



**HOUND**

## Compare Hound to Other Job Sites

	Hound	Other Job Sites
<b>SEE UNADVERTISED JOBS THAT ARE RECEIVING FEW IF ANY APPLICATIONS</b>		
Does the site list only jobs posted on company websites that are typically not posted on other job boards?	Yes ✓	No
In addition to jobs from the career sites of over 30,000 employers, does the site list 100% of Fortune 500, Fortune 1000, Inc. 500 and Inc. 5000 Jobs?	Yes ✓	No
Does the site monitor the career pages of every employer it can find?	Yes ✓	No
Does the site put middlemen between you and jobs by allowing recruiters and recruitment services to post jobs?	No ✗	Yes
<b>HOUND PUTS YOU IN CONTROL OF YOUR JOB SEARCH</b>		
Allows you to contact employers directly?	Yes ✓	Maybe
Uses an exclusive, members-only subscription that decreases the number of applications each job receives?	Yes ✓	No
<b>WE CARE ABOUT YOU</b>		
Does the site allow advertising?	No ✗	Yes
Made just for you?	Yes ✓	No
Functions as a research company and not a job sales company?	Yes ✓	No

## SEE UNADVERTISED JOBS THAT ARE RECEIVING FEW IF ANY APPLICATIONS

### Hound lists jobs posted exclusively on company websites.

At Hound, we post exclusive jobs not listed on any other job board by researching company websites to locate the job openings that are listed there. The logic of our approach to the job market is two-fold.

- **First, jobs posted on company websites are not viewed by as many job seekers as those jobs which are posted on major job boards.** Jobs on public job boards may receive thousands of applications. When a job is on an employer website, very few job seekers will learn about it because very few job seekers take the time to go visit the thousands of employer websites that are out there when looking for a job. Most people prefer to go to a site like Monster, Indeed and so forth and look at the same jobs everyone else is. This makes it harder for you to get these jobs.
- **Secondly, when you view a job that is listed directly on an employer website, you are able to contact the employer directly and not go through a middleman who will charge the employer a large fee if they hire you.** Most jobs on job boards like CareerBuilder, theLadders, HotJobs and so forth are recruiter jobs. When you apply to a position through a recruiter you are going through a middleman. The recruiter will charge the employer a fee if the employer hires you. The recruiter can choose to submit you to the job opening or they may not. Since recruiters typically charge anywhere from 25% to 50% of your annual salary to employers who hire you, this discourages many employers from hiring candidates who come through recruiters. When you apply to positions through Hound you are applying direct to employers and very often have a much better chance of getting the position compared to people coming through recruiters because the recruiters will charge the employer hefty fees if they hire you.

Let's delve deeper into the benefits derived from a website dedicated solely to posting jobs listed on employer websites. **Jobs that are posted on a company website and nowhere else are not seen by many people, and therefore, there is typically less competition for such jobs.** Having access to job openings that are not as competitive really gives a job seeker a much-needed advantage, especially in this time of recession. According to the 5th edition of *Job-Hunting Online*:

One of the reasons that the Supersites. Monster, CareerBuilder, HotJobs. have such a poor success rate for most job-hunters is that they are victims of their own success. They have shown themselves to be excellent at pulling in job-hunters and storing their resumes, but as time passes, fewer employers are going to the Supersites. This is partly because of the resume smog. Monster's database has forty times as many resumes as job listings. The Supersites have become very popular destinations for online job-hunters, and employers often find themselves inundated with hundreds . even thousands. of resumes for a single job opening. A recent survey of six major employers showed that

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for every one hundred job openings filled, less than one of their hires came from Monster. For CareerBuilder and HotJobs, the percentage was even lower: between two and four thousand hires.

Obviously, when an employer is inundated by hundreds or thousands of resumes for a single opening, competition is stiff. The competition for these jobs is compounded by the fact that, increasingly, employers are growing disenchanted by the aforementioned job boards. They are posting jobs on their own company websites as a means of reducing the “resume smog” associated with posting on sites like Monster. With that in mind, we help you avoid a lot of competition by taking you directly to the source. “Often, job openings are listed on the employer website, and, frequently, they are NOT posted anywhere else” ([http://www.job-hunt.org/findingjobs/findingjobs\\_employers.shtml](http://www.job-hunt.org/findingjobs/findingjobs_employers.shtml)).

Herein is the beauty of Hound and the enormous value the site provides compared to other job sites. Other job boards list fewer jobs and reach out to greater pools of applicants, but our philosophy is to do the complete opposite Hound lists more jobs and gives access to fewer people. Less competition means more job offers.

Hound locates and aggregates the less competitive jobs listed on company websites and allows you to view them with the click of a mouse. Not only do you avoid being just another applicant in a sea full of qualified applicants, but you also gain the benefit of our vast resources. It's like you have your own personal army researching every company website and collecting data on their open positions for you. We go out and do the legwork for you.

The fact that we bring you directly to the source has another benefit. You can further differentiate yourself from other applicants and make yourself truly stand out to employers by gearing your cover letter and resume to the specific employer you are applying to. Moreover, you skip the middleman. All too often, jobs posted on job boards are listed by recruitment services and you are actually not even applying for the position you think you are applying for; you are simply talking to an employment agency. When you cannot communicate directly with an employer, you lose the ability to gear your application to the specific employer's needs.

▲ Top

**In addition to jobs from the career sites of over 30,000 employers, Hound Lists 100% of Fortune 500, Fortune 100 and Inc. 500 jobs.**

The best source of jobs out there is typically the tens of thousands of small employers scattered all over. Hound monitors the career pages of every smaller employer we can find; however, in addition to these we also monitor the largest employers as well such as Fortune 500, Fortune 100 and

Because virtually every large company lists their job openings on their websites, at Hound you have access to 100% of the jobs advertised by Fortune 500 companies. By contrast, if you are relying

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solely on the “Big 3” jobs boards, Monster, HotJobs, and Careerbuilder, your access is limited to only the very small percentage of job openings that that these employers choose to advertise.

Most companies post their job openings on their own company websites and often wait months before ever experimenting with posting these openings on large job boards or hiring recruiters to help fill these jobs. Because most job boards charge upwards of \$300 (and in some cases more than \$500) to advertise a single job on their site and recruiters may charge up to 50% of your annual salary if an employer hires you through them, most companies prefer to fill their jobs by posting them on their own website before taking other actions. Further, with upwards of 1,000 applicants per job listed on the Big Boards it allows hiring managers to avoid being inundated by “resume smog.”<sup>1</sup>

Hound finds jobs on the employer websites and aggregates them in one convenient location. In order to find the best job out there for you, you need to have access to all of the jobs.

While in theory you could do all the research yourself and locate jobs listed on individual company sites, it would require an incredible amount of man-hours. So incredible that it would be humanly impossible for one individual to do so on her own. To maintain current information on all the jobs out there, in other words, to maintain a database rivaling ours at Hound, you would need millions of dollars and the strength of 40 + people, working 24-hours a day, seven days a week. I’m sure most people don’t have those resources, and if you do, you probably don’t need a job.

To put it briefly, we give you access to jobs you will not see elsewhere. With access, you get results.

### Reference:

1. [http://www.job-hunt.org/findingjobs/findingjobs\\_employers.shtml](http://www.job-hunt.org/findingjobs/findingjobs_employers.shtml)

▲ Top

**Does the site monitor the career pages of every employer it can find and report all of the results it finds to you?**

**The business model of the average employment site is like that of the classified section of a newspaper: simply wait for employers to come and wait to post a**

**classified ad.** The only jobs you are seeing with such sites, then, are the jobs that employers are paying to post. Hound is a job aggregation service that collects jobs from every employer career page it can find and does not wait to be contacted by employers. Hound is a job aggregation company not a classified ad sales company.

**Imagine if Google only showed you results that people were paying \$300 to \$500 to show up in the search results; you would get very few results when you ran a search.**

The business model of the average job site that charges employers to appear on the site has the predictable effect of limiting the number of jobs that you see.

## SEE UNADVERTISED JOBS THAT ARE RECEIVING FEW IF ANY APPLICATIONS

Unfortunately, this is exactly how the average employment site works. Even if an employer does call on a job board to post a given job, that employer is unlikely to post all of their jobs with the site because it would cost too much money to do so. Instead, the employer will most often put the majority of jobs on its own website even when it has numerous jobs to fill.

What Hound does is go out and find virtually every single job located on employer websites. We scour employer websites for their jobs electronically and monitor their jobs several times a day to see if new jobs are coming up.

This is a huge advantage to job seekers and something that can give you access to jobs that people who do not use our service simply do not know are there.

In addition to only showing you a limited number of jobs that employers are paying hundreds of dollars to post, most job boards offer free access to job seekers and then do everything they can to drive traffic to their sites.

“Because employers are paying so much money to post jobs, they expect a ton of applications,” says Harrison Barnes, the CEO of Career Mission.

“Accordingly, these job boards go out and do everything they can to drive users to these jobs. Their entire emphasis is on getting tons of people to apply to the jobs. The problem with this sort of business philosophy is that it actually makes it much harder for people applying for jobs to get jobs. Incredibly, when people are using the average job board they are using a site whose entire business model is based on keeping jobs out and making people apply to the few jobs that are there.”

When you see a given job board advertised on the side of a bus, on a bench, on television, during the Super Bowl, on the radio, in giant ads in newspapers and magazines, in parades, and elsewhere, you should look upon that job board with trepidation. Why? Because the job sites are driving people to the few jobs they have that employers are paying hundreds of dollars to advertise there. The more applications a job receives the more difficult it is for someone to get a position with the employer.

When you think about using a job board that (1) waits for employers to come and pay hundreds of dollars to post a job on their site and then (2) advertises and tries to drive as many applications to that job as possible, you are really shortchanging yourself. With Hound, you can track down unadvertised jobs that are not receiving many applications.

▲ Top

## SEE UNADVERTISED JOBS THAT ARE RECEIVING FEW IF ANY APPLICATIONS

**Hound does not put middlemen between you and jobs by allowing recruiters, headhunters and employment agencies to post jobs.**

At Hound, we do NOT allow any recruiters or recruitment services to post job listings with us. We also do not show you recruiter jobs on our site: **The only jobs listed on Hound are those taken directly from employer websites.**

- **When You Apply to Jobs Through Recruiters, the Recruiters Decide Whether or Not You Can Apply to the Job-With Hound You Just Apply Without Worrying About the Recruiter.** When jobs are posted by recruitment services, you need to go through a middle man (the recruiter) in order to apply for the job. Having to go through a middleman makes it much more difficult for you to get a job because the recruiter will choose whether or not to submit you to the employer—they may, or they may not.
- **Recruiters May Charge Employers Up to 50% of Your Annual Salary if they are the Ones Who Submit You to the Job-With Hound You Just Apply and there is no Fee to the Employer.** When you respond to a recruiter advertisement and apply to a job through a recruiter, the recruiter will typically charge the employer between 25% and 50% of your annual salary to hire you if you come through the recruiter. If two applicants were equal in other respects, would you hire the one who required the employer to pay a big fee to hire you or would you hire the one with no fee attached?

▲ [Top](#)

## HOUND PUTS YOU IN CONTROL OF YOUR JOB SEARCH

### Hound allows you to contact employers directly.

When you apply to jobs on Hound you are replying in response to an opening. The employer sees your application and evaluates it and decides whether or not they are interested in bringing you in for an interview.

When you apply to jobs on most job sites, you are typically going to be applying for jobs posted by recruiters more often than not. This means you are applying to work with the recruiter who will then decide if they are going to help you to apply to the employers. Recruiters make their money by acting as middlemen. It is in a recruiter's best interest for you to apply to jobs through them because if you do an employer will pay them between 25% and 50% of your annual salary if you take the job through them.

Hound eliminates the role of the middleman (i.e., the recruiter) completely. When you reply to a job posting on the average job board, not only are you in competition with multitudes of applicants, but often times you are not even applying to the position that is advertised and you are, instead, applying to potentially work with a recruiting firm.

Many job listings are either scams, refer to jobs that are no longer available, or are posted by recruiters. These companies may tell you to come in for an interview for the job you thought you applied for, when in fact you are "really being interviewed for their recruitment service, taking tests, and wasting your time on a company that will probably never get back to you" (<https://www.linkme.com.au/ui/unregistered/blog/BlogPost.aspx?postId=861>).

Even for legitimate postings on job boards, employers can be inundated with resumes. Consequently, many employers are opting to simply post job openings on their company websites; not only is it free to post on a company website, but it is easier to narrow down the applicant pool to one candidate and they will typically get much more qualified applicants. Accordingly, one of the best ways to find a job is to go directly to the employer. At Hound, we help you apply directly to employers.

According to a recent study from iLogos Research, Fortune 500 companies are turning their online recruiting attention away from the major job boards and to their own websites. Fortune 500 companies are "publicizing a larger number of job opportunities on corporate career websites by a factor of nearly three to one over the largest job board sites of Monster, CareerBuilder, and HotJobs. Those who are interested in working for a Fortune 500 company will find that the majority of the available positions with those firms are listed in the career section of company websites."

What's more, Robyn Greenspan of Internet.com reports that a full 100% of companies in the healthcare sector use their own corporate websites for recruiting candidates. Similarly, high percentages of companies in manufacturing, high tech, transportation, wholesale, natural

## HOUND PUTS YOU IN CONTROL OF YOUR JOB SEARCH

resources, the financial sector, and utilities are posting to company websites ([http://www.job-hunt.org/findingjobs/findingjobs\\_employers.shtml](http://www.job-hunt.org/findingjobs/findingjobs_employers.shtml)).

Going straight to the source provides you with more information on the job and company that you are interested in. You can tailor your application to the company's specific needs, making your application stand out. So not only do you stand out in the crowd because you can see what the company is looking for, but the crowd you are competing with should be much smaller.

▲ Top

### Hound uses an exclusive, members-only subscription that decreases the number of applications each job receives

Hound brings jobs from employer websites to one place but does not just allow anyone to look at these jobs. In order to see the jobs on our site, we require a paid subscription. While our subscription fees help to cover the enormous cost to us of gathering all of these jobs, they have the side effect of "turning away" most job seekers because many "traditional" and "old fashioned" job seekers have a belief that you should never have to pay to look at jobs. This means that very few people are looking at the jobs we are finding which makes it that much easier for our subscribers to find jobs.

- **STEP 1.** Given the fact that we require a paid subscription to view jobs on our site, we are able to limit the number of people viewing our jobs.
- **STEP 2.** By limiting the number of people looking at our jobs, we are able to keep the number of people applying to jobs on our site down.
- **STEP 3.** By keeping the number of applications down, we make it much easier for you to find a job.

This is a big part of the philosophy behind Hound.

Sometimes what seems to be the downside to a particular method turns out, in reality, to be the upside. While access to Hound does require a subscription, it is this very thing that makes Hound so effective because our subscribers are seeing and applying to jobs few others are.

Here at Hound, we spend 99% of our efforts and resources on researching and updating job openings. The work we do is not cheap. Imagine investing thousands of hours a day researching jobs yourself. Needless to say, that would be impossible. So, does it for you.

People who have never experienced Hound often say, "I do not believe in paying to find a job." However, what these people fail to realize is what they are indirectly implying:

## HOUND PUTS YOU IN CONTROL OF YOUR JOB SEARCH

- I want to compete with thousands of others for a single job
- I want to only see a few jobs at a time and not every job in the market
- I do not believe in researching job openings
- My time is not valuable, and I want to take my chances with public job boards

Your time is valuable, and likewise, the amount of work and money that goes into researching jobs for you on Hound is staggering. Hound lists thousands of opportunities that you will not see elsewhere and seeing these job opportunities can change your career and your life.

Hound works for job seekers and not employers. Hound provides our subscribers with access to the maximum amount of jobs that we can, jobs that are not advertised anywhere else. And then, we limit who can search for jobs on our site. At Hound, it is easier to find a job because, simply put, there is less competition for our listings than those posted elsewhere. Not only do our researchers find jobs not posted anywhere else, but we weed out most of your competition because they are “turned off” by a membership fee.

▲ [Top](#)

## WE CARE ABOUT YOU

### **We do not allow advertising.**

Unlike other job boards, Hound prohibits advertising. There are no banner ads or pop-up advertisements on Hound. We are not trying to sell you anything and there are no advertisements on our site. We work for you to bring you unbiased information about jobs, and we do not inconvenience you with outside advertisements.

Our loyalty is to our subscribers. Moreover, our job is to find jobs for our subscribers and not get advertisements on our site. Hound is different from other sites and it will make a serious difference in the results you get in your job search.

▲ Top

### **Hound exists for employees and not employers or advertisers.**

Hound exists for employees and not employers or advertisers. Other job sites are supported by revenue from advertisers. Because Hound does not accept any advertising or charge employers to post ads like other sites, our loyalty is exclusively to employees and not employers.

Hound does everything within its power to ensure that we are providing you with information which is relevant to you and only you. We work for you. Your career is important, and you should not be spending your time on a website that does not put your needs first.

▲ Top

### **Hound is a job opening research company, not a classified ad sales company.**

Hound is a research company, not a classified ad sales company. There is a massive difference between the two.

As researchers, we are not concerned with selling ads for employers. Our job is to track down jobs on employer websites for you. You might call us “bookish,” but it is good to have us working on your behalf. We go out and research every single employer website that we can find. We do this in an “academic” sort of way, and we love what we do.

Our company is run by employment research analysts who are very good at researching, and because we are so good at researching, our site lists countless jobs that most of your peers do not know about. Our research exists for one reason: to get you a job.

In our opinion, the entire business model in the employment industry is skewed. Our competitors are not researchers. Instead, competitive job boards exist as organizations who sell job postings to employers . i.e., “pay us \$300, and we will post your job on our site.” This is not a research-type of activity. Selling classified advertisements is a sales activity. Working with a job board that is a sales organization and not a research organization is not smart if you are looking for a job.

▲ Top