



Using Your Salespeople to Recruit Staff

Gray Area of the Law Blog 04.04.2022

Senior Housing News recently spotlighted New Jersey-based Juniper Communities' innovative use of its sales staff to recruit individuals to work in their communities.

As it turns out, the same people who sell the communities to prospective residents also do a great job at selling the communities as a great place to work. For those struggling to fill open positions, maybe it's time for a new approach?

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