



## **SRA VALUE PROPOSITION: FAMILY OF COMPANIES**

This overview will give you a better understanding of Kaye/Bassman International who acquired Sanford Rose Associates International in January 2012 as well as the Next Level Exchange organization and Sanford Rose Associates itself.

### **KAYE/BASSMAN INTERNATIONAL**

The parent company of Sanford Rose is Kaye/Bassman International. Kaye/Bassman was founded in 1981 and has grown into one of the largest search firms in the world with specialists in well over a dozen industries. This was the foundation for our Next Level organization and is in part what makes this opportunity possible.

As an established firm most likely you would elect to maintain your own brand, website, email, and the like. Your independent business would be a franchise member within the Sanford Rose Associates network. You are not selling any of your business. You still wholly own your firm.

You are simply joining a network of organizations allowing you to receive support and value in a variety of areas.

Kaye/Bassman International owns SRAI which is the franchisor of that network and thus provides the needed support and resources to ensure a robust and capable corporate team for SRAI.

Your connection to Kaye/Bassman International is as much or as little association as you would like. In situations with clients and candidates, if the following accolades of Kaye/Bassman and SRA would benefit you, you now have the opportunity to share that your firm is a part of the following that include:

- Being ranked along with Sanford Rose in the Top 15 Search Firms in North America list by Executive Search Review.
- Being named the # 1 Best Place to Work in Dallas five times and # 1 Best Company to Work For in Texas four consecutive years.
- Received the Hearts of Hope Award and Rotary Club Corporate Citizen of the Year awards for our philanthropic efforts.
- The recipient of the Sloan Award for Workplace Flexibility
- Ranked by Inc Magazine as one of fastest growing private companies
- Created and trademarked the concept of Client Focused Search
- Recognized as industry experts by publications like Wall Street Journal, USA Today, and New York Times as well as network appearances which include CNN, CNBC, FOX, and Bloomberg.

You can find much more insight at [www.kbic.com](http://www.kbic.com) if desired.

### **NEXT LEVEL**

Team Next Level consists of Next Level Recruiting Training, Next Level Exchange, Next Level Collaborative, and Next Level Marketing Communications. Next Level as a whole is the largest search training organization in the world with well over thousands of search firm clients in over thirty countries.

Next Level Exchange has a growing subscriber base to Next Level Exchange with almost 1,000 unique organization subscribers representing tens of thousands of recruiters.

Next Level is committed to elevating the competencies of recruiters and recruiting firm owners around the globe and, as such, the reputation of our entire industry.



**SANFORD ROSE ASSOCIATES®**  
EXECUTIVE SEARCH

Members of the NLE team have served as keynote speakers at virtually every conference and association in our industry. These include NAPS, ASA, SIA, NPA, TE, ACSESS in Canada, NAER, US Recruiter Network, and virtually every state or regional organization in our industry. Additionally, our team has traveled the globe delivering presentations in countries ranging from Spain and the Czech Republic to Japan, Southeast Asia, Africa and Australia.

In addition to the Next Level Exchange, the Next Level Recruiting Training team consults with organizations on virtually every area of building and running a recruiting firm.

Next Level Marketing Communications offers complete marketing communications and public relations support that range from building SEO optimized websites and creating custom newsletters to complete internal video production capabilities.

Next Level Collaborative is a collective buying power network when external vendors are open to creating special pricing for NLE clients.

All of these services are a la carte with varying degrees of cost. Most are provided to SRA network members without cost, others at a fraction of the cost and some areas are not offered at any price at all to next level clients - only to SRA.

For a complete listing of Next Level capabilities and services you can go to [www.nextlevelexchange.com](http://www.nextlevelexchange.com).

## **SANFORD ROSE ASSOCIATES**

Sanford Rose Associates is comprised of an elite network of independently-owned search firms with a unifying and trademarked philosophy of *"finding people who make a difference®"*.

Although many organizations offer contract or interim solutions as part of their service offering, the core business of each organization is recruiting or search. Most firms operate as client focused search firms (also trademarked) offering a hybrid approach of recruiting services.

We are dedicated to a controlled growth where we are selective about expansion and who we allow to join our network. This has allowed us to maintain the integrity of the reputation that the network has enjoyed for over five decades. All firms in the network specialize in a combination of function, industry, location and level.

We are committed to providing a network where people in overlapping areas can collaborate rather than compete.

We also restrict access to new firms joining in certain niches, and have and will continue to decline membership to SRA when there is saturation in a given area.

Too many franchise organizations have allowed the greed of expansion to destroy the collective culture and brand of their overall network.

This is a key differentiator and while some do operate with a Sanford Rose Associates name as in SRA- Salt Lake City or SRA- Jones Group, many operate under their own unique brand as simply a member of the SRA network of offices. The average SRA office owner has over two decades of experience in the markets in which they serve or over one decade in search in that market. Many have decades in both!

More extensive information about Sanford Rose Associates and how the network is presented to the market can be found at [www.sanfordrose.com](http://www.sanfordrose.com).