



# ORS PARTNERS CASE STUDY

## CLIENT OVERVIEW

NAME: FREEDOM MORTGAGE  
INDUSTRY: FINANCIAL SERVICES  
SIZE: 7,000 EMPLOYEES  
TYPE: PRIVATE



## PROJECT OVERVIEW

- Freedom Mortgage (FMC) is a privately-held top-10 mortgage lender in the US with mortgage loan assets over \$300B
- The CEO/Founder of FMC initially engaged ORS Partners to help identify and address gaps within the current talent acquisition infrastructure as the company prepared for a period of rapid growth
- Additionally, FMC engaged the ORS Executive Search Division to hire critical executive and C-level leadership positions
- ORS designed and executed FMC's Campus Recruiting Program ("First Flyer"), a key component of the firm's growth strategy
- Over a three-year period, including current engagements, ORS has successfully managed 8-10 White Label and Recruiting projects at FMC

## CHALLENGES TO OVERCOME

- The COVID 19-induced disruption of FMC's predominantly in-person workforce, which required a significant organizational change, both philosophically and infrastructurally
- A significant gap in leadership at this 7,000 employee, nationwide organization
- An employer brand that needed to be strengthened and more active in order to attract top talent from the competition
- Shifting from in-person to remote and navigating the 'return to work' on-site requirements within COVID.
- Management of high-attrition rates that are standard within the mortgage industry as a result of interest rate fluctuations



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## ACTIONS TAKEN

- ORS began aligning and resourcing key hiring projects within FMC
- Established a dedicated team for the “First Flyer” Program, which we pivoted to be a 100% virtual solution when COVID 19 arrived
- Engaged ORS Executive Search for hires including: the EVP of Strategy (from a key competitor), Chief Technology Officer, Chief People Officer, SVP of Corporate Development, and the VP of Talent
- Supported the infrastructure shift from an in-office model to a primarily remote workforce
- Provided a dedicated marketing resource to assist FMC with recruitment marketing and materials supporting the campus recruiting program
- Evaluated and modified the existing employee referral program to achieve higher referral volume and better success rates

## SUCCESS AND OUTCOME

- During a 3-year period, ORS Partners successfully hired 728 employees for Freedom Mortgage; this includes 512 hires for the First Flyer Program, general hires, and 9 director-and-above level positions within Executive Search
- Met and exceeded hiring targets during a global pandemic while developing and implementing new strategies and best practices
- In 2020, ORS worked alongside the leadership of Freedom Mortgage to assist in the transition of their nationwide staff to work from home
- The ORS Executive Search team hired nine key executives during the term of our engagement

**“We’ve been working with ORS Partners since 2014, In late 2019 they became a strategic partner, taking on our campus recruiting program. As the pandemic hit, ORS shifted our entire First Flyer Program to a virtual format, executing the program with great results. We now partner with them more broadly across both our executive team and commercial business lines. They have changed our recruiting philosophy and will remain a valued partner to Freedom Mortgage.”**

Mike Middleman, Senior Vice President, Freedom Mortgage