

**Find Them. Hire Them.
Keep Them.**

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As an established leader in the consulting community, Diversified Human Resources was invited to participate in Expert Insight, a nationwide educational series for managers of growing companies. "Find Them. Hire Them. Keep Them" is the second of three insertions appearing in Inc. Magazine throughout the year.

**For more information on this topic, contact Diversified Human Resources.
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Recruiting and retaining talented people is a challenge all companies face. Meeting this challenge can be the difference between success and failure. What attracts a talented person to a business? What keeps them there? What approach do the best companies take?

Many companies look at compensation and benefits as two separate areas. In reality they are one in the same. A quality benefits program compensates people in ways that encourage them to stay put and not seek greener pastures. Benefits hit close to

home. Family members also use the benefits and influence contemplated changes in employment. An employee who is happy at home is more inclined to be productive and successful at work. The total compensation offering is a strong determining factor in maintaining the right staff. When money is the only compensation tool a company uses, it will likely lose talent to competitors.

Smart business owners focus their employees on those vital factors that most improve the bottom-line. Whenever possible, they outsource functions that do not produce revenue or where they lack expertise. Using internal staff to search for the right benefit programs is not the highest and best use of time. A Professional Employer Organization (PEO) brings top-flight benefits to the table immediately. The transition is seamless

and offers many advantages. It can be easy to put the right plans in place.

PEOs serve hundreds of client companies and thousands of workers. This allows them to



Diversified Human Resources is one of the largest PEOs in the Southwestern United States. DHR is headquartered in Scottsdale, Arizona and also has offices in San Diego and Irvine, California. The firm specializes in making their client companies better by handling the non-core functions of payroll, workers' compensation and benefits.

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offer a variety of benefit options for a company's compensation package. Using a PEO also saves time while increasing access to expertise. In a typical arrangement, a PEO will provide a core package of payroll services, workers' compensation insurance and human resource administration. The PEO will then tailor a benefits offering most suitable to the client company. Employees can choose from a variety of group health and dental plans, 401(k), life, disability, accident insurance and a myriad of other supplemental insurance products. By using the 125 plan of the PEO, employees can pay for their portion of benefits on a pretax basis.

"When money is the only compensation tool a company uses, it will likely lose talent to competitors."

Find them. Hire them. Compensate them with the right benefits. A PEO will provide an easy way to do it.