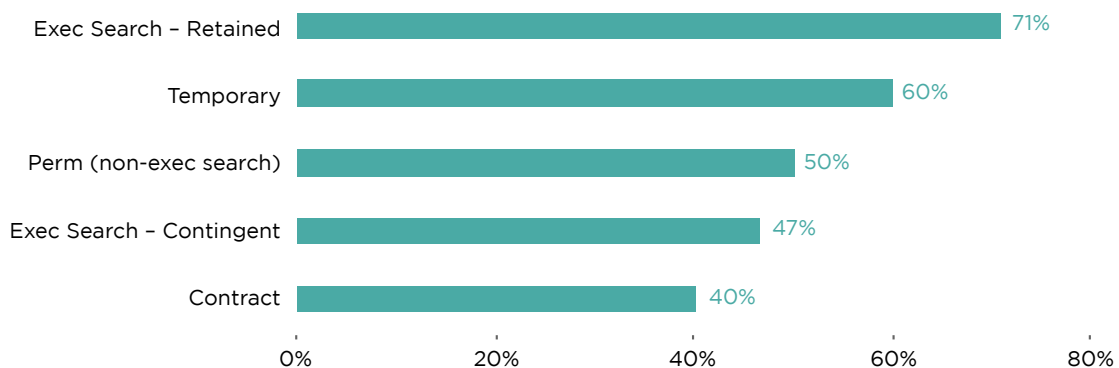
% of Firms Exhibiting Total Placement Growth in 2014 – By Role Recruited



Average Fill Rate in 2014:

The average fill rate across all respondents was 50%, a 4% increase from last year’s 46%. For this report, we defined fill rate as the number of job orders filled divided by the number of job orders received, multiplied by 100.

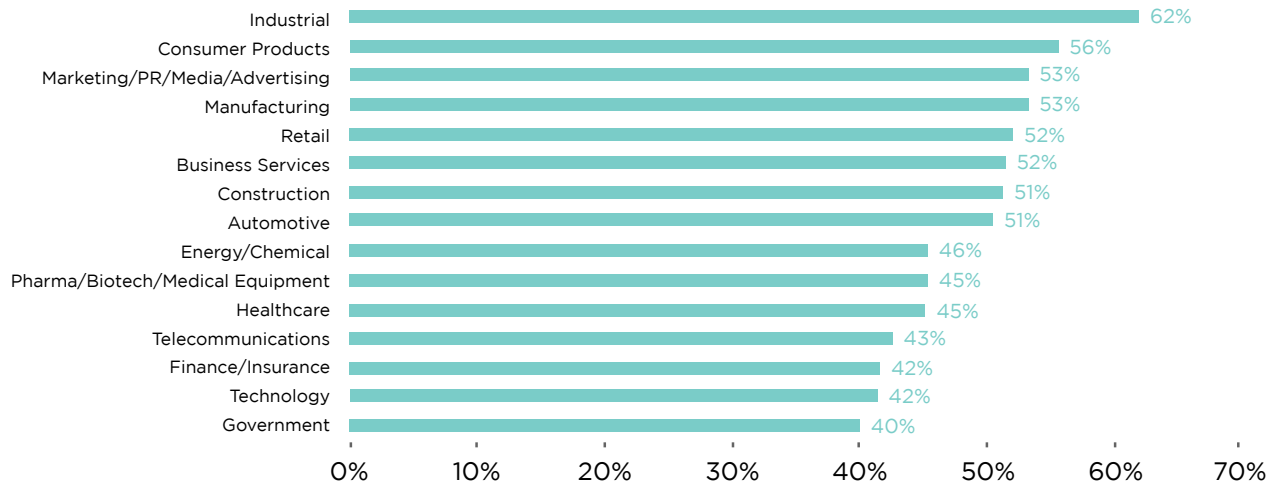
Average Fill Rate by Recruitment Type



Naturally, retained executive search firms had the highest fill rate by primary recruitment type, just as in 2013. Contract firms had the lowest fill rate, with 40%. Given the percentage of contract jobs driven through VMS and the “first to submit is first to win” philosophy that’s so prevalent in VMS business, this finding is equally unsurprising. Contingent executive search firms also found themselves below 50%, with a 47% fill rate. However, this mark represents a significant 8% increase from last year’s 39%. Greater success with the filling of executive job orders may be another indicator of a growing economy, as more companies seek to combat executive turnover with contingent placements.

By industry, respondents filling jobs for industrial had the highest fill rate (62%), while those recruiting for government had the lowest (40%), no doubt exacerbated by recent budget sequestrations.

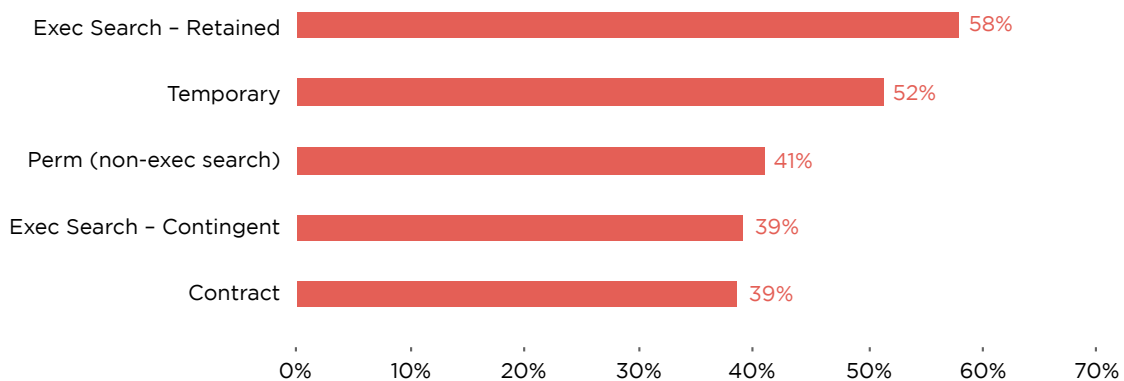
Average Fill Rate by Industry



Average Hit Rate in 2014:

Hit rate continued its upward trend, from 33% in 2012 to 40% in 2013 to 42% in 2014. Hit rate was defined for respondents as the number of successful placements (starts) divided by total number of client submissions (sendouts), multiplied by 100.

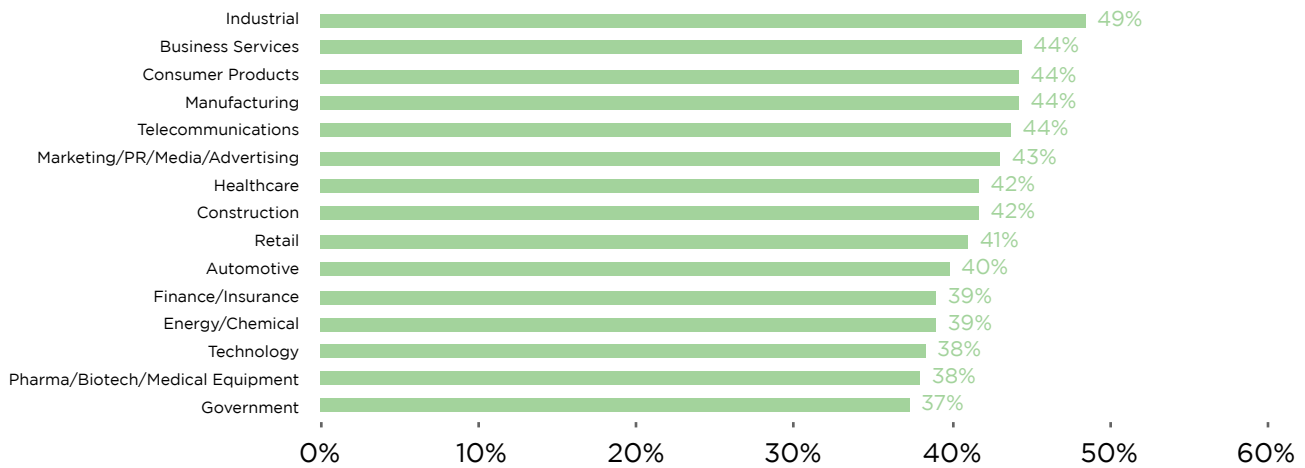
Average Hit Rate by Recruitment Type



Hit rate by primary recruitment type was similar to fill rate, with contract and contingent executive search bringing up the rear at 39%. Retained executive search had the highest hit rate as well as the highest fill rate among primary recruitment types.

Duplicating the highs and lows of fill rate by industry, respondents filling industrial jobs had the highest hit rate (49%), while those recruiting for government had the lowest (37%). Industrial jobs' place atop the recruitment industry fill rate and hit rate leaderboards is another piece of evidence pointing to the U.S. economy's revival, creating more goods to be purchased by the American consumer and exported abroad.

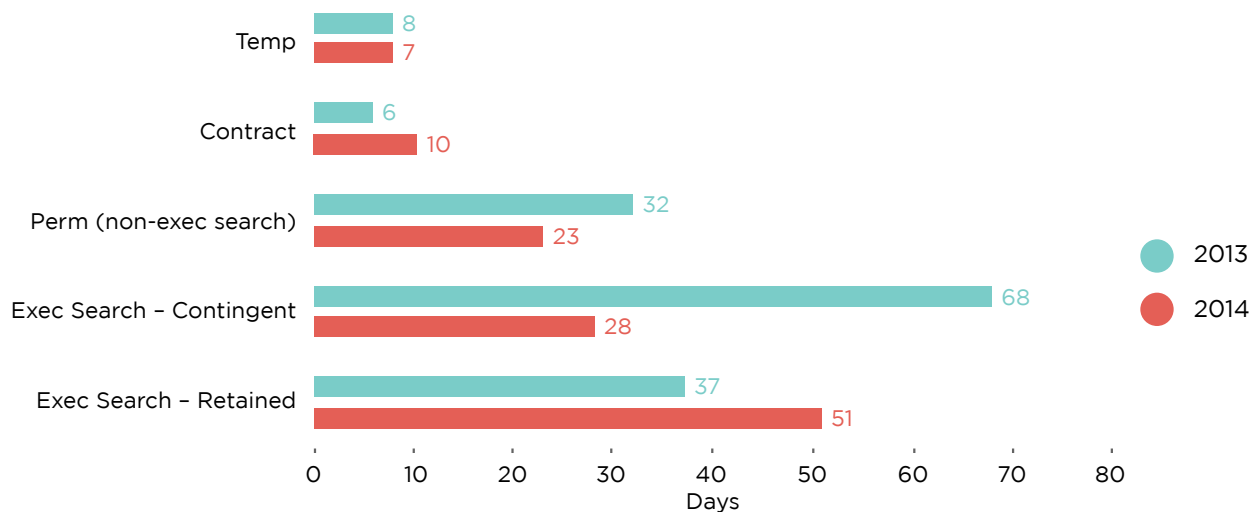
Average Hit Rate by Industry



Average Time-to-Fill in 2015:

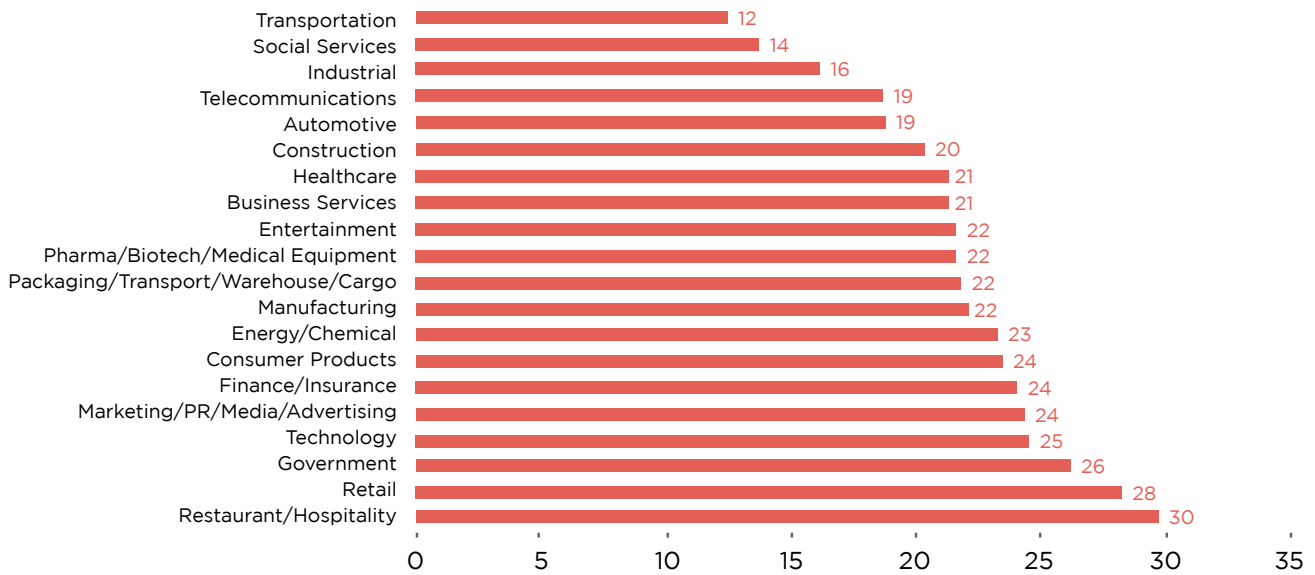
For this report, we defined time-to-fill as the number of days required to fill a new job opening. According to our respondents, the time-to-fill gulf between contract firms and permanent placement firms shrunk from 2013 to 2014, with both numbers moving closer to the overall average of 19 days per placement.

Average Time-to-Fill by Recruitment Type



By primary recruitment type, temporary firms averaged 7 days, contract firms took 10 days, and permanent firms averaged 23 days, a significant improvement from 2013's 32 days. Much of this trend can be attributed to the quickening pace of permanent staffing firms when placing jobs in the energy and healthcare industries, two of the most well-represented industries among permanent recruiting agency respondents who took our survey. In 2013, these industries required an average of 36 and 39 days, respectively, to fill a job opening. This year, respondents indicated that jobs in the energy sector only required 23 days to fill, and healthcare jobs needed even less time at 21 days. Is there an influx of qualified candidates in these sectors, or a decrease in jobs?

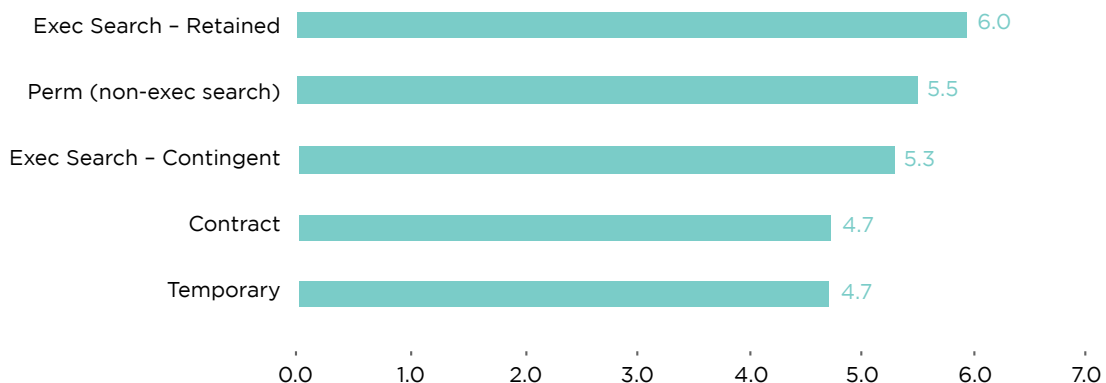
Average Time-to-Fill by Industry - Permanent



Average Number of Submissions per Hire:

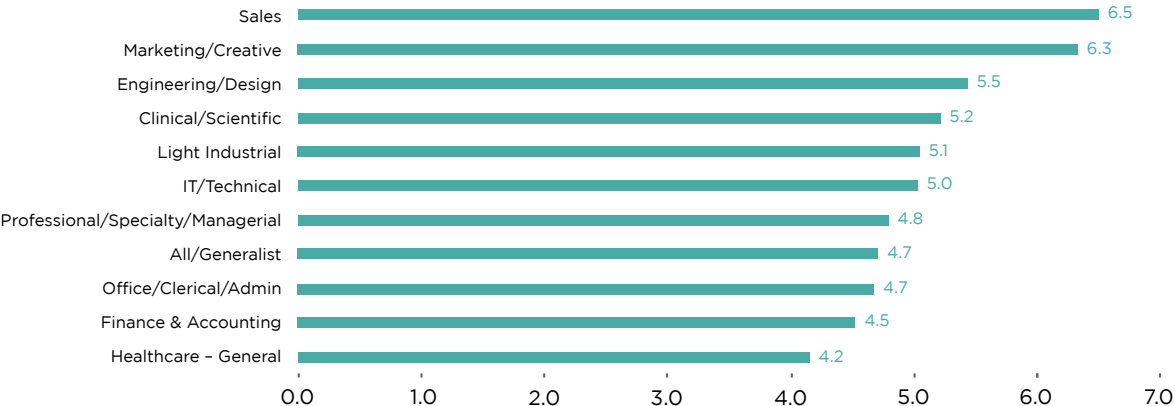
On average, respondents needed to submit 5 candidates to the client for every hire. This is a slight reduction from last year's 6 candidates.

Submissions per Hire by Recruitment Type



Sales jobs required the highest number of submissions per hire. Meanwhile, general healthcare positions needed the lowest number of submissions. Healthcare hiring may require fewer submissions than most other hiring due to a binary focus on technical qualifications as compared to concerns around individual fit.

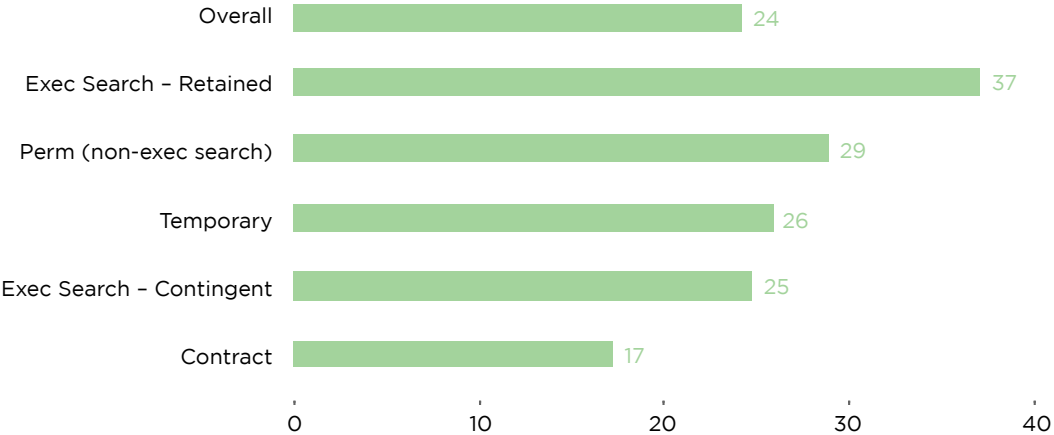
Submissions per Hire by Role Recruited



Average Number of Applications per Job Posting:

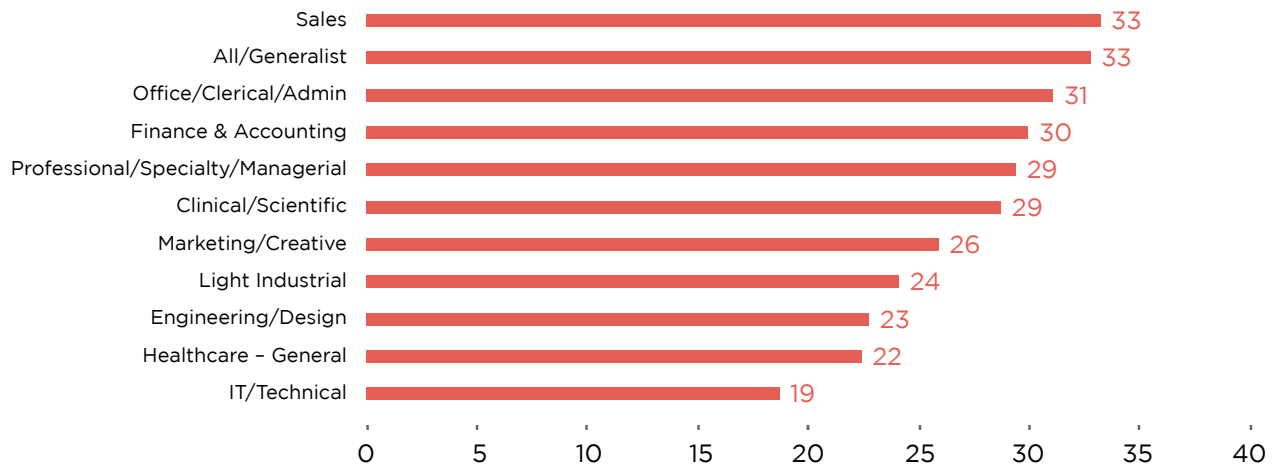
Recruiting professionals received an average of 24 applications per job posting, 4 less than in 2013.

Applications per Job Posting by Recruitment Type



Contract firms received an average of 17 applications, the same number as last year. Retained executive search firms received a high average of 37 applications. Firms focused primarily on temporary placement, meanwhile, received only 26 applications per job post on average in 2014.

Applications per Job Posting by Role Recruited

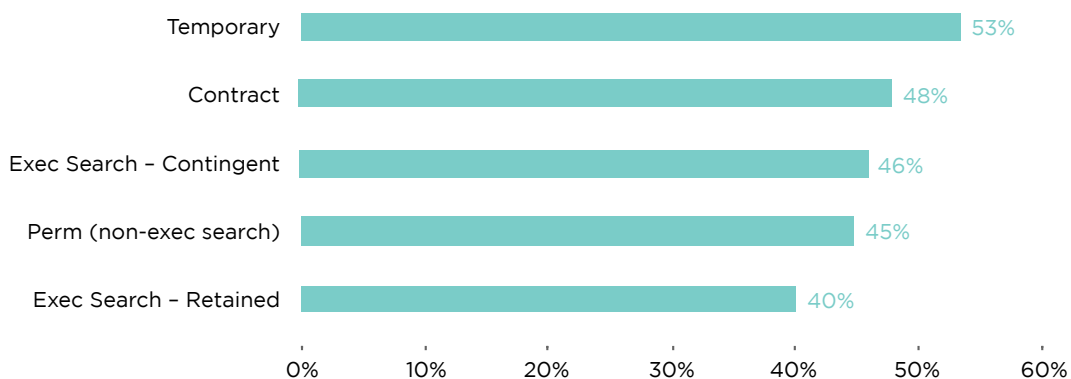


Sales jobs received the most applications per job posting, while IT/technical jobs received the fewest applications, with only 19 per job posting. The skills shortage for IT and technical positions, addressed later in this report, is well represented here by the dearth of applications.

Percentage of Firms' Placements Made from Candidates in ATS:

Respondents made 48% of their total placements using candidates from their applicant tracking systems, a slight decrease from last year's 49%.

Average % of Placements Made from Existing Candidates - By Recruitment Type

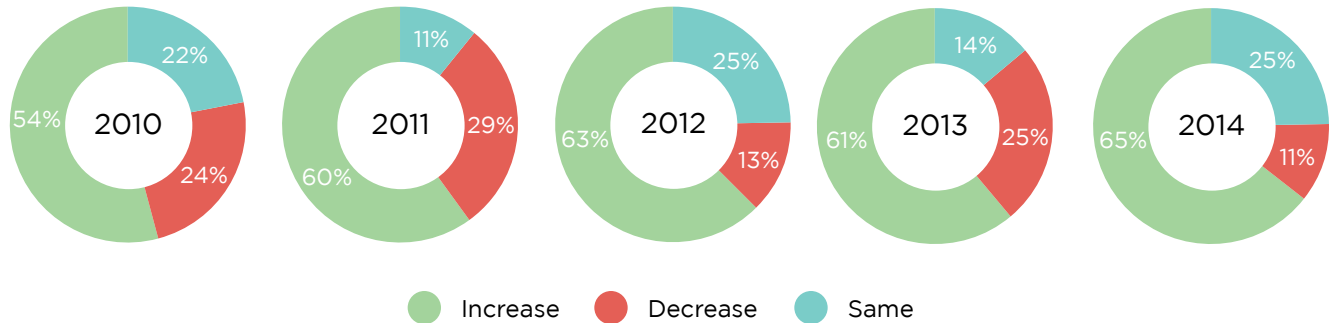


Temporary firms made the highest percentage of placements using existing ATS candidates (52%), a slight increase from 2013's 51%. This undoubtedly underscores the critical importance of speed in temp placements, especially when run through VMS. A robust database of candidates within one's ATS can mean the difference between making a placement and being left in the dust. The primary recruitment types with the lowest percentages of placements made from existing candidates were retained executive search (40%) and permanent (45%).

Compensation

Compensation Performance:

2014 was the most lucrative of the past five years in terms of compensation performance – 65% of respondents received an increase, and only 11% experienced a decrease. For the purposes of this survey, compensation is defined as salary plus bonus.

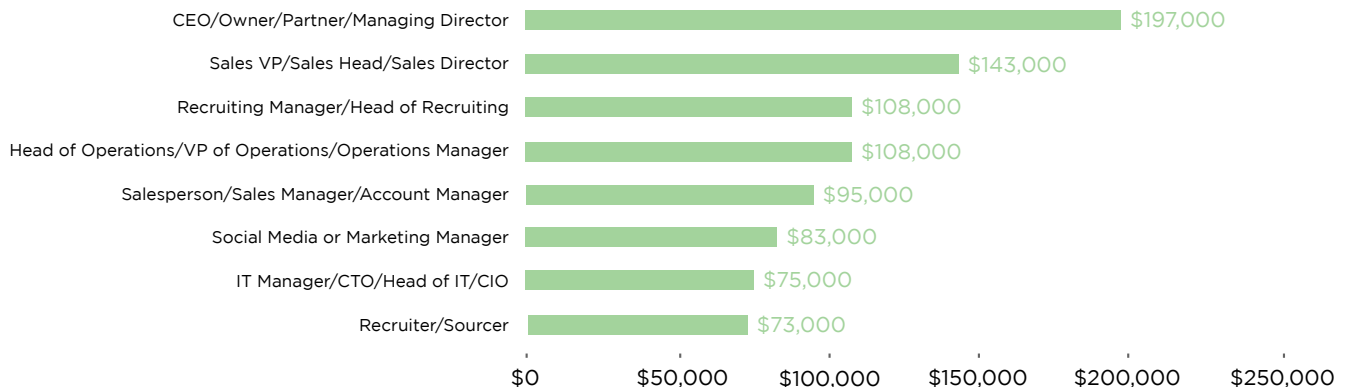


Compensation expectations for 2015, with 85% of respondents expecting an increase, are even higher than they were for 2014, when 84% expected an increase, or 2013 (81%).

Real Compensation in 2014:

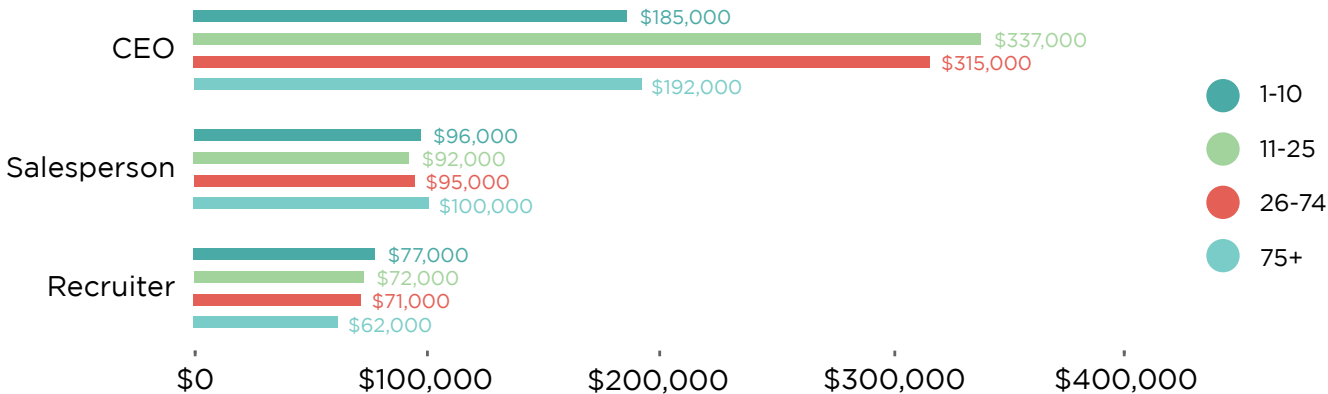
Compensation by role is fairly predictable: CEOs make by far the most money (\$197,000), while recruiters earn the least, at less than half the average CEO salary (\$73,000).

Average Compensation by Role



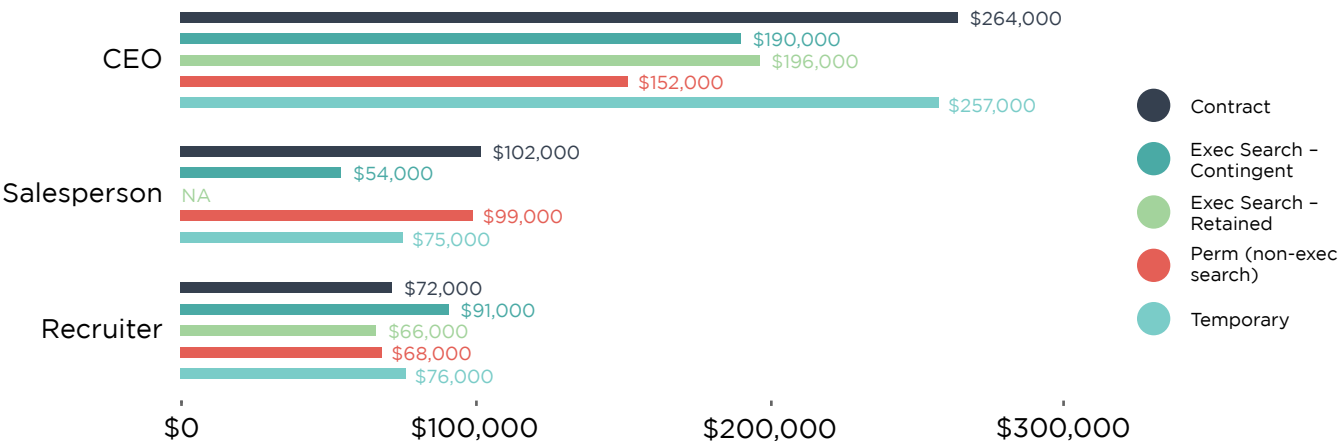
Lower-midsize firm CEOs, like last year, earned the highest compensation, with \$336,000, while recruiter salary had an inverse relationship with firm size. And while large firm recruiters earned the lowest compensation, large firm salespeople earned the most among salespeople (\$100,000).

Average Compensation by Firm Size



CEOs at contract and temporary firms were far and away the biggest earners, with both average salaries exceeding \$250,000. Just as last year, recruiters who worked at contingent executive search firms earned the most compensation among recruiters (\$91,000). Salespeople at these firms earned the least among salespeople (\$54,000).

Average Compensation by Recruitment Type



Trends for 2015

Opportunities and Challenges in the Next Five Years:

Once again, as in 2013 and 2014, agency professionals identified social media as the greatest opportunity for recruiting firm growth in the next five years in write-in responses. Several years ago, when the use of social media for recruitment was relatively untapped, this would have been a very reasonable answer. Now, after a few years' time during which social networks' impact on the recruiting industry is well-established and no longer growing rapidly, it is surprising to see agencies characterizing social media as a vast untapped resource. While LinkedIn, for example, is and will continue to be an effective sourcing tool, social media's general relevance in the recruiting industry is unlikely to grow significantly over the next five years within North America.

The second and third place write-in responses for greatest recruiting firm growth opportunity were emerging technologies and competitor difficulties finding candidates, respectively. Firms who gave these responses recognize the value in using new technologies effectively and understand the advantages of finding qualified candidates when other firms might struggle to do the same.

Appropriately, when asked what the biggest recruiting industry challenge will be over the next five years, respondents' most popular write-in response by far was a shortage of skilled candidates, with over four times as many responses as the next most popular answer - increased competition - and nine times as many as the third place response, outdated technologies.

It is clear, from a comparison of recruiting firms' perceived opportunities and challenges over the next five years, that the greatest opportunities for any given company are often the most daunting challenges for the industry as a whole. Competition for candidates is likely to be fierce in the near future, and agencies that utilize technology most effectively will give themselves a significant boost toward achieving their recruiting goals.

Opportunities

- Social Media
- Emerging Technologies
- Competitor Difficulties Finding Candidates
- IT
- Healthcare
- Mobile Recruiting

Challenges

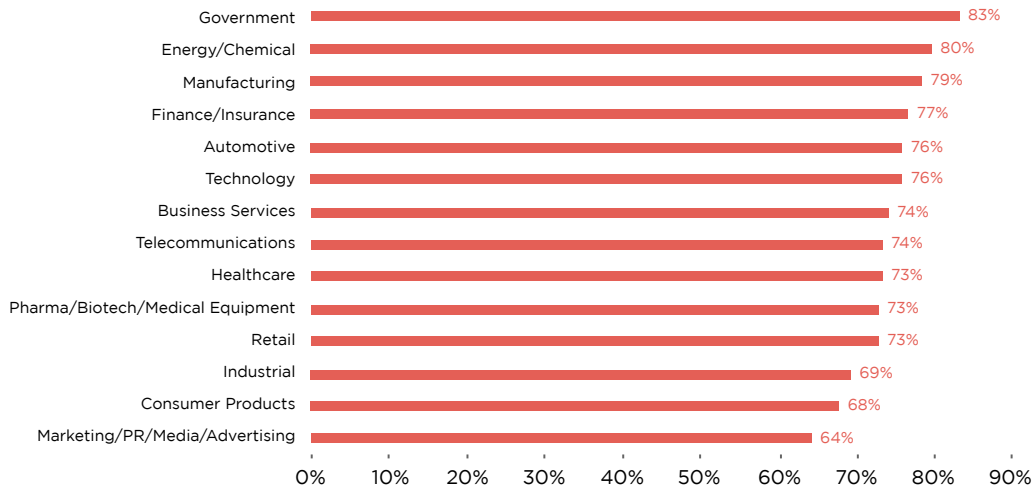
- Shortage of Skilled Candidates
- Increased Competition
- Outdated Technologies
- Direct Sourcing
- Social Media
- Affordable Care Act

Skills Shortage:

After a dip down from 76% to 71% from 2013 to 2014, 75% of respondents are currently struggling with a skills shortage in the industries in which they recruit as of 2015.

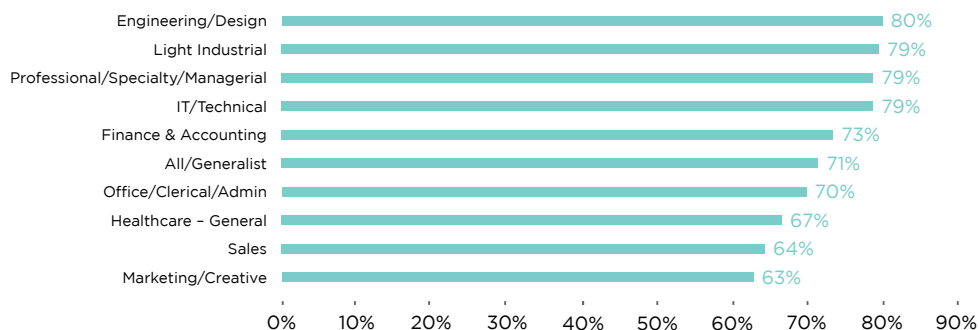
Government, the same industry that had the lowest fill rate and hit rate in this year's survey, also had the highest percentage of respondents who acknowledged a shortage of skilled candidates. 2014 was clearly a difficult year for those recruiting firms that fill jobs for the public sector, perhaps as part of a long-term trend: the number of government jobs in the United States has decreased by 634,000 since 2009, according to Pew Research.¹ Manufacturing and finance/insurance industry skill shortages could be the result of high demand for workers in these sectors due to the improving American economy.

Percentage of Respondents with Shortage of Skilled Candidates - By Industry



Respondents who recruit for light industrial roles have, unsurprisingly, seen the same shortage of skilled candidates as have those who serve the manufacturing industry more generally. Engineering/design, professional/specialty/managerial, and IT/technical jobs have also been hampered by a lack of skilled candidates.

Percentage of Respondents with Shortage of Skilled Candidates - By Role Recruited

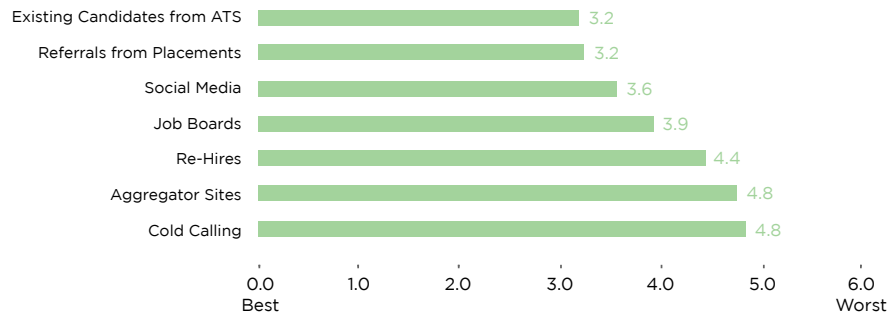


¹ DeSilver, Drew. "Job Shifts under Obama: Fewer Government Workers, More Caregivers, Servers and Temps." Pew Research Center. Pew Research Center, 14 Jan. 2015. Web. 20 Jan. 2015.

Insights

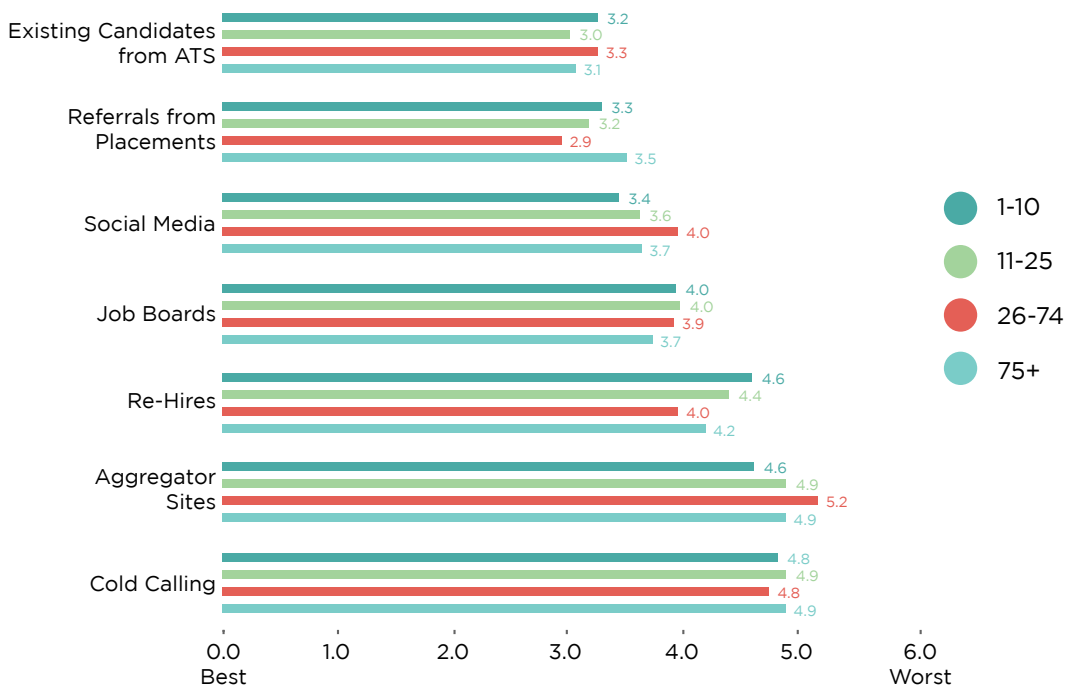
Candidate Sourcing Strategies:

Average Rank of Candidate Sourcing Strategies



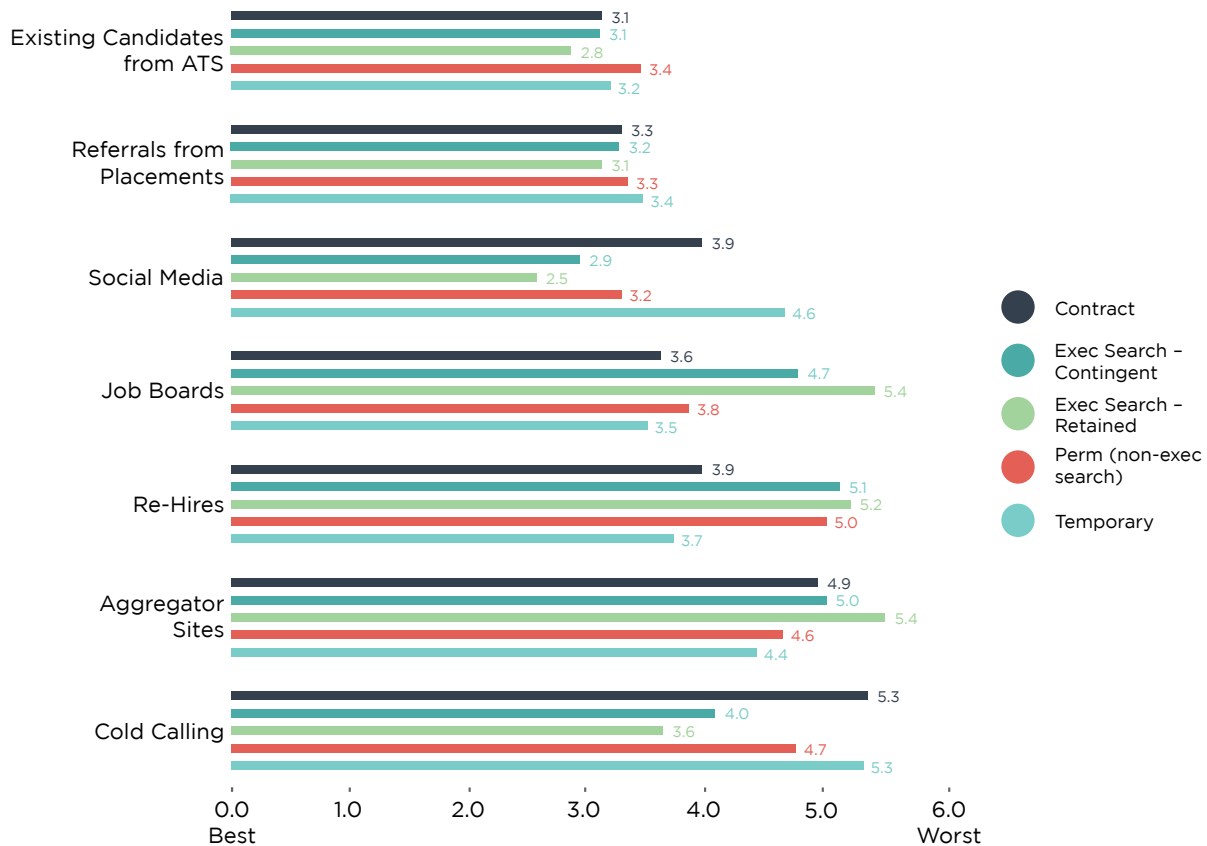
The best candidate sourcing strategies in 2014 were the same as in 2013: existing candidates from one’s ATS and referrals from successful placements, in that order. The worst sourcing strategies, as determined by respondents, were cold calling, aggregator sites, and re-hires.

Average Rank of Candidate Sourcing Strategies by Firm Size



Broken down by firm size, leveraging existing candidates from one’s ATS is rated as the most successful source for qualified candidates by firms of every size except upper-midsize firms (26-74 recruiters and salespeople), for which using referrals from placements is by far the most successful source by a healthy margin. Job boards and re-hires seem to be utilized more effectively by both upper-midsize and large firms than by their smaller counterparts, with job boards in particular edging out social media as the third most successful strategy for upper-midsize firms.

Average Rank of Candidate Sourcing Strategies by Primary Recruitment Type



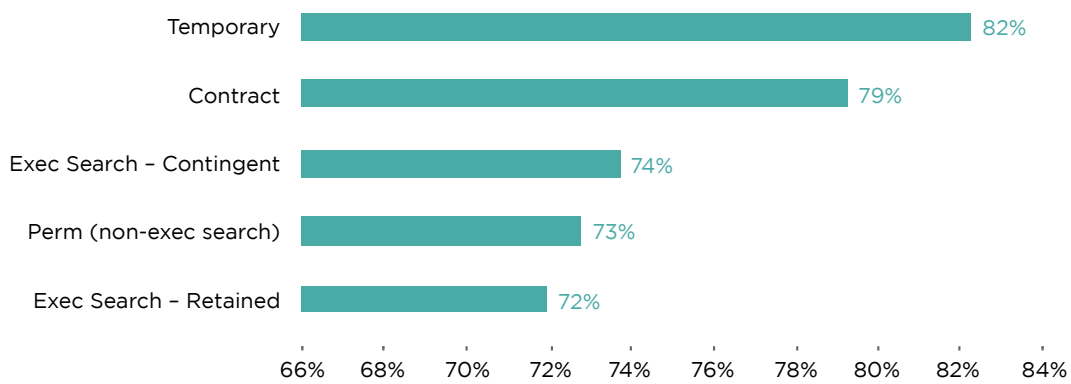
Re-hires had far more relative success with contract and temporary firms than with any other primary recruitment type. In the context of contract and temporary firms' sourcing, utilizing re-hires is similar to leveraging existing candidates from one's ATS in that re-hires are likely to be candidates that firms have successfully placed into short-term positions in the past – the sort of candidates who are proven resources. Temporary firms also favor aggregator sites like SimplyHired and Indeed more than any other primary recruitment type, probably due to the generally lower requirements for temporary positions.

Executive search firms have particular sourcing strategy biases as well. Cold calling, for instance, is far more popular with both contingent and retained executive search firms than with any other primary recruitment types. The candidates targeted by executive search cold calls are likely to be qualified enough to be worth cold calling, and the executive positions offered to them are probably appealing enough to merit consideration. For similar reasons, executive search firms also favor social media as the most effective way to source candidates. Personality fit and factors not always evident in a resume are increasingly important with more in-depth candidate qualification processes. Social networks can provide valuable windows into executive candidates' histories and personal motivators.

Could You Do Your Job Effectively without an ATS or a CRM?

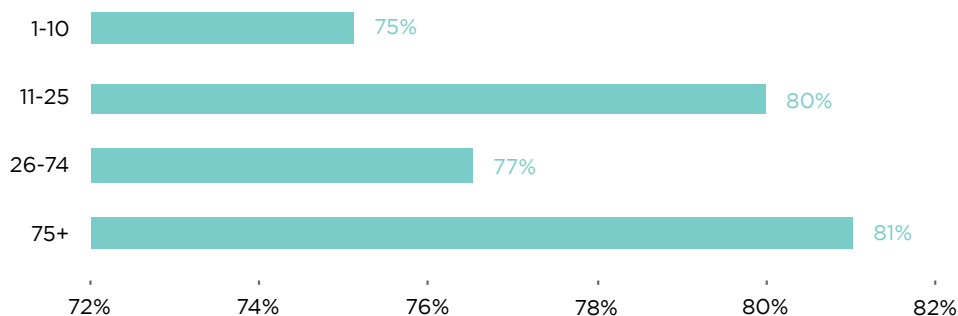
77% of respondents said that they could not do their job effectively without an applicant tracking system or customer relationship management system. Predictably, a healthy portion of these respondents were representatives of firms specializing in contract or temporary placement: 79% of respondents from contract firms and 82% of those from temp agencies felt that they would not be able to do their job effectively without an ATS or CRM. This is unsurprising, as high-volume, short-lead firms that primarily specialize in temp and contract placement are more likely than other recruitment types to rely on existing candidates in their ATS.

% of Respondents Who Need an ATS or CRM to Do Their Jobs Effectively - By Recruitment Type



In last year's North American Staffing and Recruiting Trends Report, we asked survey takers how important recruiting technology was to their success. Larger firms felt more positively toward technology than small firms, and the same mostly holds true this year, when specifically applied to applicant tracking and customer relationship management systems. While 25% of respondents from small firms think they could do their jobs effectively without an ATS or CRM system, only 19% of large firm respondents feel similarly. As the volume and diversity of job orders increases, recruiters simply can't compete effectively with just a Rolodex and an Excel spreadsheet.

% of Respondents Who Need an ATS or CRM to Do Their Jobs Effectively - by Firm Size



Conclusion

In terms of large-scale growth and planning, the recruiting industry saw more of the same in 2014. Revenue growth and expectations, headcount plans, and branch expansion plans all stayed relatively static over the course of the past year. While one could take those results at face value and conclude that the industry is stuck after a steady climb and no longer moving upward, the truth is that recruiting firms are actually continuing to experience prodigious growth. Still, though recruiting agencies have recently experienced sustained success, their plans for the future have remained in check.

After a 2013 with a higher revenue growth rate than each of the previous three years, the recruiting industry as a whole held firm with a nearly identical rate over 2014. What's more, expectations for revenue rose as well, with 89% of respondents expecting an increase in 2015. Despite this attitude of unbridled optimism, however, decision makers for recruiting firms have been considered and deliberate in their investments, with hiring and branch expansion rates carrying over from those for 2014 and staying relatively low. Meanwhile, metrics like total placements, fill rate, and hit rate continue to improve, strengthening the recruiting industry's value in stride with its burgeoning growth.

All told, the recruiting industry's outlook for the coming year is strong. 2014 was a year of high-performance output and steady progress. Yet in the face of numbers and growth that might seem difficult to top, recruiting agencies remain optimistic while simultaneously avoiding over-expansion. The performance and behavior of recruiting agencies over the past year have put the industry as a whole in excellent position to accelerate into the future.

Demographics

About the Trends Report

In December of 2014, Bullhorn conducted its annual trends survey of 1,285 North American recruiting agency professionals. Below is a breakdown of respondents by:

Firm Size (total number of sales people and recruiters)

- 1-10: 57%
- 11-25: 21%
- 26-74: 12%
- 75+: 10%

Primary Type of Recruitment

- Permanent and/or RPO: 28%
- Temporary: 12%
- Contract: 38%
- Executive Search: 19%

Geographic Locations

- United States: 94%
- Canada: 6%

About Bullhorn

Bullhorn creates cloud-based customer relationship management (CRM) software solutions that help businesses grow faster and run more efficiently. As the global market leader in staffing and recruiting software, our innovations power the operations of fast-growing start-ups up through the world's largest staffing brands. Headquartered in Boston, with offices in St. Louis, Richmond, Vancouver, London, and Sydney, Bullhorn provides a full suite of recruitment software including an applicant tracking system, customer relationship management (CRM) system, back office solution, VMS integration, and social recruiting product. The company has more than 10,000 clients representing nearly 350,000 users across 150 countries.

For more information: please visit www.bullhorn.com or call **617.478.9100**.