![property me logo]

Homing in on talent: How PropertyMe builds a stellar team with LinkedIn

Challenge: Hiring for a rapidly growing business

- Over the past decade, Australia's number one property management platform PropertyMe has seen rapid gains in its market share, growing from 20% to 60% in just five years. A key priority for the company has been building a strong talent pool to keep up with its rapid growth.

- While its previous recruitment efforts leaned heavily on hiring agencies, the rapid growth meant that the company wanted access to a larger pool of high-quality talent to draw from directly, and with more flexibility. As a result, it turned to LinkedIn as a key part of its hiring strategy in January 2022.

Solution: Efficient, targeted hiring with LinkedIn Recruiter

- **Highly qualified candidates:** When hiring for technical roles such as software engineers and product owners, PropertyMe uses LinkedIn's search functions to filter candidates according to specific skills, qualifications and experience. This doesn't just mean faster hiring — it ensures the hires are a better fit, and stay on for longer.

- **Hassle-free hiring:** LinkedIn Recruiter's seamless integration with applicant tracking systems, and the option to set automatic follow-up emails to candidates have helped the company save on time and hiring costs.

- **Strong employer branding:** Taking full advantage of LinkedIn's vast network of professionals, PropertyMe shares company updates and job postings, as well as posts that engage with the community — catching the attention of passive candidates who might be drawn to their exciting career prospects.

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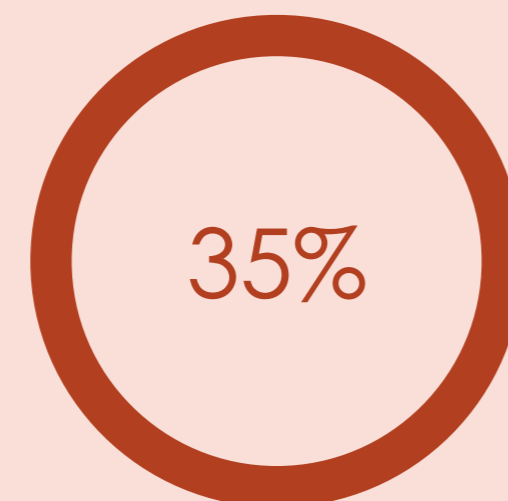We had a very niche position that needed to be filled in our engineering department that only a handful of candidates in the whole country had the relevant qualifications for. I used LinkedIn Recruiter to conduct a targeted search — filtering for skills such as C#, .NET, Terraform, Pulumi, ArgoCD, YAML and AWS. I was able to identify several highly qualified candidates with relevant experience in a matter of days."

Dilara Suleimanova Talent Acquisition Specialist, PropertyMe
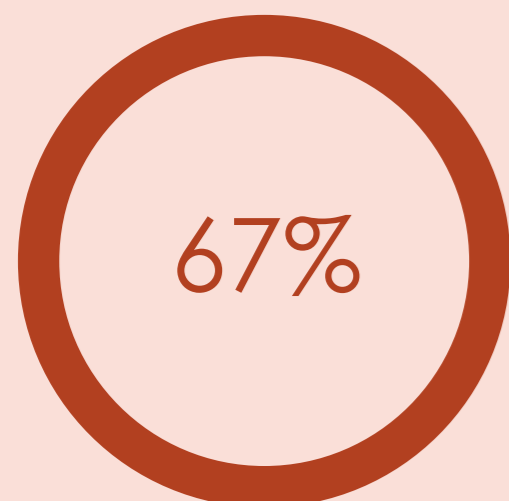
67% Of hires from LinkedIn Recruiter

35% Increase in retention rate