



Gordy Pease
Franchise Owner

“CareerPlug’s ability to post to major boards with one-click has significantly boosted my applicant flow. I received more applicants within my first 2 weeks than I did in all of last year.”

America’s Swimming Pool



Case Study

Company Overview

- ASP is a swimming pool service chain, specializing in swimming pool maintenance, repair, and renovation. Founded in 2001, the company has experienced tremendous growth and was even named one of the fastest growing franchises by Entrepreneur magazine in 2018.
- They currently have over 250 franchise locations within the U.S.
- Before CareerPlug, ASP did not have a partnership with an applicant tracking software. Pease, like many other ASP franchisees, relied on their own methods to recruit candidates.

Their Challenge

- Pease was looking to find qualified applicants to help support the growth of his business. Even though he put time into hiring and recruiting efforts, he felt his job openings were not receiving much exposure.
- In addition to finding more candidates, Pease wanted to better his efficiency in hiring and recruiting.
- He needed to have a process in place that would save him time and get him back to his business faster.

Our Solution

- CareerPlug understood the challenges Gordy Pease had as a franchise owner. We knew that Pease should have the ability to focus on more of his business and less on recruiting and hiring.
- Our hiring software now allows Pease to post his jobs to major job boards with one click. As a result, Pease now has plenty of resumes to look through to find potential employees who will grow his business.
- **Pease said he received more applicants in his first two weeks with CareerPlug than he did all of the previous year.**
- In addition to increasing applicant flow, CareerPlug’s hiring software has saved Pease time with pre-populated emails to send to applicants and candidates.
- Pease also enjoys the benefits of sample interview questions which have helped him standardize his hiring process.

