


Field Guide for Talent

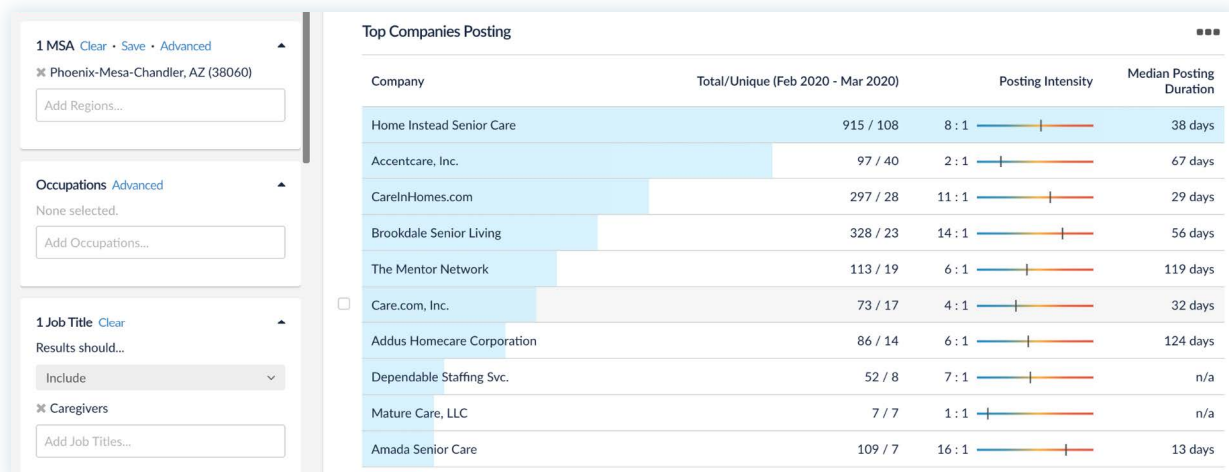
QUESTION: Where do I find talent supply?

Identifying new markets or comparing current markets  **Geography Explorer Map Occupations**

Identifying where talent is located from a skill level  **Profile Analytics**

QUESTION: How strong is the competition in a market?

Job Posting Competition



PRO-TIP: Identify your top competitors and peek into their posting activity by adding them to the filter. Pay attention to:

- Where they're posting
- How much effort are they put into marketing for the position (Posting Intensity)
- The salary they're offering

Job Postings Table

1 MSA Clear · Save · Advanced

Phoenix-Mesa-Chandler, AZ (38060)

Add Regions...

Occupations Advanced

None selected.

Add Occupations...

O*NET Occupations Browse

None selected.

Add O*NET Occupations...

1 Job Title Clear

Results should...

Include

Caregivers

Add Job Titles...

Job Postings Table

Job Title Industry Occupation Company Skills

Filter Add to Filter Exclude from Results Jump To Add/Remove Columns

Company	Unique Postings from Jan 2021 - May 2021	Median Advertised Salary	Salary Observations Count	Jan 2021 Unique Postings	May 2021 Unique Postings	% Change (Jan 2021 - May 2021)
Home Instead Senior Care	142	\$29,568	21	91	70	-23%
Addus Homecare Corporation	88	\$37,003	1	26	62	+138%
Accentcare, Inc.	53	Insf. Data	Insf. Data	13	28	+115%
Brookdale Senior Living	52	Insf. Data	Insf. Data	26	29	+12%
Com	49	\$29,056	18	4	5	+25%
CarelnHomes.com	29	\$31,200	3	22	9	-59%
Mycnjobs	29	\$28,416	7	2	27	+1,250%
The Mentor Network	24	Insf. Data	Insf. Data	6	14	+133%
Honor Care	24	\$29,056	24	19	3	-84%
Dependable Staffing Svc.	19	\$22,880	1	8	19	+138%
Comforcare Home Care	17	Insf. Data	Insf. Data	6	3	-50%

See salary observations and posting trends broken down by company in tables. The Job Postings Table has the same data as the Job Posting Competition report, but in a more detailed, customizable format.

PRO-TIP: Organize your table by % change and add columns for a month-to-month breakdown of posting activity. This will give you the *most current* read on your competitors by seeing whose posting activity has recently increased.

QUESTION: How much does this talent cost?

Compensation Analysis

