

CLIENT STORY

# California-based company finds outsourced compliance and HR support with Insperity

Property Management Company | Number of employees: 207 | Headquarters: Los Angeles, CA

R.W. Selby is an integrated apartment real estate and management company. With over 30 properties in California and Nevada, the company selects its communities in metropolitan areas with high barriers to entry, close proximity to entertainment destinations, and transportation corridors.

## R.W. SELBY & COMPANY, INC.

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Like many other California-based businesses, R.W. Selby was facing the challenging nature of the state's strict labor regulations. Knowing that these distractions took the company's focus off core business priorities, in 2003, they decided to seek outside HR support.

"There are many different trip wires and pitfalls in relation to employment law," Christopher Greenspan, director of asset management at R.W. Selby, said.

"Insperity guides us through the HR minefield that is California."

But HR-related compliance support and risk mitigation was just the beginning. With Insperity, R.W. Selby found a complete outsourced HR solution, including payroll, employee benefits and so much more.

"Insperity is not the inexpensive option," Greenspan said.

"But we're getting a better service than what we'd be able to replicate in-house. We'd have to hire 1-2 additional people and still probably need some third party assistance."

### Personalized service

As an Insperity® client, R.W. Selby has access to an entire Insperity HR support team. You'll often find them working side-by-side with their dedicated HR specialist.

"I don't really think of our HR specialist as an employee of Insperity or third party. I think of her as the person in the office next door

to me. She's very much a part of us. I think that's rare – there's no one else we have like that in our business," Greenspan said.

Insperity's HR specialist makes an effort to be knowledgeable about the company and its issues.

"She's very personalized to our account, so I can call her up and say 'Hey, you remember John?' And she can recall all the issues we've had with this employee over the years," he said.

**"It's not calling into an anonymous help line and having to explain circumstances all over again. It's almost as if she is working with us at our office."**

### Employee relations

Insperity has become a one-stop clearinghouse for all HR issues at R.W. Selby.

"Our HR specialist helps with any myriad of issues or questions She's our go-to, and she also has the network of Insperity's expertise behind her to help us out when needed," Greenspan said.

Whether it's manager coaching, termination or any other employee issues, he knows guidance to complex HR concerns is just a phone call away.

“Insperity is a good sounding board for us,” Greenspan said. “For example, we present our case for any termination to our HR specialist, and she gives us the pros and cons. A lot of times she brings up legitimate issues that perhaps we’re not seeing because of her expertise.”

This guidance provides Greenspan with the confidence to weigh potential risks, so he can make the right choices for the business in tough situations.

“Often times she says, ‘That’s enough – time to pull the plug,’ while other times she’ll say, ‘It’s time to wait until you have more for the file because it could go either way if it were to go to court,’” he said.

### Interview selection

With many HR processes now streamlined, the company has since moved on to other strategic initiatives – including refining its interview selection techniques.

“In the past, our interviewing was all over the board. We weren’t as skilled at identifying the right person as we could have been,” Greenspan said.

Since working with Insperity, the company can now more easily convey the company culture upfront and more quickly determine who may or may not be a good fit for their team.

“Getting people to understand our company culture from the very beginning has helped,” Greenspan said. “Rather than educating them and training them after they start, they come in with a better expectation from day one.”

**“We’re attracting a better quality employee from the start – someone who is more in line from day one with our business goals and company culture.”**

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### Performance improvement

Another HR initiative, fueled by Insperity performance management software, has also recently launched.

“Our new performance appraisal system has helped our employees understand their job functions to a better extent,” Greenspan said. “I’m hoping that instead of an employment issue ending in a termination, we’re able to coach them on a better way of doing it.”

Likewise, the company recently took advantage of Insperity’s HR consulting services to get a better understanding of what makes their employees tick.

“We’ve altered some of our practices in accordance with what we learned,” he said. “For instance, we’ve found that we have a fairly competitive culture, and we have used that information to our advantage.”

As the company has become more strategic with its HR initiatives, it’s moving closer to achieving business goals.

“Our goal is to provide better service than our competition. Many of the products and services we use from Insperity are helping us to achieve that,” he said.

### Why Insperity?

“Truthfully, Insperity makes my life easier,” Greenspan said. “With Insperity, we don’t have to spend our time worrying about the nitty gritty of HR, insurance, payroll. Those things we can outsource and focus on what we actually do – which is apartment investment and management.”

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