

Is \$19 the magic number applicants will pay?

By **Brian L. Steffens**

Job boards traditionally have been free to job seekers, their revenue generated by selling job posting and applicant matching and tracking services to employers. Yet, with millions of resumes in their databases, the job boards have long coveted the prospect of extracting revenue from the job seeker/applicant side of the equation.

Now we have two new "premium" add-on services that are attempting to monetize the huge applicant pool: a customized salary report from **Salary.com** and resume verification services from **MyJobHistory.com**. Both services are priced just under \$20.

The "personal salary report" from Salary.com is a customized, personalized report that provides market compensation data specific to an individual's industry, geographic region and company size. After answering questions about previous jobs and job titles, salary history and raises, size of companies worked for, number of staff you supervised, the executive level of the person you reported to, quality of performance, and education, the job seeker or applicant gets a 14-page report online "in seconds." It's priced at \$19.95, an "introductory offer" off the regular price of \$29.95. Salary.com's familiar free salary report asks industry, job title, and geographic region and delivers a salary range.

Over at MyJobHistory.com, which launches next Monday (Nov. 5) – though you may be able to get a peek at it late this week – applicants can have previous employment and education verified by a nationally recognized professional credentials verification organization. Applicants are charged \$19.50 for each job or degree verified.

Job history verification includes job title, start date, end date and salary (if available). Applicants, who can review any factual verification before it is shared with any potential employer, can use the service in several ways:

- Give an employer a JobSeekers ID and access code that can be entered on the site's home page to gain instant access to the job-seeker's verification,
- Include the ID and access code on a resume field with an online job board, to give all potential employers access,
- Put a MyJobHistory "seal of verification," which includes the ID and access code, on a resume,
- Include a MyJobHistory "certificate of verification," which also includes the ID and access code,

with a printed resume or as an e-mail attachment, and be notified by e-mail when a verification report is reviewed.

The value proposition for job seekers is verified pre-qualification. Human resource managers report that as many as 30 percent of all resumes contain falsifications or omissions. MyJobHistory says its verification offers a sense of security to potential employers, and/or saves them the expense of verifying an applicant's resume.

Verifications are handled by **Employment Screening Resources (ESR)**, a national pre-employment screening and credentials verification service based in Novato, Calif., and by **ReferencePro**, a reference checking and credentials verification firm located in Larkspur, Calif.

While there are more than 500 pre-employment screening firms (ChoicePoint, Inc. being the largest) in a market estimated at \$2.6 billion, virtually all of them service employers who pay them to screen finalists.

"Our model is to allow applicants to go into the job market on a pre-verified basis, so the verification is part of the selection process," says Lester S. Rosen, a founder of MyJobHistory and president

of Employment Screening resources. "Just as a person would not go apartment hunting without a credit report, or house hunting without a pre-approved mortgage, (MyJobHistory) allows applicants to prove their worth as they apply."

Rosen believes his applicant-focused service is unique and has applied for patents for both the software and business method.

The service is also available to independent contractors and consultants, because MyJobHistory says it will verify successful completion of significant assignments.

The company has already initiated discussions with at least one online job board investigating how to include its seal or certificate in the board's resume database. It is also offering job boards and other potential partners a revenue-sharing arrangement for applicants that come to MyJobHistory from affiliate sites – which will also be allowed to offer their clients a discount to use the MyJobHistory services.

MyJobHistory will be developing other services for both applicants and employers. Part of the company's plan is to assemble a database of independently verified information by contracting with other background firms and staffing firms to perform employment checks.

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