

### *Why a “Retained Search”*

The retained search commits both parties to working with each other. It makes the recruiter “accountable” to the client for results.

It affords the recruiter the opportunity to get to know the client better. It enhances the recruiter’s ability to understand the corporate culture and personality, it’s goals and client base, as well as identifying and targeting new clients.

It insures that the recruiter will find the employee with the best “fit” for the client company. In a contingency arrangement, the recruiter will likely place the candidate in the company with the fewest barriers to hiring, or the one paying the higher fee or starting salary, simply to improve their income. Contingency recruiters will frequently “migrate” to the opportunities that will pay them the fastest. The retained recruiter identifies the proper candidates for his client, then recruits those candidates and supports both through the hiring process.

The retained recruiter can take advantage of the client’s “brand equity” and reputation to help attract a candidate’s attention. The contingency recruiter must play a more candid role, with the client shrouded in secrecy, until a candidate is identified and interviewed. Some candidates contact the employer directly, believing that helping them “save the recruiter’s fee” will put them on the inside track for the position.

Most search firms don’t specialize in trade shows. . . .

- A. Both retained and contingency recruiters search for qualified candidates to fill particular positions for their client companies. Retained recruiters are paid a fee by their client at the beginning of the search process. Typically, retained firms are employed to fill high-level management positions, are more involved in the hiring process, and have fewer clients. Contingency firms are not paid until a hire is made and usually fill middle-management positions. They typically have more clients and are less involved in the hiring process.

In a nutshell, **contingency searches** are commonly used when a company is hiring for a position ranging from entry-level to mid-management (say \$100K or so). Very often, the company will contact several recruiters to broaden the number of potential candidates. There is nothing to lose in doing this because the contingent fee is only paid to the recruiter who successfully places the candidate.