

How Addison Group Scaled a Nationwide Landscaping Company's Hiring Across 200+ Branches



A nationwide commercial landscaping company desperately needed a faster, more scalable way to fill critical branch-level sales and account management roles across its 200+ offices.

Challenge

The client needed immediate recruiting support for Account Managers and Business Development Managers across 31 states to support its national branch network.

Their internal recruiting team was stretched beyond capacity. Recruiters who typically managed 25 to 35 requisitions at a time were suddenly carrying 50 to 60, creating unsustainable pressure and slowing the hiring process for roles directly tied to client retention and revenue growth.

To protect their recruiting team and keep branch operations moving, the client needed an external staffing partner with the national reach, dedicated resources, and process discipline to take on high-volume hiring quickly.

Without additional support, the client risked recruiter burnout, delayed hiring, lost productivity at the branch level, and increased turnover among the teams absorbing the extra workload.

Solutions

The Head of Talent Acquisition turned to Addison Group because of our nationwide recruiting footprint, depth of resources, and ability to mobilize quickly across markets. Before the engagement began, Addison Group partnered with key stakeholders to design a streamlined hiring process built for speed and accountability. The process capped interviews at two rounds, placed meetings directly on branch managers' calendars, required feedback within 24 hours, and set a five-day window to complete both interviews. This structure gave

Addison Group's recruiters clear expectations, reduced friction for branch leaders, and helped move qualified candidates to offer faster.

Results

To date, Addison Group has placed 65 Account Managers and Business Development Managers across the client's national branch network, an engagement that both protected existing revenue and fueled growth.

Filling Account Manager roles reduced the client's cost of vacancy and safeguarded revenue at the branch level. Many branches manage multi-million-dollar annual contracts, and when an Account Manager seat sits open, that book of business typically falls to branch managers or other account managers, adding to their workload, straining customer relationships, and creating retention risk.

On the growth side, the Business Development Managers Addison Group placed represented an estimated \$10 million in potential new revenue based on first-year expectations for the role. The engagement's success expanded Addison Group's partnership with the client beyond branch-level hiring, with the client engaging Addison Group to support accounting and HR roles at its headquarters.

The Addison difference

We know that great teams start with great people.

That means we focus on quality, not quotas. It means that we're laser-focused on seeing candidates beyond their resumes to understand their goals and make sure they align with your mission. And it means working with you to get detailed insights into your teams so we can find people who fit, not just who's available.

No one gets talent like Addison Group.®

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About Addison Group

Addison Group delivers specialized talent solutions and consulting services across finance & accounting, IT, healthcare, HR, and administrative functions. Our people-first approach helps organizations build high-performing teams, when and where they need them.

A full range of services

- Contract
- Contract-to-hire
- Permanent placements
- Executive search

Accolades



Forbes America's Best
Recruiting Firms 2025