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**CONTACT:** Roxanne Alaniz

**EMAIL:** [roxanne@alanizmarketing.com](mailto:roxanne@alanizmarketing.com)

**PHONE:** 415-892-5252



## **Building Talent Foundation Announces Launch of JobsToBuild Residential Construction Careers Platform**

JobsToBuild connects job seekers and employers across building trades in order to better align supply and demand for talent in the US residential construction industry

**(Washington, DC) March 23, 2021** — Building Talent Foundation (BTF) announced the official launch of the JobsToBuild (J2B) residential construction careers platform today. JobsToBuild is the industry-sponsored platform designed to intelligently match employers and job seekers better, faster, and at no cost to its users.

“The launch of the J2B platform is a major step toward our objective to bring 100,000 new skilled workers into the industry by 2030. To accomplish this, the BTF engagement team is actively working in local markets to bridge the gap between training programs and employers. J2B technology will support our on-the-ground efforts and accelerate our expansion to additional cities across the US,” says Branka Minic, CEO of BTF.

The J2B platform is a foundational part of BTF’s strategy, which is focused around three core areas:

**1) building a talent pipeline**—promoting and reframing careers in residential construction, increasing the number of young people and people from underrepresented groups choosing those careers, and improving their vocational skills and employment prospects;

**2) building talent connections**—strengthening and scaling employment in residential construction, while supporting education and training partners in aligning skills development programs with employers’ hiring needs; and

**3) building talent engagement**—collaborating with trades to better recruit, hire, develop, engage and retain workers in the sector, by leveraging technology and advancing the professional development of people managers.

“We are thrilled to announce the launch of the JobsToBuild platform to the industry today,” said Taylor Morrison Chairman and CEO Sheryl Palmer, a Leading Builders of America member and BTF Chairwoman. “The platform, along with all of BTF’s supporting initiatives in key markets, are a significant step forward in our mission to attract, train and retain more individuals in rewarding careers across the building trades.”

The J2B platform is currently live in key markets in Florida, Texas, and Arizona, with plans to launch a nationwide service later this year, along with expanded functionality, such as modules for career exploration and discovery of technical education opportunities.

### **About JobsToBuild**

JobsToBuild (J2B) is an innovative cloud based technology platform designed to connect employers and job seekers in the residential construction industry. The platform was built by Building Talent Foundation (BTF) as part of its aims to recruit 100,000 new individuals to the industry by 2030. The platform offers sophisticated jobs-to-candidate matching, as well as facilitated job and candidate searches by career specialists on the BTF team. Learn more at [JobsToBuild.com](https://JobsToBuild.com).

### **About Building Talent Foundation**

Building Talent Foundation (BTF) was founded by the Leading Building of America, 20 of the largest residential building companies in the US with the purpose to address the severe and persistent labor shortage across skilled trades by improving talent supply, training, and retention. The non-profit organization brings together employers, educators, suppliers, manufacturers and all other market players, to catalyze, accelerate and synchronize joint projects for building the sector’s workforce of the future. For more information, visit [www.buildingTF.org](https://www.buildingTF.org).

### **About Leading Builders of America**

LBA is a trade association based in Washington, DC. Their members include many of the twenty of the largest homebuilding companies in North America. Their purpose is to

preserve home affordability for American families. They do this by carefully evaluating the public policy dialog at the federal and state level and becoming actively engaged in issues that have the potential to impact home affordability. LBA member companies build across the residential spectrum from first-time and move-up to luxury and active-adult housing. In each of these segments, members are leaders in construction quality, energy efficiency, design and the efficient use of land. Many members are also active in urban multi-family markets and also develop traditional and neo-traditional suburban communities. LBA member companies also operate a range of subsidiaries that complement their core homebuilding business including mortgage lending and title insurance.