

Diversified Human Resources, Inc.

*Giving companies the Upper Hand
When it comes to Employee Benefits*

By James Anthony

In our booming economy, it's hard enough to keep the employees you've got, much less attract new ones. Unemployment rates are at record lows, and for the first time in decades, employees are in the driver's seat. They want to work for companies that are successful and stable, and they are taking a close look at the benefits you offer and comparing them to the benefits offered by your competition down the street. Get the picture?

If you're a small- or medium-sized company, this could be a problem. But solving problems is a big part of staying in business. So when you need to offer a benefit package that is good enough to attract and keep top-notch employees, the solution is DHR, Diversified Human Resources, Inc.

DHR is a Professional Employer Organization or PEO. A PEO is an outsourced human resource organization, typically for companies with 500 employees or fewer. With a PEO, you can have the human resource capabilities of a much larger firm. But not with just any PEO. Diversified Human Resources has become an industry leader in just a little less than two years, because their focus is on designing a program that fits the needs of the client company.

When Brian Lesk first heard about the PEO concept, he knew it was an incredible idea. But

since any new business venture can be a risk, Brian decided to take a closer look before investing time and money into starting a new company. He made a list of the ideal attributes a new company should have. It wasn't hard to see that a PEO was exactly the right kind of company to start, if your intent was to take it public eventually. This was Brian's vision and is his long-term goal for DHR.

Brian found a capable business partner in Dan Wheeler and a great director of sales in Joe Beers. Together, they set out to grow DHR into a force to be reckoned with. And grow it has! In its first couple of years in business, DHR has seen one hundred percent growth on a yearly basis, and it is fast approaching \$100,000,000 in sales. You read it right the first time: \$100,000,000!

Here's how they did it. At DHR, customer service is number one. Rather than saying, "Here's our product. Do you want to use it?" DHR listens to the customer's needs and then tailors a program to fit those needs. For smaller companies, they may become the entire human resources department, or they can handle just a piece of the human resources function for a larger firm. DHR has a staff of seasoned professionals in management, accounting, sales, information systems, risk management, benefits administration and payroll processing. They

provide health care benefits, retirement plans, unemployment benefits, workers' compensation and short- and long-term disability to client companies. In addition, DHR offers employee handbooks, payroll administration, risk management, employee drug testing, and back-to-work programs for injured employees.

According to Brian, DHR works because "We take core HR functions off the successful entrepreneur's plate. We do a better job of providing these services in a manner that is easier for the client. In fact, our goal is to make it so easy that our clients don't even know we are there."

The key buzzword today is outsourcing. It's what most successful businesses do, and DHR is the ultimate form of outsourcing. Simply put, for small- to medium-sized companies, DHR offers a better way to do business. Business owners can offer more benefits to their employees with fewer hassles, because using the economics of scale, DHR combines the buying power of many smaller companies to get the best programs offered by various providers.

Everyone at DHR is proud of the business, and they should be. DHR has a great staff and clients in many states. Because they do such an excellent job for their existing clients, DHR gets many new clients through referrals. DHR plans to open 10-15 new markets by the end of next year, which will make them the largest PEO company in Arizona. But there is still room to grow. Currently, professional employer organizations have tapped only five percent of the total potential market.

It's a challenge for companies to stay on top in today's competitive world, and DHR is here to help. They offer a partnership with worksite employees and client companies. It's a partnership to feel good about, because everybody benefits. DHR can handle as many

administrative duties as a client would like them to handle, giving the client company more time to concentrate on earnings. Running a business is a gamble, but with DHR, business owners have the upper hand.



Photo by Ken Ho