

# Local headhunter sets new standards

What started as a dream has become a reality in the Philadelphia suburbs. A headhunting firm that treats people like people, not as an e-mail and a fax, or a blank check from a large cold corporation. Where does this happen you may ask in a day when employees are hired with a scroll of a mouse, a click of a button and a signing bonus worthy of a major league, in the Fort Washington offices of The Preston Group.

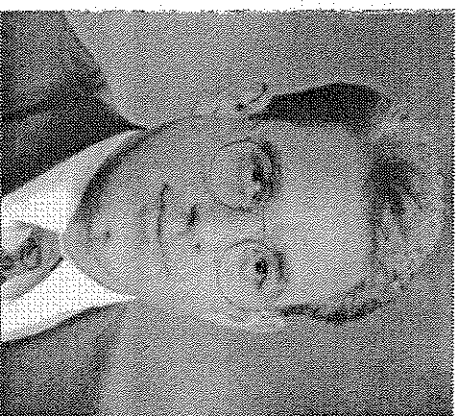
**The Preston Group** is a three-year-old recruiting firm that places Accounting and Financial Professionals with the strongest and most growth oriented companies in the Delaware Valley. "I wanted to set the company apart from all the other recruiting firms," explains Leonard Schwartz, the company's founder and President. "Having left a large national recruiting firm after eight years, I found that candidates couldn't remember the name of the recruiter or firm that placed them three months earlier. And client companies only considered you as good as your last placement". Schwartz says he created his company with the idea being, "act in a congruent way to your clients needs," or more simply stated, "do your business to benefit the person on the other end of the phone or desk, and not the benefit of what you want." Schwartz says, what happened next just proves the point.

"We found that by treating candidates like partners in their search for new opportunities at-

## "The Jerry Maguires of the headhunting business!"

lowed us to forge long-term relationships with professionals that will one day soon use our service to hire their own staff. Most recruiting firms view candidates as numbers, and if they can't place them, they won't even return a phone call from the candidate."

As for clients, Schwartz explains how his company differs from the well-known names. "If you look in Sunday's Inquirer that should say it all. You have companies calling themselves recruiting firms when all they're doing is running ads. Our clients can run their own ads. We're engaged to recruit qualified professionals who aren't reading the want ads, but those who have progressive backgrounds and those who are geared for growth." Schwartz adds with a smile, "we love when they advertise. When we go out to a prospective new client we have a big blow-up that we take along of the Sunday paper with all of our competitors ads. The rest kind of speaks for itself. Our clients know that we may not fill every position they give us, but what they also know is exactly where we stand in our search for their opportunity which allows them to focus more on their business than how to fill an opening."



Leonard Schwartz, President & CEO of the Preston Group

Schwartz and his recruiters, most of whom are ex-BIG 5 accountants enjoy being called the "Jerry Maguires" of the headhunting business, which is not an uncommon phrase to be heard around The Preston Group.

"We take a lot of personal interest in the people we work with and allow them to take a personal interest in us." He adds, "when I started the company my wife was due in three weeks with our second child. I needed business, I was making phone calls from the delivery room. Now some people may think that's wrong, but I can tell you this, the clients I spoke to that day always remember my daughter's birthday and the story that goes with it. And most of all, they're still my clients today. And yes, we have had candidates standing on their desk's screaming show me the money."