

It's More Than a Pipe Dream

A campaign to attract attention of potential job seekers, while also strengthening retention rates of current employees to improve the company's overall internal communication.

Situational Analysis

Background of company

Plumbing Nerds offers comprehensive plumbing repairs and installations throughout Lee, Collier and Charlotte Counties. Plumbing Nerds is the new version of one of its former partners based in southwest Florida. It was founded in 2010. Plumbing Nerds is southwest Florida's own elite team of plumbing experts and enthusiasts.

The company employs 52 people total, with about 15 office staff and administration positions and the remaining being plumbers. Currently the main campaign revolves around bringing in business with its smarter solutions. In terms of campaigns to bring in more employees, it promotes the 401k plan with a 50% match and the involvement in the community through Habitat for Humanity. Plumbing Nerds does have a presence on social media, like Facebook and Instagram. Posts range from screenshots of positive reviews, direction to helpful links on the website and footage of plumbers on the job. The website includes a variety of helpful plumbing history and tips, along with services and membership plan details and tools to reach out to a Nerd. There is a tab along the top of the webpage that is labeled "CAREERS", where prospective employees can get more information.

At Plumbing Nerds, they go a step above other plumbing companies and offer smarter plumbing solutions. Plumbing Nerds is prepared to give several different options that fit anyone's needs and budget. They offer emergency services 24/7 to homes in the Bonita Springs, FL area. Plumbing Nerds assures a 100% satisfaction guarantee, Plumbing Nerds care about giving the numbers upfront and no hidden fees. Plumbing Nerds provides full transparency to its customers offering everything they can do to meet satisfaction, whether that means extra time on a job or consultation of price. Its employees work at the highest standard so that customers expect only the best from their service. From friendly customer service to highly trained technicians, Plumbing Nerds provides service like no other.

Background of the Issue/Opportunity

Plumbing Nerds has a unique issue that is becoming increasingly more apparent - recruitment issues. The struggles relating to not having enough technicians and office staff are escalating into an even bigger situation that impacts the company's reputation. Long wait times following service calls are leading to disfavor from customers and leading to poor reviews and dissatisfaction. The opportunity that Plumbing Nerds has is to be able to recruit employees in new ways that target plumbers for who they are - anyone. The suspected target would essentially

be a younger demographic that is getting ready to or recently entered the workplace, with training programs and classes in mind that the company provides. The goal is to shift the mindset of prospective employees in terms of what a plumber looks like, shifting away from someone older and focusing on the learning environment Plumbing Nerds provides to allow progression. Making the plumbing field, technicians and dispatchers alike, a more desirable career is key, which can be accomplished by highlighting what is unique to the company. To maintain its reputation and hold its service standard above the competition, this is the area of interest Plumbing Nerds should be pursuing.

Secondary Research

→ Indeed job post responses

- ◆ 3 star review
- ◆ *“Has the potential to be a great place however overcoming management insecurities can be very challenging a bar is set that makes you think the position will lead to growth and real teamwork however in time it becomes disappointing because it’s all just hot air.”*
- ◆ 5 star review
- ◆ *“Plumbing Nerds is a great place to work at. The work environment is like a big family, you will always hear laughing and see smiles throughout the day.”*

→ Customer reviews

- ◆ **5 star review**
- ◆ Positive: Professionalism, Punctuality , Quality, Responsiveness, Value
- ◆ *“Plumbing Nerds are now my go for anything that leaks, drips or gushes! Danny was so pleasant and courteous! Did the job well, had to come back after a new drain had to ordered. I had purchased a new faucet for my glass sink that came with overflow holes! My sink is more like vessel sink, no overflow holes! Danny explained what would happen if he had just arbitrarily installed my drain! So understandably a new non overflow drain had to be order. Another appointment, no extra trip charge! I am a happy camper! Thank you Danny and Plumbing Nerds!!”*
- ◆ **1 star review**
- ◆ *“They wanted to charge 600 to put in two cartridges that cost 65 each. 450 for labor for a less than hour job? Absolutely not. And no discount offered. And not to mention they originally told me they would get to me on day one but then delayed me to a next day. Horrible to deal with. Rip off.”*
- ◆ *Response from Plumbing Nerds*
- ◆ *“Thank you for taking the time to leave a review and give us your thoughts. We are always looking for ways to improve and leave our customers 100% satisfied. When it comes to pricing, we stand behind what we charge as it is a reflection of the overall quality of our service. With the demand of the holiday season, we*

occasionally have to delay jobs, but given the opportunity, we would love the chance to regain your trust and serve you in the future.”

Respectfully, The Team at Plumbing Nerds

SWOT Analysis

The following SWOT analysis provides a summary of the market, product, and promotional strengths, weaknesses, opportunities, and threats. A thorough analysis of these factors provides reference for the following promotional campaign that will address and capitalize on Plumbing Nerds' unique position.

Organization SWOT

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none">- The company values integrity and honesty, which is at the core of how it operates at work and through the community, this is a key aspect that is expected of each employee and holds Plumbing Nerds above the rest- Plumbing Nerds has no issue in attracting customers, the company has plenty of good promo out there already including social media campaigns, radio promotion and a rewards program for customers.	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none">- Besides the need for more employees out on the road at service calls, a problem they are facing is the lack of vans that are ready to take on the job and solve service related issues- One of the biggest complaints received from Plumbing Nerds by customers/potential customers is the price point; the company has higher pricing than the competitors because they are the “Smarter Plumbing Solution”- It is incredibly difficult to find the charitable work that the company does as a whole, the radio deal with local bands is nearly impossible to navigate.- Social Media for the company has been fairly inconsistent and work cites (ie. Glassdoor, Indeed, LinkedIn) are either empty or incomplete.
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none">- Plumbing Nerds is active in the local community, volunteering with local Habitat for Humanity branches, which is an opportunity to attract employees who value what their place of work is doing for the community- Turning one of its weaknesses into an opportunity, long wait times are having an effect on Plumbing Nerd’s reputation, which could be aided through more aggressive hiring/recruiting efforts- Plumbing Nerds has a higher price point due to its usage of fancy and unique fixtures that are not only	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none">- One threat of Plumbing Nerds is two main competitors called Aztec Plumbing and Best Home Services. A second threat Plumbing Nerds faces is the wait time it takes to be answered when customers call Plumbing Nerds. Due to a number of high phone calls and phone calls not getting answered, this demand is taxing the reputation of Plumbing Nerds.

Plumbing Nerds Campaign

aesthetically appealing, but also get the job done in the smartest way.

Promotional SWOT

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none">- Plumbing Nerds offers high quality benefits to its employees, ranging from a 50% matching 401k plan, competitive wages and medical insurance- The company values integrity and honesty, which is at the core of how it operates at work and through the community, this is a key aspect that is expected of each employee and holds Plumbing Nerds above the rest	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none">- A primary weakness the company is facing at this moment is a need for more staff to accommodate the inflation of business they are receiving- Besides the need for more employees out on the road at service calls, a problem they are facing is the lack of vans that are ready to take on the job and solve service related issues- One of the biggest complaints received from Plumbing Nerds by customers/potential customers is the price point; the company has higher pricing than the competitors because they are the “Smarter Plumbing Solution”
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none">- Plumbing Nerds is active in the local community, volunteering with local Habitat for Humanity branches, which is an opportunity to attract employees who value what their place of work is doing for the community- Plumbing Nerds is already on the path to hiring with the goal in mind of hiring eight more employees each month, both in office to answer the influx of calls coming in, as well as those techs who are out on service calls- Plumbing Nerds has a proper understanding of social media in terms of campaigns and company promotion, but there is an underlying opportunity to recruit through this venue	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none">- A potential threat to the campaign is the fact that what is currently being done to recruit and offer employee benefits is not that unique from other local companies, most are offering virtually the same advantages.

Primary Research

The following details two research studies that were conducted with the aim of uncovering what a random audience thinks a plumber looks like and feelings on the work environment, as well as what other companies promote in terms of benefits for open positions.

The first study was an online survey of 54 participants. Participants were invited to participate through Facebook, Instagram, Snapchat and email chain. Participants included college students, social media connections and coworkers, ages ranging from 18-60 years of age. The main research question for this study was what a plumber is believed to look like?

The [eight question survey](#) was sent out through various methods, from email chains to social medias like Facebook, Instagram and Snapchat and was collected over the course of two weeks. The questions ranged from open response to multiple choice, asking questions that first looked at what the respondent looks for in a job, then breaking down the perceptions already toward those in the plumbing field. Participants' answers in the survey were collected through a voluntary response sampling method, in which they had the opportunity to complete the survey if they wanted to.

The results of the survey made it apparent that people believe anyone can be a plumber, but they don't see themselves as the ideal candidate. Survey responses that asked who respondents would trust for plumbing advice highly favored the "57-year-old handyman" archetype, over the two other options of a 19-year-old without a high school degree and a 24-year-old with a bachelor's degree. This provided a basis of who is seen as a plumber. The survey results that had 92.5% favoring the 57-year-old handyman conveyed this idea that not just anyone would be trusted as a plumber, though in a blatant open response question asking what a plumber looks like, answers were ultimately anyone. These two answers seem like they are sharing different messages, as a plumber can look like anyone, but only the older person in the industry would be trusted.

The survey also puts into perspective what members of the workforce look for in an employer, which gives insight to drive a hiring-focused campaign. The survey provided the results that an overwhelming number of respondents would prefer on-job training, as opposed to starting on the job with prior knowledge. It was also found that 63% of respondents hold a healthy work environment above incentive-based programs (7.4%), a \$90k salary (13%), working for a company that gives back in the community (5.6%) or benefit plans (11.1%).

The second study was a content analysis that investigated listings for jobs in the plumbing field, including technicians and dispatchers. The goal was to see how Plumbing Nerds compares to other companies in terms of benefits offered.

Google searches for plumbing job postings under search “plumbing jobs near me”(About 216,000,000 results) “plumbing job postings”(About 3,000,000 results) “plumbing office jobs”(About 156,000,000 results). The purpose of analyzing these job postings is to uncover what is being projected in a job requisition for positions of technicians and dispatchers in the plumbing industry. The variables analyzed include the company posting the jobs, key words and benefits from each and where there is overlap/difference.

Benefit similarities: 401k with varying company match, paid holidays, health insurance plans (dental, vision, overall), PTO, \$15-22/hr	Unique benefits: sign-on bonuses, paid training, locally owned company, no on-call requirements
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After conducting a content analysis of various job posting ads, resulting from three different searches, we found a positive correlation between the similarity of benefits provided by a majority of plumbing companies. Looking through the job listings, a majority of them offered benefits to potential employees that overlap with one another and what we know about Plumbing Nerds’ provided benefits.

Common perks that are offered, fairly universally, are 401k plans that are presented with various degrees of company matching. Plumbing Nerds offers a 50% match to 401k plans. Most of the analyzed companies also included insurance plans in its benefits, typically including overall health insurance, dental and vision, as does our company. Along with rates of pay varying from around \$15 to the upwards of \$22, Plumbing Nerds and the analyzed listings provided some paid holiday time and paid time off availability.

There were a few job posts that had fairly unique benefits, one of these being B&I Contractors, Inc. which offered a \$500 sign-on bonus for new plumbing hires. Other unique benefits that were seen throughout the analysis and search were locally owned companies and paid training. American Residential Services promoted a position for plumber and advertised “no on-call” and “no overnight” work.

The main findings that came out of the content analysis was that there is almost an across the board similarity between what is being offered as benefits among plumbing

company job ads. A takeaway from the research is that our company may benefit from the development of some unique, stand-out reason for anyone to feel as though they too can be a plumber or member of the office. The inclusion of a unique benefit to present to potential employees would allow for something to set Plumbing Nerds' job listings apart from every other plumbing/service company.

Thorough Audience Definition (Demographics, Psychographics, Communication Preferences)

→ Current Employees

- Targeting current employees is in an effort to Improve and expand upon internal communication efforts. Through the campaign, perceptions from current employees will be challenged via creating a workspace that promotes growth and incentive for current Plumbing Nerds.

→ Prospective Employees

- Targeting prospective employees and applicants will allow for perceptions of the job and what comes with it to be established early on. A campaign that encourages recruitment efforts will more securely Implement the Idea to prospective employees that a career with Plumbing Nerds is more than a pipe dream.

Clearly Stated Challenge/Opportunity Statement

A big challenge Plumbing Nerds is facing is not being able to get out to all the customers that call. Plumbing Nerds receives about 150 calls per day. This demand in calls is taxing the reputation of the company in a negative way due to Plumbing Nerds not being able to assist everyone that calls. This is primarily due to a staffing issue, in which the company should challenge people to understand what a plumber looks like.

The fundamental challenge that Plumbing Nerds face, isn't necessarily on the basis that there is an issue with a stigma against plumbers rather all the blemish on a plumber's career.

Plumbing Nerds want to have the opportunity to recruit more people with the positive idea about what a plumber looks like. An ideal candidate working for Plumbing Nerds should have willingness to learn, as well as the want and drive to becoming an apprentice. Given Plumbing Nerds charitable habits and strive to acquire a healthy community it looks to bridge the gap between its customers and employees to achieve a greater knowledge for the company and all that its employees do.

- Finding a career in the plumbing service industry is more attainable and desirable than one can imagine. Anyone can be the perfect candidate for these jobs, as on-the-job training and growth opportunities lie within the total package of becoming a Plumbing

Nerd. Whether it is running to service calls to fix a leaking pipe or in office scheduling technician visits, the team at Plumbing Nerds knows that everyone has the potential to excel in such an industry and welcomes newcomers, regardless of age or education. Finding a company that promotes internal growth, celebrates its employees and bolsters benefit offerings is more than a pipe dream, it's Plumbing Nerds' reality.

Action Plan

Goals

→ Ultimate Goal

- ◆ The ultimate goal of this campaign is to improve internal satisfaction among employees by diversifying the reasons to come work at Plumbing Nerds. The benefits to working with this company is more than a pipe dream due to the focus on giving employees the best.

→ Sub-goals that correspond with Ultimate Goal

- ◆ Highlighting exceptional employees/accomplishments.
- ◆ Improving awareness within the community of plumber's growth once an employee has joined.
- ◆ Calling attention to the external importance that Plumbing Nerds has for the local community through outreach.

Objectives, Strategies and Tactics

→ **Objective 1 (Hallie):** To improve communication between employees by 40% to ensure each individual has a clear view of the Plumbing Nerd's vision and specific business goals by 2023.

- ◆ **Rationale:** Free flow of information is important when communicating with employees. Allowing for superiors and subordinates the opportunity to share opinions is beneficial. According to [Küllü Koort](#), improved internal communication doesn't only affect returns to shareholders, it can also increase employee engagement, build stronger teams and enhance the competitiveness of the company. Effective internal communication practices help to increase productivity, build a better workplace and reduce day-to-day conflict between team members (2021).
- ◆ **Strategy 1:** Develop opportunities of growth from entry-level to more elite positions.
- ◆ **Rationale:** Based on our secondary research, former and current employees mentioned that they felt Plumbing Nerds were continually hiring entry level positions which didn't allow for tenured employees to achieve promotions.

Allowing more individuals the experience to grow and reach a higher level position will ensure longevity. It will also lower Plumbing Nerds turnover rate, if less people resign. If Plumbing Nerds focuses on growth to create a more positive work environment, it can encourage greater satisfaction among employees.

- Tactic 1: Create a weekly suggestion box that encourages employees to submit suggestions, comments and complaints anonymously
 - Tactic 2: Conduct quarterly performance reviews that will allow managers to reflect on an employee's performance, give constructive feedback and celebrate wins.
 - Tactic 3: Send employees to national conferences and training which leaves them feeling valued and increases job satisfaction.
- ◆ Strategy 2: Utilize current employees as influencers to promote and establish the company as an organization with career growth opportunities.
- ◆ **Rationale:** Using current employees to share experiences about the job allows for transparency between the public and the company. It gives current employees the opportunity to interact in the hiring process and learn more about the business. According to [Heather R. Huhman](#), when a company's team members and candidates can interact, everyone will see a natural improvement in new hires and even an increase in retention rates (2017). Current employees are able to interact with potential candidates and share their input in decisions. Encouraging these behaviors allows for different viewpoints to appear and help improve relations.
- Tactic 1: Use social media to highlight the success an individual has had with the company in order to spotlight the fact that Plumbing Nerds promotes its employees.
 - Tactic 2: Implement Mentor/Mentee programs to develop relationships across the organization. (News Release)
 - Tactic 3: Create a pamphlet/brochure to distribute at career fairs to potential candidates about Plumbing Nerds and what it has to offer.

→ Objective 2: To change reputation for future job seekers and showcase success within a tradesman career

- ◆ Strategy 1: Improve upon the company's recruitability to promote Plumbing Nerds' reputation.
- ◆ **Rationale:** According to our secondary research, we noticed the reputation Plumbing Nerds has online shows room for improvement. Right now, when one looks at the reputation of Plumbing Nerds they will notice middling reviews. Within that, there are multiple opportunities to improve on the technicalities for their social media platforms. Organizing career fairs and enhancing the reputation for future job seekers on LinkedIn will give a closer look into Plumbing Nerds for

those outside of the company. Working to change the reputation of Plumbing Nerds will only be more engaging for future job seekers.

- Tactic 1: Attend career fairs to recruit potential employees
- Tactic 2: Create a company LinkedIn/Glassdoor and improve Indeed page to drive brand awareness and quality engagement with professional audiences

◆ Strategy 2: Increase philanthropic efforts to engage employees and local community.

◆ **Rationale:** Philanthropy is important because it provides opportunities. In this case charitable philanthropy with The Annie E. Casey Foundation will give the youth in juvenile trouble the motivation they need to develop a bright future. This will give the youth in juvenile trouble an opportunity to change their lives around in a very beneficial way, being able to have the opportunity to join the Plumbing Nerds team in what kind of way??? In a mentorship way??? Apprenticeship??? Send out a news release about this !!!! Incorporating volunteerism will not only help strengthen the Plumbing Nerds brand but it will also increase employee satisfaction and engagement. According to *Business News Daily*, there was a study that was conducted and it showed how creating a culture that encourages volunteering can help employers boost employee morale, workplace atmosphere and brand perception. Efficacious philanthropy will help introduce Plumbing Nerds to those that are seeking a bright career.

- Tactic 1: Implement volunteer time off for employees to partner with Habitat for Humanity or organization of choice (News Release)
- Tactic 2: Host a virtual charity event with the Annie E. Casey Foundation
 - Promotional giveaway items (stickers, buttons)

(Thomas)

→ Objective 3: To elevate the current benefits provided to employees in an effort to improve upon internal satisfaction and retention.

→ **Rationale:** From research conducted via a content analysis of the benefits packages offered by other plumbing company job listings, we found that although what is offered by Plumbing Nerds as benefits is of merit, it is not very unique in comparison to the other companies. The benefits of these jobs typically will see paid time off and holiday pay available, health insurance plans (including dental, vision and primary) and 401k plans with some varying percentage match. Plumbing Nerds needs to expand upon the benefit package offered to stand out from the standard listing to increase employee desirability and retention.

◆ Strategy 1: Develop a 'fun committee' that will put together events and activities to entice employees.

◆ **Rationale:** Implementing a committee to be in charge of engaging fellow colleagues will give a sense of purpose to those involved in the committee itself,

while also providing employees with activities to increase satisfaction at work. In doing survey research, we found that of 52 responses, 63.5% of prospective and current employees hold a healthy work environment above higher salaries, 401k benefits and incentive based promotions. A fun committee could plan pizza parties for the last Friday of the month, help setup team building trips to escape rooms and plan an annual event to celebrate the employees who have worked with Plumbing Nerds for a year or longer. Putting together activities for employees would add to the benefits of working at Plumbing Nerds, while also improving the work environment and employee relations.

- Tactic 1: Pizza parties or potlucks on the last Friday of the month.
- Tactic 2: Day trip excursions/team building activities (Escape room, professional development workshop, trivia night, laser tag)
- Tactic 3: Annual event for employees who have been with the company for one year or more to celebrate their time as part of the Plumbing Nerds team.

◆ **Strategy 2 (Hallie):** Having clear communication regarding the benefits provided and including more flexibility in the workplace.

◆ **Rationale:** Citing back to the research from the conducted analysis of competing job listings, Plumbing Nerds is in need of elements within its benefits package that entices prospective employees. Being clear on what the benefits provided to employees is a crucial internal communication element. Having a recorded discussion/explanation that goes in depth on what is provided upon employment with Plumbing Nerds will promote positive feelings toward the company. To continue discussion of benefits, adding a component of flexibility within employee work schedules will create a broadened scope to company benefits. Especially following the disruption from COVID-19, flexible scheduling is more desirable. Allowing options for office and administration staff to participate in a hybrid work schedule could alleviate stress and increase satisfaction for employees. According to a [2018 study by Indeed](#), there are noticeable benefits relating to a remote schedule. The research conducted found that “47% [of participants] say that whether a company allows remote work is an important factor in choosing a job” and in the survey sent out “75% [of people who work from home] say that doing so has improved their work-life balance” (Indeed Editorial Team, 2018). Developing options for flexibility in the everyday work schedule can improve upon internal satisfaction and be a hooking point for prospective employees, as more days out of office become more desirable.

- Tactic 1: Holding a Facebook Live event to discuss what benefits are available to employees, allowing a Q&A. The recording from the live

could then be uploaded to YouTube or an internal communication network for current or prospective employees.

- Tactic 2: Creating setup options for office staff members to have the opportunity to work a hybrid schedule, working from home a few days of the week.
- Tactic 3: Adding flexibility to the work schedule by allowing some employees to work four 10 hour shifts to earn an extra weekend day.

Key Messages

- Plumbing Nerds look to partner with charities that provide a hand of stability toward some of the troubled youth in Naples/Fort Myers. Plumbing Nerds goal first and foremost is making its community a healthy habitable place for the people who live there. Not only does the company work to find the smartest solution to any problem but also strive to acclimate juvenile youth to stability with responsibilities that will aid them in their journey through to adulthood.
- Plumbing Nerds has a passion in providing the benefits of a service job to anyone looking for honest, passionate work. The ability to work in the service industry is not tailored to any specific age, race, nationality, nor gender. Plumbing Nerds is open to any diversity, whether it's behind the phone or fixing the tubes. Plumbing Nerds has a passion to find the smartest solution to any problem and any person who shares that passion, with a positive work ethic, is welcome in the Plumbing Nerds community.

Implementation

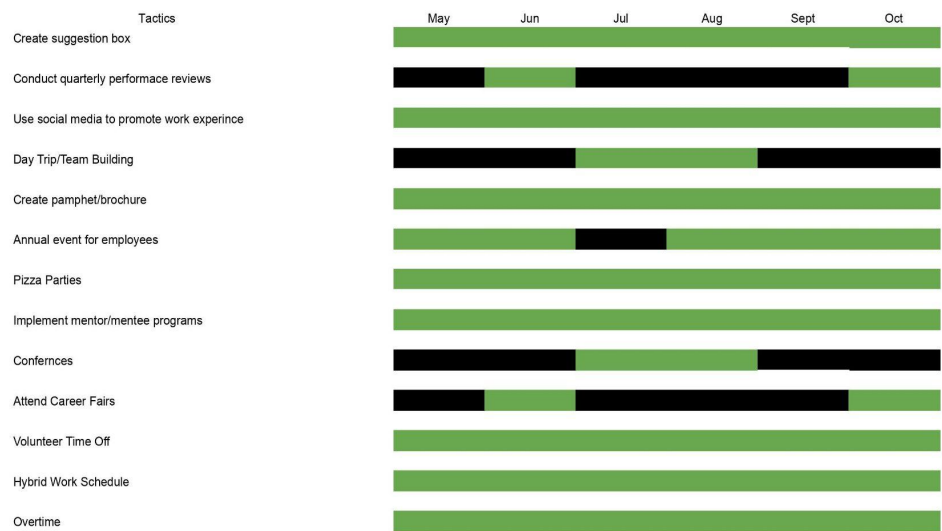
→ A Budget that incorporates the cost of all tactics.

- Weekly Suggestion Box: \$0
- Quarterly performance reviews: \$0
- Paid-expense trips to conferences: \$2,000
- Social media posts: \$0
- Brochure: \$0 (create and print themselves)
- News release: \$0
- Mentor /mentee programs: \$0
- Attend career fairs: \$100-\$150
- Company LinkedIn: \$0
- Volunteer time off (VTO): \$0
- Virtual charity event: \$2,000
- Monthly parties/events: \$200
- Day trip excursions: \$350
- An annual event for employees: \$1,500
- Facebook Live event: \$0

Plumbing Nerds Campaign

- Hybrid work opportunities: \$0
- Flexible work schedule: \$0
- **Total: \$6,200**

→ A Timeline that details when each tactic will be developed and then distributed.



→ PESO diagram detailing where tactics fit within the four sections.

Paid <ul style="list-style-type: none">• Conference Trips• Career Fairs• Day Trip Excursions	Earned <ul style="list-style-type: none">• News Releases
Owned <ul style="list-style-type: none">• Weekly Suggestion Box• Performance Reviews• Volunteer Time Off• Brochure• Mentor/Mentee Program• Virtual Charity Event• Annual Employee Event• Flexible Work Schedule/ Hybrid Schedules• Fun Committee	Shared <ul style="list-style-type: none">• Social Media Posts• Brochure• Company LinkedIn/Glassdoor• Facebook Live Event

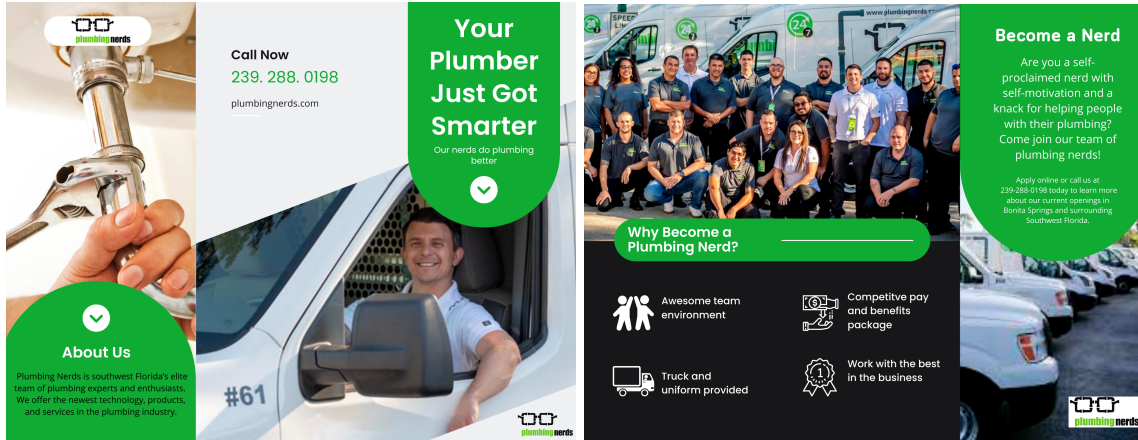
Appendix

Invitation for event



Company brochure

Plumbing Nerds Campaign



The advertisement is a collage of four images promoting Plumbing Nerds. Top left: A hand holding a chrome faucet handle with the Plumbing Nerds logo. Top right: A smiling plumber in a white shirt sitting in the driver's seat of a white service van. Bottom left: A group photo of the Plumbing Nerds team in front of their vans. Bottom right: A green call-to-action box with white text.

Call Now
239. 288. 0198
plumbingnerds.com

Your Plumber Just Got Smarter
Our nerds do plumbing better

About Us
Plumbing Nerds is southwest Florida's elite team of plumbing experts and enthusiasts. We offer the newest technology, products, and services in the plumbing industry.

Become a Nerd
Are you a self-proclaimed nerd with self-motivation and a knack for helping people with their plumbing? Come join our team of plumbing nerds!
Apply online or call us at 239-288-0198 today to learn more about our current openings in Bonita Springs and surrounding Southwest Florida.

Why Become a Plumbing Nerd?

- Awesome team environment
- Competitive pay and benefits package
- Truck and uniform provided
- Work with the best in the business

Weekly suggestion box



Content analysis research

Field Plumbing Supervisor

United Mechanical
Fort Myers, FL

SAVE

Apply on Lensa Apply on Easter Seals Jobs Apply on ParallelDesk Apply on Tartal.ai Apply on LBPO Jobs

26 days ago Full-time Health Insurance Dental Insurance

Job highlights

Identified by Google from the original job post

Qualifications

- Must have tools of the trade
- Must be capable of running and supervising full working crews from mobilization to project completion
- Knowledge of tools, equipment, materials and practices employed in the sheet metal trade
- Ability to understand and effectively carry out complex oral and written instructions (in English), including the interpretation of drawings, sketches and blueprints
- Ability to train other pipe fitters and helpers
- Knowledge of equipment installation, rigging and setting
- Responsible for job labor budget to ensure time, materials, equipment and manpower are used wisely
- Knowledge of the hazards and safety precautions of the trade
- Responsible for the safety of himself and all members of the team

Responsibilities

- Attend all jobsite related meetings
- Daily professional contact with General Contractors and communications with in-house management team

Benefits

- We offer a full benefits package including 100% paid employee health insurance, a 401k plan with employer match, paid holidays and vacations and a company vehicle
- We offer top wages, a full benefits package, and continuing education opportunities

Plumber

SAVE



Aztec Plumbing & Drains
Fort Myers, FL

- Apply on DirectlyApply
- Apply on Glassdoor
- Apply on BeBee
- Apply on Tarta.ai
- Apply on JobSearcher
- Apply on Jolize

9 days ago 65K a year Full-time No degree mentioned Health insurance Dental insurance Paid time off

Job highlights

Identified by Google from the original job post

Benefits

- We offer excellent benefits, compensation plans and the opportunity for growth and advancement
- PLUS were currently offering a sign on bonus of up to \$2000 for qualified candidates!
- Pay Range \$65,000 - \$105,000
- Additional Compensation and Benefits
- Affordable Medical, Dental and Vision plans
- 401K with 3% company match
- Short and Long Term Disability plans
- Accident & Critical Illness Insurance available
- 20K Life Insurance Policy provided by company
- Additional life insurance available
- 6 Paid Holidays each year
- Paid Time Off

Service Plumber

SAVE



CoolToday - PlumbingToday - EnergyToday
Naples, FL

- Apply on Glassdoor
- Apply on DirectlyApply
- Apply on Jooble
- Apply on StartWire
- Apply on JobSearcher
- Apply on Learn4Good

6 days ago Full-time No degree mentioned Health insurance Dental insurance Paid time off

Job highlights

Identified by Google from the original job post

Qualifications

- Strong residential service experience and strong trouble shooting skills
- A minimum of 2 years residential service & repair experience (diagnosing & troubleshooting a normal plumbing system)
- Good analytical skills and attention to detail
- Provide exceptional customer service while on the jobsite
- Results driven in a high-energy environment
- Must be able to follow directions and work independently
- Ability work in hot, cold, wet climates depending on the weather

Responsibilities

- Plumbing related tasks include: water heater replacement and repair, fixture replacement (to include faucets, tubs, showers and toilets), drain cleaning and competent use of conventional sewer machines
- This position will act as a mentor to Plumbing Apprentices
- Diagnose common and diverse plumbing emergencies efficiently and accurately and perform plumbing services

Benefits

- Market Value Compensation
- Robust PTO Plan
- Health, Vision and Dental plans for you and your family to choose from
- 401K Retirement Plan with company match up to 30%
- Life Insurance, Short-Term and Long-Term Disability
- Special Program Options: FSA, EPA, Legal Services, and Identity Theft
- Continuous Training for your Professional Development
- Working in a dynamic, collaborative, and fun environment
- Coached and supported career growth

Plumbers Helper

S

SOUTHWEST PLUMBING SERVICES, INC
Naples, FL

- Apply on Salary.com
- Apply on Tarta.ai

🕒 5 days ago 🏢 Full-time 🎓 No degree mentioned 🛡️ Health insurance 🦷 Dental insurance

Job highlights

Identified by Google from the original job post

Qualifications

- Experienced in new construction Ground Rough, Top Outs, CPVC water pipe, fixtures, PEX

Benefits

- Pay: \$12.00 - \$20.00 per hour
- 401(k) matching
- Dental insurance
- Health insurance
- Vision insurance
- 8 hour shift
- Overtime
- Weekend availability

B & I Contractors, Inc: Journeyman Plumber

SAVE



B & I Contractors, Inc
Fort Myers, FL

Apply on Adzuna

Apply on JobSearcher

Apply on Learn4Good

Apply on Rapid Interviews

Apply on Joblize

2 days ago Full-time No degree mentioned Paid time off

Job highlights

Identified by Google from the original job post

Qualifications

- Minimum of three (3) years commercial plumbing required
- Understand shop math; work skillfully with tools, metals and machines
- Appropriate journeyman experience
- Good communication and organizational skills
- Ability to work with Planning Calendars
- Physical Requirements: Must be able to see well (either naturally or with correction)
- Must be able to hear and speak clearly with professional standard grammar
- Must use hands, fingers, arms and legs fully; kneel, crouch and crawl; climb and balance on ladders and scaffolds; climb stairs, reach overhead, push, pull and lift
- Must be able to lift up to 50 pounds or more with assistance. *Medical *HSA *Dental *Vision *Life Insurance *Short and Long-Term Disability *401K *Employee Stock Ownership Plan (ESOP) *Paid Time Off with Pay (PTO) *Employee Assistance Programs (EAP) *Wellness Incentives *Learning and Career Advancement Training *Apprenticeship Programs and More!

Responsibilities

- Job Responsibilities: Interpret specifications and blueprints as needed for completion of job specifics
- Install plumbing equipment, piping and assemblies at job site
- Ensure all material, equipment and tools are in hand to complete assigned project
- Rate information using measurable standards
- Follow company policies for workers and enforce safety regulations
- Study schedules and ensure timely reporting to job sites are assigned
- Analyze and resolve work problems with any assigned Helpers
- Ensure accuracy of own time records
- Visualize three-dimensional objects from drawings, sketches or blueprints
- Work within precise limits and standards
- Perform a variety of duties which may change often
- Safety Awareness: B & I Contractors, Inc., makes safety a priority for all roles
- It is the responsibility of the incumbent in the role to ensure he/she has received all pertinent safety protective equipment and commits to use of same when performing in the role, follows safety protocols contained in the Safety Handbook and as instructed

Benefits

- \$500.00 sign on bonus for qualified candidates
- Medical *HSA *Dental Vision *Life Insurance *Short and Long Term Disability *401K Employee Stock Ownership Plan (ESOP) *Paid Time Off with Pay (PTO) *Employee Assistance Programs (EAP) *Wellness Incentives Learning and Career Advancement Training *Apprenticeship Programs and More! As a Journeyman Plumber you will be responsible for working with plumbing equipment and blueprints to assemble, repair and/or install plumbing fixtures, piping and conduct various plumbing tasks

Plumber

SAVE 



American Residential Services
Fort Myers, FL

- Apply on Learn4Good
- Apply on Jabilize

 Full-time  No degree mentioned  Health insurance  Dental insurance  Paid time off

Job highlights

Identified by Google from the original job post

Qualifications

- What You Need to Succeed and Grow with the Pros
- Must have 1+ years experience with an understanding of re-piping, sales, installation of water heaters, inspections, and repair service
- Three s of professional plumbing experience, including residential repair and retrofit service
- Experience working Service Plumbing, repair calls, in-field
- Strong communications/interpersonal skills
- Valid driver's license and a good driving record

3 more items

Benefits

- Competitive Compensation - Earn great \$\$\$
- NO ON-CALL, NO OVERNIGHTS!
- Fully Equipped, Take-home vehicle and Gas Card
- Company provided Uniforms and uniform service
- Company Cell Phone
- Comprehensive PAID training

11 more items

Office Assistant/Dispatcher

SAVE



All Septic All Plumbing
Fort Myers, FL

Apply on Salary.com

29 days ago Full-time No degree mentioned Health insurance

Job highlights

Identified by Google from the original job post

Qualifications

- Multitask and handle a high volume of calls
- Must be able to communicate effectively with the public, and remain calm under stressful and non-stressful conditions
- Must be able to convey verbal information in a clear, concise and intelligent manner
- Must have the ability to handle multiple tasks and rapidly changing priorities while maintaining attention to detail
- Must exercise good judgment
- Strong people skills with a professional, energetic, and patient phone demeanor
- Ability to work independently and under pressure
- A career-minded individual looking for a long term position
- Provide exceptional customer service to our clients at all times
- QuickBooks Online & Google Docs experience is a must
- Valid Driver's License with a clean driving record
- Candidates must be able to pass the following pre-employment requirements: Drug Screening -Background Check -MVR Driving Record Check
- 1 year(s): Minimum 1-year Dispatch/Call Center experience
- High School or better
- Job Type: Full-time
- High school or equivalent (Required)
- Dispatching: 1 year (Required)
- English (Required)

Responsibilities

- Multitasking in a high volume, fast paced environment
- Ensure technicians are routed properly, at correct locations, and assist as needed
- Call Center screens all customer calls, regarding possible exposure

Benefits

- Pay: \$12.00 - \$18.00 per hour
- Health insurance

Administrative Assistant / Dispatcher

SAVE



Revenge Plumbing
Fort Myers, FL

Apply on JobSearcher

Apply on ZipRecruiter

Apply on Rapid Interviews

Apply on Jobs | Fidanto

Apply on Hypjobs

4 days ago Full-time No degree mentioned

Job highlights

Identified by Google from the original job post

Qualifications

- Must be organized, have strong communication skills and the capacity to manage several tasks or requests simultaneously
- Must have excellent time management skills
- High School Diploma
- Previous dispatch experience
- Ability to multitask
- Good phone skills

Responsibilities

- Being point of contact for customers as well as external staff members
- Coordinating weekly / monthly job schedules for plumbers
- Field customer questions and provide excellent customer service

Benefits

- Pay: \$38,000.00 - \$42,000.00 per year

Plumbing - Service Division - Office Manager

SAVE



United Plumbing of SWFL
Fort Myers, FL

Apply on Glassdoor

14 days ago Full-time No degree mentioned Health Insurance Dental Insurance Paid time off

Job highlights

Identified by Google from the original job post

Qualifications

- Professional
- Reliable
- Good Personality
- Communication Skills
- Microsoft Work / Excel Experience
- Organizational Skills
- Ability to Multi-task
- Full time, long term position with steady and consistent hours
- Prior CSR / office experience with a working knowledge of the building industry

Responsibilities

- Overseeing CSR team
- Dispatching / Scheduling
- Purchasing
- Small Job Estimating
- Contractor Liaison

Benefits

- Excellent pay and top notch benefits!
- Full benefits package available (medical, dental, vision, 401k, vacation and PTO, etc.)
- Monday thru Friday, 8:00am - 4:30pm

Service Dispatcher / Office Assistant

SAVE



Recruit4HVAC
Naples, FL

Apply on ZipRecruiter

Apply on Glassdoor

Apply on Recruit.net

🕒 13 days ago 💰 \$ 20 an hour 🏢 Full-time 🎓 No degree mentioned 🏠 Health insurance 🦷 Dental insurance 📅 Paid time off

Job highlights

Identified by Google from the original job post

Qualifications

- High school diploma or equivalent
- Pass background check & drug screen
- Two years related experience and/or training in customer service, dispatching or project coordination or equivalent combination of education and experience
- Stellar customer service skills
- Excellent and interpersonal communication skills
- The ability to juggle multiple priorities in a fast-paced environment
- The ability to cultivate and maintain strong relationships with clients and plumbers
- A clear and professional speaking voice as phones are a huge part of the position
- The ability to type 40 + WPM with accuracy
- Data entry, filing, and other general office duties
- Knowledge of MS Outlook, MS Office Suite, specifically Word, Excel
- Strong organizational skills and high attention to detail
- General sales skills and aptitude
- Must be punctual daily

Responsibilities

- This position is the initial contact to our clients, customers, plumbers, and office staff, and plays a vital role through providing administrative support
- Work Hours: Monday thru Friday, 7:30am to 4:00pm
- Primary Job Function: Answer incoming calls
- Maintain the service plumbers' daily schedules and dispatch the plumbers as service calls are completed
- Schedule return trips with customers when parts are in
- Maintain customer database with current information
- Clear and concise communications with employees, and company customers, including keeping customers apprised as to company schedule and requested lead-times
- Provide accounting with maintenance contract billing information
- Prepare service invoices and timecards for processing

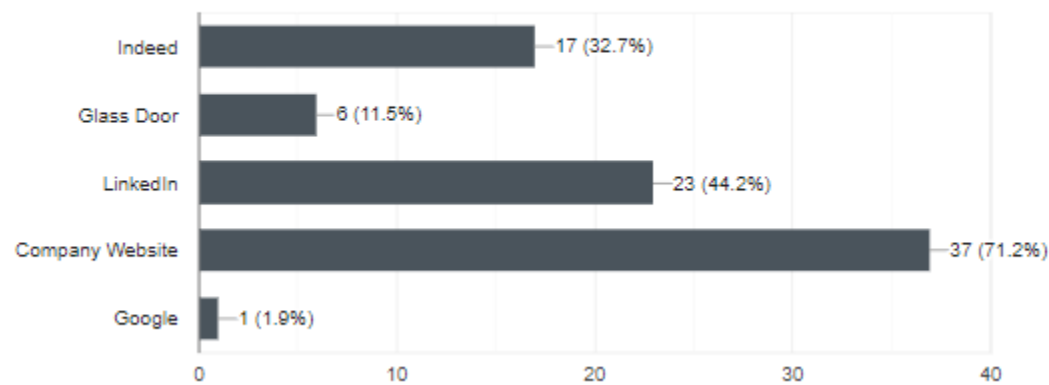
Benefits

- Locally owned and operated with daily support and availability of the owner
- Stable company with year-round work
- Full benefits and IRA with 3% match
- Pay Rate: up to \$20.00 per hour, depending on experience
- Medical insurance
- Dental insurance
- Vision insurance
- 6 paid holidays
- 40 hours of vacation
- SEP/ IRA with 3% match

Survey Results

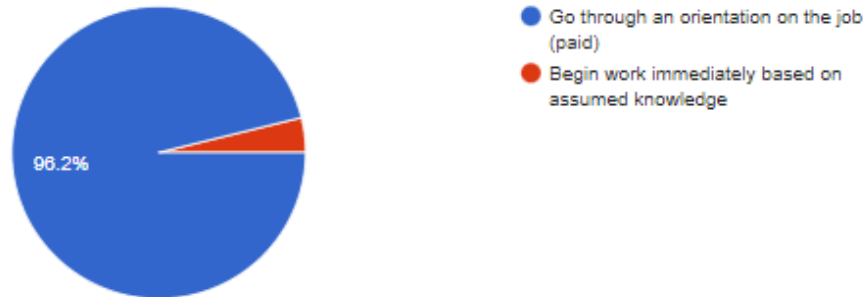
When you are looking into an organization which of these websites do you go to:

52 responses



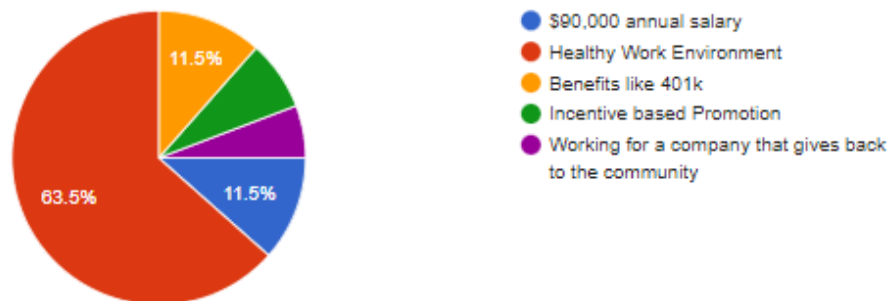
Would you rather:

52 responses



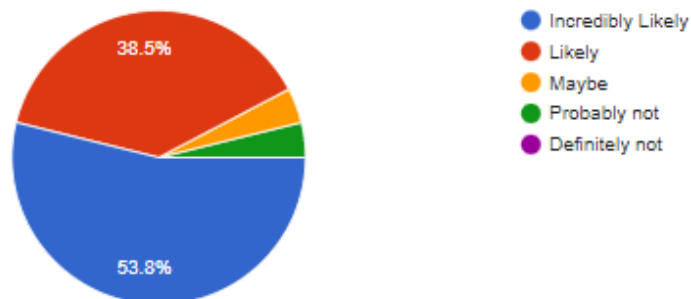
Which matters most to you?

52 responses



Are you more/less likely to work for a company if you knew they gave back to the local community? ie. Holding sponsored events for local musicians, donations to food/homeless shelters

52 responses



Plumbing Nerds Campaign

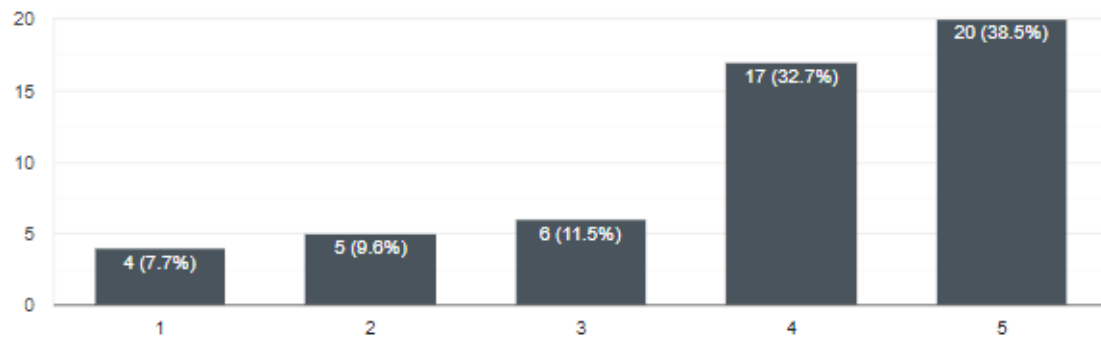
Who would you most likely trust with plumbing advice?

51 responses



How important do you find COVID-19 awareness to be at the workplace ie. keeping social distance, wearing masks.

52 responses



What is the most important attribute of a job for you?

5 responses

Good pay

3 responses

Pay

2 responses

Camaraderie

1 response

Compensation, Manager

1 response

Keeping my mind distracted

1 response

Helpful staff & manager

1 response

Loyalty and Flexibility

1 response

Company mission and culture

1 response

The pay

1 response

Accommodating to a full time student schedule

1 response

What does a plumber look like?

7 responses

Old

2 responses

Anyone

2 responses

A older man with cargo shorts on.

1 response

A person who can answer questions and fix it.

1 response

The plumbers I know are hard working smart and making a good living; Look-Happy !

1 response

Carries a lot of tools, knows what they're talking about!

1 response

Clean shaven man in a work shirt jeans and a tool bag over his shoulder.

1 response

Like whatever other person, but with plumber tools

1 response

?

1 response

A person? I'd hope

1 response

A plumber looks like any other individual. There is no set look that makes me determine if someone is a plumber or not.

1 response

A plumber looks like a person

1 response

There are multiple ways that a plumber can look.

1 response

Someone with knowledge of plumbing

1 response

A human being

1 response

Big red hat and mustache

1 response