

# 4 in 4

## Yellowstone Landscape speeds hiring with Limelight

### The Challenge

Four open positions, and not enough quality candidates to fill them

### About Yellowstone Landscape

Yellowstone Landscape is the 5th largest commercial landscaping company in the country. Services range from planning and design to all aspects of maintenance, including sprinkler system repair, lawn service, and arbor care.



*Limelight was incredible. They solved our hiring problems within days. A beautiful start to a long-term partnership.*

**CHRISTINA CHECCHI**  
YELLOWSTONE LANDSCAPE RECRUITER



SPEED



4

DAYS

REACH



100+

APPLICANTS /  
JOB POSTING

QUALITY



7

QUALIFIED  
CANDIDATES /  
ROLE

## Background

While the company has in-house recruiting resources for most senior management positions, landscaping crews are hired by each of the 30+ branches across 9 states.

This has several benefits: Local account managers understand local market dynamics, have the best sense of near-term staffing needs, and can also interview walk-in candidates on the spot. Most importantly, with hundreds of positions filled annually, the volume of hiring is simply too great to be handled by dedicated human resource managers.

The problem is that hiring often slips down the priority list of the local office, which means that **positions often go unfilled or are filled with insufficiently vetted candidates.**

## Challenge

The company has seen continued double-digit growth, even during the COVID-19 pandemic. When the company won a contract with the state of Georgia to provide mowing services for state highways, Yellowstone recruiter Christina Checchi knew they needed help hiring.

### **The company had already exhausted the usual options:**

Promoted ads on job boards that cost too much and usually only generate an “ocean of bad resumes,” she says.

Third-party recruiters are too slow and rarely have the right domain expertise.

Staffing agencies charge high fees and want to keep staff on their payroll. “It’s hard to want to partner with a staffing agency,” she says.

In addition to staffing the mowing contract, Yellowstone also had a host of other empty positions they needed to urgently fill, including a mechanic for the arbor care division in Jacksonville, Fla., a mower mechanic in Orlando, and an IT systems administrator for their office in Albuquerque, N.M. “That sys admin position was dreadful to fill,” Christina says. “Albuquerque is a tough recruiting market.”

**With insufficient numbers of quality candidates available for these roles, Yellowstone Landscape turned to Limelight.**

## Result

Four days after providing information about the open positions to Limelight, Yellowstone was able to hire candidates for each role from applicant lists provided by Limelight. Christina isn’t sure what she’s most impressed by—that Limelight found so many good, pre-qualified candidates, that Limelight was able to fill all of the roles, or that the whole process took less than a week.

“We had tried everything in Orlando, and Limelight was quickly able to find us a mechanic who was willing to relocate to Orlando and knew our equipment,” Christina says. “It was perfection.”

And the IT role in Albuquerque? “Magic,” she says. “Employee recruiting and retention is the number one problem for all landscaping companies. We couldn’t be happier with Limelight.”

*“Magic. We couldn’t be happier with Limelight.”*

CHRISTINA CHECCHI  
YELLOWSTONE LANDSCAPE  
RECRUITER