



# An Introduction to Licensing Opportunities

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For 20 years, we've worked alongside some of the world's most respected employers, solving complex recruiting issues and delivering value in the long term.



# What is a Talent Acquisition Business?



The central tenant of Talent Acquisition is developing and deploying strategies to attract and hire a productive workforce.

All TA businesses derive revenue from some form of placement fees related to a specific hire or by managing the hiring process.

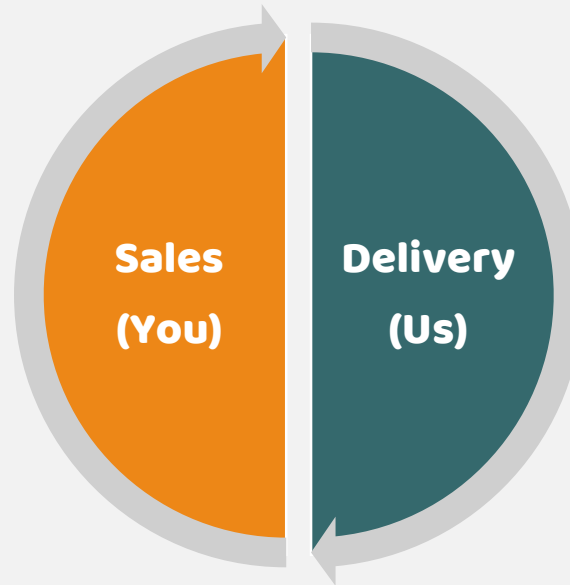
These fees are paid in a variety of different ways, including:

1. Single fees paid on a direct hire's start date.
2. Fees that include up front payment for taking the work
3. Management fees for arranging multiple hires
4. Ongoing Management Fees (RPO)
5. Consulting / Branding Service Fees

# What is this Opportunity?

You have the network and relationships to create opportunities for a Talent Acquisition business. We have the experience, people and infrastructure to deliver what you sell.

**Network**  
**Relationships**  
**New contacts**  
**Existing Clients**  
**Referrals**



**Recruiters**  
**Account Managers**  
**Technology**  
**Reputation**  
**Marketing**

We provide our brand,  
reputation and all the  
materials you need to sell

You take our  
offering out into  
your market  
place

We use our  
resources to  
deliver on what  
you sell

Together, we  
share the profits

# What is this Opportunity?



We provide all the resources required to significantly run the account. We'll work with you and the client to ensure success. Your role is to build business relationships, sell our services, and manage the relationships.

# Benefits of a Talent Acquisition License

**Build revenue in a business line you couldn't otherwise access**

**Instant brand presence and recognition that would take years to build organically**

**A clearly understood business model with all productive resources.**

**An additional service to offer your existing clients**

**A scalable business model to grow for the long term**

**All the support and back up you could only acquire through a substantial financial investment**

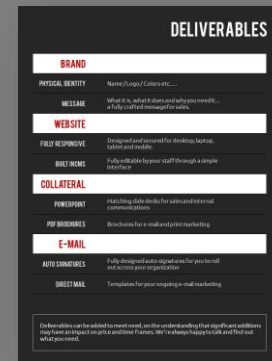
# Hirebrand

In 2018 we acquired Hirebrand, a specialist in marketing and employer branding. They bring the skills and experience in branding to the Performance Search Group model.

They will help you to bring a critical differentiator to your potential clients, including:

- Branding
- Websites
- Advertising
- Social Media
- Referral Schemes
- Collateral

By integrating the attraction and acquisition of talent with frontline branding and direct marketing, we offer clients a genuine differentiator.



# Next Steps



## Conference Call

**Talk things through, and understand the opportunity in more detail**



## Review the Business Model

**Get a good look at the numbers and business structure**



## Meet the Performance Search Group Team

**Meet the team that will help build your business**



## Make an Informed Decision

**Decide if the model will help accomplish your objectives**



**Houston**

2000 Bering Drive  
Houston  
Texas  
77057

**Dallas**

15950 N. Dallas Pkwy  
Suite 400  
Dallas  
Texas  
75248

**Stamford**

166 Fishing Trail  
Stanford, CT  
Suite 1  
06903

**Austin**

9442 Capital Of TX Hw N.  
Arboretum Plaza One  
Suite 500  
Austin, TX  
78759



**Moving forward together.**