

CASE STUDY

A Real World PEO Success Story

Company: Cirrus Asset Management

Industry: Real Estate Acquisitions

Spending your valuable time on payroll, recruiting and other HR tasks can keep you from focusing on growing your business. Professional employer organizations (PEOs) can help you put your energy back into your priorities by taking these time-killing administrative duties off your to-do list. After all, you didn't go into business because you enjoy spending your day handling HR.

Here is the success story of a growing business that was able to streamline its HR functions and develop a business strategy with a PEO.



The Challenge

Cirrus Asset Management specializes in revitalizing properties, primarily apartment and hospitality buildings. Cirrus was formed in 2007 after Steve Heimler, CEO and president, sold a much larger real estate company that he says functioned as "managed chaos." Based on his experience with this previous company, Heimler knew administrative functions took up a lot of his time and distracted him from focusing on the core business. He wanted to do things differently with Cirrus Asset Management.

Upon Cirrus' launch, Heimler wanted to outsource the company's HR functions so he could streamline operations and focus on the company's growth. After one meeting, Heimler knew that Insperity™ offered the right products to help him grow Cirrus.

The Solution

Insperity and Cirrus worked hand-in-hand to develop the organization from the ground up. Insperity helped Heimler create the company's mission, vision and core values, develop his corporate culture and provided best practices for his corporate development.

"Insperity brought best practices to my little entrepreneurial shop and has become a strategic partner for us," says Heimler.

Insperity provided Cirrus with administrative relief, benefits, payroll and more. Not having to spend leadership time on HR has allowed Heimler to focus on Cirrus' core strengths and grow from 20 employees to 200. The company continues to grow with Insperity's help.

"The climate survey from Insperity allows us to measure whether our employees understand the direction of the organization," Heimler says. "Having those tools has helped us run more efficiently and grow like we have."

Cirrus has offices in several states, which means it has to deal with several complicated benefits and HR laws and regulations.

"I haven't read the 1,400 page Patient Protection and Affordable Care Act, but I'm confident that Insperity has," Heimler says. "It's of great value to us to know that Insperity does everything right."

The Value

Most companies in Cirrus' industry average a 10-15 percent profit ratio, but Cirrus is at the high end of the spectrum, which Heimler attributes to Insperity. He also points out that, nationally, industry turnover nears 60-70 percent, yet Cirrus experiences fractional turnover.

"We're a much more efficient shop today, and I attribute a great deal of that to the strength and backbone of Insperity," Heimler says. "The value-add is much deeper and greater than you expect. Insperity is a true strategic partner."

To see how Insperity has helped other businesses, [click here](#) to watch our client testimonial videos.



About Insperity

Insperity, a trusted advisor to America's best businesses for more than 26 years, provides an array of human resources and business solutions designed to help improve business performance. Insperity™ Business Performance Advisors offer the most comprehensive suite of products and services available in the marketplace. Insperity delivers administrative relief, better benefits, reduced liabilities and a systematic way to improve productivity through its premier Workforce Optimization™ solution. Additional company offerings include Human Capital Management, Payroll Services, Time and Attendance, Performance Management, Organizational Planning, Recruiting Services, Employment Screening, Financial Services, Expense Management, Retirement Services and Insurance Services. Insperity business performance solutions support more than 100,000 businesses with over 2 million employees. With 2011 revenues of \$2 billion, Insperity operates in 56 offices throughout the United States.

To find out more or learn how Insperity can help your company, call us at **800-465-3800**.

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