



A Letter from the CEO

When companies are looking to recruit candidates and seek outside help, the 1st question they ask is "How are you different?" Most job boards or recruiters will say that they can provide you with the best candidates for your positions. That's wonderful, provided the candidate is a good fit within your organization, they like the location of the job and if they are truly interested in your company. In order to address those 'unknowns', they must be provided with enough information, that they are able to make an informed decision. The cost of making a bad decision for both the employer and job seeker can cripple an organization or a family. Rob McGovern, former CEO of Career Builder said about Career Builder, *"We are seeing that only 5% of job listings on the site were resulting in a hire. In other words, that's a 95% failure rate."* *Forbes.com, September 6, 2007.* Pursūt.com understands the challenges companies face when recruiting candidates for their open positions and the challenges job seekers face when making a career change. That said, we have developed a recruitment tool which provides job seekers with the necessary information enabling the informed decision process.

In the past, Job Boards can be likened to online classified ads. They provide only the most basic information. Companies then have to spend an enormous amount of money recruiting the candidates and providing them with enough information to make a decision. Even after a company hires a candidate, the new-hire often fails because candidates suddenly realize they have missed an important piece of information that affects their family i.e., the cost of living difference, or the quality of schools. Pursūt.com has gone beyond the traditional job board to become a recruitment tool.

Our site provides job seekers not only with a job description, but with information to make educated decisions. Each job posting is accompanied by a slide show or recruitment video of your company and surrounding area. We have also created a side by side comparison of the essential information needed to make an informed decision. Pursūt.com also cares about the dollars you spend for recruitment. Therefore, our site is for Employers ONLY! No longer will 3rd party recruiters be able to take potential candidates away and represent them as a 'recruited candidate'. NOT at Pursūt.com. Job seekers will apply directly to you, not job postings that 3rd party recruiters have set up to look like your company.

Pursūt.com has also developed a resume database that allows employers to search for candidates and manage the candidates through the hiring process. Our candidate tracking system allows you to see what stage the potential hire is at in the hiring process and enables you to communicate with them directly through My Pursūt. Many candidates get lost in the hiring process, but Pursūt.com has removed those obstacles and simplified the art of recruitment.

Our mission, Pursūt.com: Connecting Experience and Information for the Right Career, Right Now.

Sincerely yours,

Alison Bennett
Chief Executive Officer
Pursūt.com