



Employees:  
865



Industry:  
Energy & Tech



Region:  
West

## The Challenge:

Solar leasing has been a key driver for the explosive growth in the residential solar market in California and, increasingly, across the country. Sungevity has seen unbelievable job growth in the very competitive talent market of the San Francisco Bay. With new roles being created in this fast growing industry, hiring and retaining talent with just the right skills became a big challenge.

“PayScale and I grew up together. I started looking around – what I needed was more real time and analytical. For a company that is evolving very quickly with jobs that have never existed before, we needed data at our fingertips that was very easy to manipulate.” -Susan Hollingshead, Chief People and Corporate Services Officer at Sungevity.

## Why PayScale

The Sungevity HR team went on the hunt for robust software that would help them to attract top talent and develop a compensation strategy for the company. When team members came across PayScale, they discovered that the software and support team allowed them to resolve the problems that they were encountering.

“The partnership with PayScale means that I can call and say ‘I can’t figure this out,’ and get genuine responsive support that is really hard to find anymore.” Hollingshead said.

## Pain Points:

Recruit top talent in competitive markets.

Effectively pay for performance.

Forecast expansion into new markets.

### Cost Effective from the Start

Time is money, and when a company takes too long to get compensation sorted out; resources are wasted. PayScale was able to take guesswork out of calculating employee pay. By using fresh and accurate data; PayScale creates compensation plans and benchmarks that are up to speed with today's competitive labor market. Real-time data has allowed leaders at Sungevity to have increased confidence when making job offers, and they have reported receiving much higher acceptance rates. In addition to this, managers are also more comfortable discussing salaries with their employees during performance reviews and department reforms.

### Provided Clarity in Making Critical Decisions

When deciding where to grow next, the leadership team looked at over 100 cities in the U.S. using multiple criteria. Ultimately, it was PayScale's data that helped narrow down their list to the last six locations and choose the optimal destination. Having market data that was current as oppose to aged was the factor that enabled the team members to make the best decision possible.

PayScale was also able to assist Sungevity last year when their comp management software wasn't working well. They ended up switching to PayScale pay-for-performance structure, and received phenomenal support from team members. When it came time for their reviews, they handed a report to every manager based on the merit budget and the performance ratings for each employee. This took only a few days instead of the weeks that would have lost trying to fix their other software.

Overall, Susan Hollingshead has enjoyed participating in the growth of both PayScale and Sungevity. The two companies have been able to grow together in their partnership since Sungevity first started using PayScale as an affordable tool for a small company. Susan and her team appreciate how PayScale has never failed to meet their company's needs and help their team to perform successfully.

## About PayScale

Creator of the largest database of individual compensation profiles in the world containing 40 million salary profiles, PayScale, Inc. provides an immediate and precise snapshot of current market salaries to employees and employers through its online tools and software. PayScale's products are powered by innovative search and query algorithms that dynamically acquire, analyze and aggregate compensation information for millions of individuals in real time. Publisher of the quarterly **PayScale Index™**, PayScale's subscription software products for employers include **PayScale MarketRate™**, **PayScale Insight™**, and **PayScale Insight Expert™**. Among PayScale's 3,000 corporate customers are organizations small and large across industries including Zendesk, Miele, Keen, H&M and Clemson University.