

CASE STUDY

Building a Centralized Talent Acquisition Engine for Wingate Companies



Client Overview

For more than 60 years, Wingate Companies has been a nationally recognized leader in managing multi-family residential communities across the United States. With a portfolio of over 200 properties spanning from the Northeast to the Southern states of Florida and Texas, Wingate delivers housing solutions with a commitment to quality, integrity, and service.

But behind every great community is a team of people - and Wingate needed a better, faster, more centralized way to find them.

The Challenge: Decentralized Recruiting with No Infrastructure

Wingate's recruiting process was highly decentralized. Hiring managers at individual properties were responsible for sourcing, screening, and selecting candidates - with no centralized Talent Acquisition (TA) infrastructure to guide or support them.

They lacked:

- A dedicated recruiting team
- An Applicant Tracking System (ATS)
- Data visibility or meaningful reporting
- Control over marketing spend
- Consistency in hiring quality and experience

This created inefficiencies across the board, from slow time to fill and candidate drop-off to high manager workload and unpredictable recruiting costs.

The Solution: Full-Cycle RPO Powered by PSG

PSG partnered with Wingate to design and implement a centralized, full-cycle RPO model, embedding a team of skilled recruiting professionals directly into their workflows and brand.

Our solution included:

- ✓ Centralized recruiting operations across all properties
- ✓ Implementation of technology-enabled workflows, including ATS and automated outreach
- ✓ Dedicated recruiter pods aligned to role types (field, mid, and senior management)
- ✓ Real-time data reporting for time to fill, cost per hire, and funnel visibility
- ✓ Hiring manager support to reduce non-recruiting workload

Our approach was purpose-built to scale with Wingate's hiring needs, seasonal surges, and geographic spread, all while maintaining consistent quality and compliance.

The Results: Faster Hiring, Happier Managers, Lower Cost

Quantitative Wins



29% decrease in time to fill for non-exempt roles (Q4 vs Q1 2025)



56% decrease in time to fill for management roles



11% reduction in cost per hire quarter over quarter



Flat time to fill for Property Manager roles despite higher complexity



Average cost per hire of just \$995 with full RPO delivery



Candidate NPS increased from 80 (Q1) to 86 (Q2 2025)

Qualitative Impact

- ✓ Built Wingate's first-generation in-house TA function
- ✓ Transitioned from a hiring manager-owned model to a centralized, tech-enabled engine
- ✓ Freed up property leadership to focus on community management - not resume reviews
- ✓ Enabled faster servicing of properties by accelerating hiring of key maintenance and repair staff
- ✓ Elevated the candidate experience through structured communications and follow-up



PSG's team felt like an extension of ours from day one. By taking on the heavy lifting of recruiting, they freed our leaders to focus on managing our communities while ensuring we hired the right talent more quickly.

Lauren Paton

CPM®, CAPS - Vice President of Operations

Why PSG?

At PSG, we don't just plug in recruiters - we build recruiting engines.

Our RPO model is:

- Custom-built for your workflows, brand, and business goals
- Scalable for growth, seasonality, or complexity
- Data-driven, giving visibility into what's working (and what isn't)
- Powered by expert teams and proprietary recruiting technology

And unlike traditional outsourcing, we embed within your team to create a smarter, faster, and more strategic hiring engine that grows with you.

Ready to Transform Your Talent Acquisition?

Let's talk about how our customized, scalable RPO solutions can help you hire faster, reduce costs, and build a stronger workforce - just like we did with Wingate.