

SUCCESS STORY

Purpose-Built Recruiting

ClearCo provides Pinkard Construction with powerful, flexible talent tools to fit their needs



About the Customer



For over 60 years, Pinkard Construction has been serving Colorado by providing general contracting and construction services from Fort Collins to Colorado Springs. By combining the sophistication and know-how of big construction firms with the personal care and integrity of smaller firms, Pinkard has established a strong reputation for high-quality projects in areas like senior living, affordable housing, and commercial construction.

- Pinkard Construction provides a variety of general contracting services to communities in the Front Range area of Colorado.
- Construction recruiting is highly competitive, and Pinkard struggled with manual processes that caused them to miss out on top candidates.
- Advanced recruiting tools allow them to reach more applicants, re-engage previous candidates, and track their progress from application to hire.
- Reporting and analytics tools help them find process gaps and hold hiring managers accountable, significantly reducing their time-to-hire.

The Challenge

To support multiple ongoing projects, Pinkard needed to recruit a steady stream of highly-qualified candidates. An ongoing shortage of skilled trades workers and an increase in construction projects after COVID made finding top talent especially challenging. Pinkard struggled with an inefficient recruiting process involving emailing resumes, managing files in shared drives, and setting calendar reminders for follow-up. This led to them to miss out on top applicants and created a suboptimal experience for candidates, hiring managers, and HR team members.

“If somebody was thinking of purchasing ClearCo, I would say, ‘Don’t hesitate.’ It’s a system that is not only easy to use, but it has all the bells and whistles that you could think of in an ATS.”

Tanya Navarro

HR Generalist/Benefits Administrator,
Pinkard Construction



“ClearCo is an amazing product: it’s straightforward, it’s easy, and anybody can learn how to use it. Even managers who are not as tech savvy have found it easy to use and they like using it.”

Tanya Navarro

HR Generalist/Benefits Administrator,
Pinkard Construction

“There were a lot of bottlenecks in our hiring process. And, especially in the construction industry, if you find a great candidate you really want to get them right away because another company will pick them up just because the demand is there.” - Tanya Navarro, HR Generalist

The Solution

Pinkard turned to ClearCo to build a streamlined recruiting process that would help them reach more candidates faster and seamlessly track their progress through the recruiting pipeline. ClearCo’s automated posting to numerous job boards helped them quickly build a large pool of applicants. They could also easily re-engage previous applicants right in the platform when a new requisition was opened. An intuitive interface guided staff members and hiring managers through the process, offering a transparent timeline of all interactions with candidates, and providing helpful resources like interview guides and scorecards. Comprehensive tracking also helped them easily conform to Colorado’s strict compliance requirements on job posting dates and pay transparency. Most importantly, ClearCo was easy to learn and easy to use for all team members, allowing them to spend more time finding and evaluating the people they would need for their next big projects.

“With ClearCo, I can always go back and there’s the record of when we sent the offer letter, if it was signed, and when the candidate had accepted it. Before, you had to remember to put reminders on your calendar to check back in with those candidates to see if they were still interested in the offer.”
- Tanya Navarro, HR Generalist

The Results

Pinkard also utilized ClearCo’s advanced reporting and analytics tools to diagnose bottlenecks and to hold managers accountable for timely follow-up. ClearCo provided the teams at Pinkard, from managers up to the executive team, real transparency into the recruiting process, reducing inefficiencies and speeding up time-to-hire. They’ve built an ideal candidate experience from the ground up that also works for hiring managers and the HR team — and that will help them continue to build for communities across Colorado for years to come.

“We have pulled data from ClearCo showing how many days it takes to hire and that was really impactful for our hiring managers and our executive team. Those metrics allowed us to find gaps and hold people accountable. So there definitely has been a shift and that hiring time frame has become much shorter.” - Tanya Navarro, HR Generalist

The ClearCo Difference:

“We understand the challenges of trying to recruit in highly competitive fields. Our experts are happy to help customers develop the talent process that best suits their needs using our suite of leading-edge recruiting tools.”

Christine Rose

Chief Customer Officer,
ClearCo

