

Memo

To: Rutherford International Clients and Registrants
From: Forbes J. Rutherford
CC:
Date: April 24, 2008
Re: Rutherford International Announces New Real Estate Recruitment Division

Rutherford International (www.rutherfordinternational.com) will be introducing some changes to its services over the coming months, which we believe will enhance our clients ability to attract qualified talent at a cost that is significantly less than what they've been used to in the past.

For our real estate related clients and registrants, we're launching a new division called "**North American Real Estate Recruiters**," and through a technical alliance with **Workopolis**, we've launched an **International Real Estate Job Board** on our www.REmatrix.com Commercial Real Estate Portal site. We believe these changes will benefit both client and registrants as they respond to an undeniable desire by all parties to have a greater human involvement in the job and candidate sourcing process.

Details of the "**North American Real Estate Recruiters**" may be found at the following link: <http://www.rutherfordinternational.com/registration-main.html> Basically, the service offers real estate and construction related clients the option of advertising directly on a dedicated real estate job board called **REmatrix International Real Estate Job Board** (<http://www.rematrix.com/careers/rematrix-jobnet.html>), or hiring our North American Real Estate Recruiters division to create and manage the internet posting and direct email marketing strategy for their job openings. This new division also leverages the candidate assessment tools of Rutherford International, thereby providing the client with a predetermined and assessed short list of advert respondents. This ad selection service is restricted to positions where the base salary is under \$100,000.00 and targets staff or lower middle management functions.

The Role of Rutherford International's Real Estate Executive Search Practice

The internet is an efficient tool for uncovering executive talent, however it's our experience that most job boards (with the exception of a few) are ineffective for identifying first or second tier executives. The majority of first and second tier executives simply don't place their information on job boards; the pursuit of high caliber executive talent requires a more proactive and involved methodology.

Rutherford International's real estate executive search practice will limit its activities to unique and difficult engagements within North America and offshore. Our interests lie in the revamping of executive teams through leadership assessment; the facilitation of succession plans; fostering joint ventures and strategic alliances between international parties; and conducting Board and

executive search assignments where the base salaries are greater than \$100,000.00 and the scope of management authority is consistent with that of implementing strategic vision.

Why This Reorganization of Services?

It's not unusual for one to undergo a re-evaluation as to how one wants to pursue their future with respect to business or personal life. I myself, due to tragic circumstances have been forced to undergo such a re-evaluation. From a career planning perspective it's a healthy exercise to take stock, however there are few individuals that are fortunate enough to be premeditative about the planning of their careers.

Fate is an active participant in a person's life and career, it's inexorable and won't be denied; a change or a re-valuation is generally thrust upon a person by some sort of employment or family crises; or perhaps, something as benign as a phone call from a headhunter. Serendipity, fate's muse is an influential factor in career planning, it presents opportunities by opening windows of opportunity albeit briefly. These opportunities are often ephemeral giving little pause for the average person to recognize their potential.

Be Prepared and Open For Change

It's key when faced with the advent of career change to have positioned yourself in advance in such a manner as to be made aware of opportunities as they arrive; to allow the positive influences in life to touch you by decreasing the degrees of separation between yourself and the employer that has that unique project or opportunity that you've prepared your whole life to fulfill.

Twenty years ago, we determined that two strangers were statistically separated by six degrees of separation; however today with the emergence of "crowd sourcing" using tools such as Facebook, LinkedIn, Xing, etc. we've determined that strangers are now separated by a mere three degrees.

Mitigating Hiring Mistakes by Both Parties

It stands to reason, that the methodologies of finding career information and job opportunities that meet a person's aspirations, including the advancement of methods to interact with peers and potential employers has undergone profound change over the last ten years. This is not necessarily the case – statistically 80% of all job openings are filled by private recommendations – intermediaries such as agencies and executive search firms fill perhaps 7% of these openings with the balance looked after by direct corporate efforts. The internet is becoming increasingly more influential as a medium for uncovering talent and making opportunities known, but something is amiss as statistically 80% of corporate Canada's executives are underwhelmed by their jobs and are open to change. It would seem limiting the selection ratio of candidates to a preponderance of private recommendations has a dubious result in the grand scheme of hiring.

How can this be improved?

Perhaps by ensuring both employee and employer are properly matched in the first instance. The hiring of, and the acceptance by - is not always done in the best interest of both parties. Agendas, personal and corporate do interfere and for an executive, at a cost that is measured on average to be 24 times base salary; employers need to find better ways to improve upon this statistic.

Certainly the internet is responding to this dilemma by inserting into their online job board sites customized filters such as skill and basic psychometric tests and key word relevancy measurements to ensure better fit; however it's not enough, the human element is still critically important. Our "**North American Real Estate Recruiters**" division is a hybrid business unit that combines both the internet and human assessment. This division offers clients and candidates a phased approach to recruitment by incorporating a wide variety of Internet search and assessment tools for identifying and attracting competent staff.

In summary, as an active or passive registrant on our system you have a number of direct methods to stay informed about the various recruitment and executive search engagements that we're working on at any given time.

1. International Career Opportunities: Activate your resume on both the Rutherford International site (www.rutherfordinternational.com) and the REmatrix.com International Job Board (<http://www.narer.com/careers>)
2. Executive Opportunities with Base Salary Greater than \$100,000: Upload your resume or update your profile on the Rutherford International web site.
3. Staff and Middle/Upper Management with Base Salary Under \$100,000: Upload your resume to both the REmatrix.com International Job Site, but also to Rutherford International's site so the North American Real Estate Recruiters will be able to notify you by email of any relevant opportunities that fit your aspirations.

Companies throughout North America are seeking better and more efficient methods for identifying talent in a cost effective manner. I believe this hybrid internet/human assessment method will meet this test – it certainly is not typical of the real estate recruitment industry as it changes the dynamic somewhat.

I would ask that you forward this announcement to five or ten of your friends within the real estate industry so they can become passively aware of opportunities within their sphere of expertise.

Sincerely,
Forbes J. Rutherford, President, Rutherford International

Post Script: Want to know what your worth, go here:
http://www.narer.com/careers/careers_salarytrends.html

Rutherford International

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Rutherford Search Engagements: <http://www.rutherfordinternational.com/postings-main.html>

REmatrix Real Estate Job Board & Salary Wizard: <http://www.rematrix.com>

Lecture Transcript: Managing Your Career In A Teetering Economy

http://www.rematrix.com/careers/careers_commdiscuss.html