

D-4.2-03 — Unicorn Job Ad Template

Why This Wins Jobs: A well-crafted job ad typically attracts candidates who stay longer and perform better — field-observed retention improvements consistently reduce rehiring costs that most operators estimate in the range of \$3,000–\$8,000+ per technician lost; calibrate to your market.

HOW TO USE THIS TEMPLATE

Most contractor job ads look identical: "Seeking experienced HVAC tech. Must have EPA 608. Competitive pay. Benefits." That language attracts resume-spammers, not craftsmen. This template is written to attract the specific type of person you actually want — someone who takes pride in their work, communicates well with customers, and wants to build something long-term with a company that will treat them right.

Fill in every bracketed field before posting. Do not leave placeholders visible. The specificity is the point — vague ads attract vague candidates.

UNICORN JOB AD TEMPLATE

[YOUR COMPANY NAME] IS HIRING — AND WE'RE PICKY ABOUT IT

[Job Title — e.g., HVAC Service Technician / Journeyman Plumber / Install Lead] [City, State] | [Full-Time / Part-Time] | [Residential / Commercial / Both]

THIS IS NOT A STANDARD JOB POSTING

Most job ads say the same thing. We're going to be different, because we're looking for someone different.

We're [YOUR COMPANY NAME], a [residential / commercial / service-and-install] [HVAC / plumbing / HVAC & plumbing] company

based in [CITY/REGION]. We've been in business for [X years / since YEAR], and we've built our reputation on [1–2 sentences about what makes you different — e.g., same-day service windows, flat-rate pricing honesty, zero-callback culture, warranty policy, etc.].

We're not the biggest company in [region]. We're not trying to be. We want to be the best one to work for.

WHO WE'RE LOOKING FOR

We're looking for a [Job Title] who:

- Shows up when they say they will — to the shop, to the job, to customers
- Can explain what's wrong to a homeowner without making them feel stupid
- Takes pride in a clean truck, clean work, and no callbacks
- Doesn't need to be babysat but isn't afraid to ask a question
- Wants to be part of a company they can actually grow with

If that sounds like the way you already work, keep reading.

THE ROLE

What you'll do most days:

- [Primary daily responsibility — e.g., Diagnose and repair residential HVAC systems on service calls]
- [Secondary responsibility — e.g., Communicate findings to homeowners and present repair options]
- [Third responsibility — e.g., Complete accurate service documentation in our field software]
- [Fourth responsibility — e.g., Maintain your truck inventory and restock after each job]
- [Optional — e.g., Participate in on-call rotation — currently [X nights/month]]

What you will NOT be doing:

- Running leads or doing sales pitches on every call (*if true — delete if not*)
 - Dealing with a dispatcher who doesn't respect your time
 - Being sent to jobs without the parts or information you need
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WHAT WE OFFER

Be specific. Vague promises lose the candidates you want.

Compensation: - [Pay structure — e.g., Hourly / Flat-rate / Salary] in the range of [\$ range — e.g., \$28–\$48/hr depending on experience and output; calibrate to your labor market and cost structure] - [Bonus structure if applicable — e.g., Performance-based spiff program; field-observed ranges vary by job type and volume — calibrate to your pricing model] - [Overtime policy if applicable]

Benefits: - Health insurance — [describe coverage level or contribution, e.g., company covers approximately 50–75% of individual premium; calibrate to your current plan] - Paid time off — [X days/year to start, scales to X days after X years] - Paid holidays — [list them or say "standard federal holidays plus [any extras]"] - Retirement — [e.g., Simple IRA with company match up to X%; calibrate to your plan] - Take-home truck — [Yes/No — if yes, describe policy] - Fuel card — [Yes/No] - Uniforms provided — [Yes/No] - Phone or tablet provided — [Yes/No] - Tool allowance or company tools — [describe] - Continuing education / license renewal support — [Yes/No — if yes, describe]

Culture (only list what's actually true): - [e.g., Consistent schedules — we do not run calls past X:00 PM without prior agreement] - [e.g., You'll talk to a real person when you call dispatch — not a queue] - [e.g., Weekly team huddle — X minutes, every [day], no fluff] - [e.g., Owner available by text — not just in theory]

REQUIREMENTS

Non-negotiables: - [License or certification required — e.g., EPA 608 Universal / Journeyman Plumber's License / State HVAC Contractor Card] - Valid driver's license with clean driving record - [Minimum years of experience — e.g., 3+ years field experience in residential HVAC service] - Ability to pass a background check (*if applicable*) - Ability to pass a drug screen (*if applicable*)

Preferred (not required to apply): - [e.g., Experience with [specific equipment brands you commonly work on]] - [e.g., Familiarity with [your field software, e.g., ServiceTitan / Housecall Pro / Jobber]] - [e.g., Install experience in addition to service] - [e.g., Bilingual — Spanish/English a plus in our service area]

HOW TO APPLY

We don't need a resume that tells us you "work well in a team environment." Here's how to stand out:

Send the following to [EMAIL ADDRESS] with the subject line "[Job Title] — [YOUR NAME]":

1. A brief note (a few sentences is fine) answering this question:
"Tell us about a time you handled a tough customer situation. What happened and how did you handle it?"
2. Your resume or work history — doesn't have to be formal, just accurate
3. A copy of your license or certification (*if applicable*)

Applications without the answer to question #1 will not be reviewed. This isn't a test — we just want to know how you think.

We respond to every application within [X business days]. If you don't hear from us, follow up. That tells us something good about you.

ONE MORE THING

If you're on the fence because you're not sure you're qualified enough — apply anyway and tell us why you're still learning. If you're a solid person who shows up and works hard, we can train the rest.

If you're confident you're overqualified — great. Tell us what you're looking for that your current situation isn't giving you. We're open to that conversation.

[YOUR COMPANY NAME] [Phone number or dedicated recruiting line] [Website URL] [City, State]

[YOUR COMPANY NAME] is an equal opportunity employer.

COMPLETION NOTES

Before you post, confirm: - [] Every bracketed field is filled in with actual, specific information - [] Pay range reflects your real current market — not what you wish you could pay - [] Benefits listed are only what you actually offer - [] The culture bullets are true — candidates will ask about them in the interview - [] The email address in "How to Apply" goes to someone who will actually check it - [] You have a plan for responding within the timeframe you stated

Where to post: - Indeed (paid posts typically outperform free listings for skilled trades in most markets; calibrate spend to your local competition level) - Facebook Jobs / local Facebook trade groups - Craigslist (still effective in many markets for trades — calibrate to your region) - Your Google Business Profile — add a "Now Hiring" post - Your own website — a dedicated Careers page outperforms job board-only recruiting over time - Industry-specific boards: [PHCC, ACCA, or regional trade association job boards if applicable]

Coaching note: The question in Step 1 of "How to Apply" is a filter. Candidates who skip it are telling you something. Candidates who answer it well — even briefly — are showing you they can communicate. That skill matters more than most certifications for customer-facing roles.

Role: Owner, Office Manager, or Operations Lead **Training Time:** 30 minutes to customize; 15 minutes to post across platforms

Prerequisites: Current pay range confirmed, benefits package documented, someone assigned to monitor the application inbox

Delegation Note: Office Manager or Operations Lead can execute after reviewing with owner to confirm compensation ranges and culture statements are accurate. Prerequisites: Owner-approved pay range, written benefits summary, access to job posting accounts.