

UniqueHR

A Family-Owned, Full-Service Trusted Advisor



Garry Bradford

At UniqueHR, we use a hybrid approach when it comes to our business model. We have exceptional business development team members in Texas and in California who are

consistently educating and networking with small businesses on the true value of partnering with a PEO. We take great pride in our ability to customize our services based on our client's long-term goals. We try to set ourselves apart by not pushing services that don't make sense for our client's business or industry—we understand it's not one-size-fits-all.

Our team is constantly looking for innovative ways to serve our clients' needs. In doing so, we evaluate many different programs and products year after year. For example, UniqueHR is the only self-insured PEO in the state of Texas that is risk management certified by the Certification Institute. However, as our clients continued to see their businesses expand outside of Texas, we determined that a partnership with the largest workers' compensation carrier in the world made excellent sense. This partnership provided the flexibility our clients needed for continued growth outside of Texas.

We got our start in 1991, when our family bought a staffing company called Unique Employment Services in Corpus Christi, Texas. The following year, a PEO broker who was exiting the state of Texas approached us and asked us to take on the clients he would be leaving behind. At that time, the PEO industry was just starting, so the transition from staffing to PEO was easy. After we bought the staffing company, we were spending half of our time doing payroll, learning regulations, negotiating with carriers, and getting finances in place. When this broker explained the PEO concept to us, a light bulb went off. We envisioned a business where we could be a real asset for small businesses, plus make a decent profit.

Over the years, our passion for supporting the small businesses that make America great has truly helped us become a leader in the PEO industry. We, like many of our clients, are family owned and operated, and we pride ourselves on being the trusted advisor and total human resource for our clients.

Accountability, transparency, and full disclosure are core aspects of our business philosophy. At UniqueHR, we act as an accountable extension of our client's business operation. We retain our customers

with a high-touch customer service model and ensure we meet their needs with a "live" and knowledgeable professional. This approach, and the innovative HR solutions we offer, has helped our clients run better, grow faster, and increase their revenue streams for decades. In fact, we have a 93 percent client retention rate.

As a rapidly growing PEO that services businesses both regionally and nationally, our sales model is yet another hybrid effort. We have a fantastic business consultant staff, a close network of established industry brokers, and we also routinely pursue PEO acquisitions that we consider a fit for our culture and long-term goals. In addition to all our PEO sales endeavors, we've recently incorporated an inbound marketing initiative to complement our traditional sales efforts. Simply put, we've launched an end-to-end digital marketing ecosystem (website, social media, search engine optimization (SEO), email, content, video, etc.) that encompasses all of the critical areas of online marketing to attract new business, convert more qualified leads, and close more sales, as well as delight and empower existing clients and industry influencers.

We offer a full suite of customizable HR solutions surrounding training and development, employment administration, performance management support, employer liability management, recruiting support, government compliance, and benefits management.

When our clients outsource to us, they are putting their employment infrastructure in our hands. For this reason, we assume the role of valuable partner and not just a separate business entity. We don't just act as a vendor and maintain a transactional relationship; we wrap our fully integrated, multi-tenant platform with world-class customer service for a combined product that we feel is unmatched in our industry.

The team at UniqueHR provides PEO services to hundreds of client companies with thousands of worksite employees in both the for-profit and non-profit sectors in 15 states throughout the United States: Alabama, California, Colorado, Florida, Kansas, Mississippi, Nevada, Louisiana, New Mexico, Oklahoma, Pennsylvania, South Carolina, Texas, Utah, and Wisconsin. Since April of 2004, we have been providing PEO services in the Texas Workforce Development Area to both management groups and WDA boards.

Thus, UniqueHR is a family-owned, full-service PEO with a high level of expertise in risk management. ●

Garry Bradford is president and CEO of UniqueHR, Corpus Christi, Texas.