



Halftime Help

JOIN THE TEAM

Recruiting Guide

COACH-LED. ATHLETE-POWERED. PERFORMANCE-REWARDED.

Discover what **YOU** are truly capable of.
Show **US** how far you can go.



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Show US how far you can go.



An Open Letter From Us

We don't need bodies. We want performers.

If you're reading this, you're at least considering joining Halftime Help. So before you go any further, we want to talk directly to you.

We want a bigger team, and we want more great teammates. We want people who are excited to work hard, learn, improve, take on more, and help us build something special. But we also want to be very clear: we do not want everyone.

If you're mainly looking for something to do until a better job comes along, this isn't the place for you. If your plan is to show up, do the minimum, collect a paycheck, and go home, you won't last here. And if being part of a team doesn't mean much to you, there is a very good chance you're going to hate it here.

Halftime Help operates much more like a team than a traditional workplace. If you join us, other people will depend on you. They'll expect you to show up, be ready, carry your share, accept coaching, help when someone needs it, and care about the result. You'll be expected to hold yourself to a standard, and your teammates will hold you to one too.

The work can be demanding. You'll work when it's hot, when it's cold, and when the day is simply harder than you hoped it would be. You'll get dirty. Some days will be repetitive, frustrating, or physically exhausting. If you don't like getting your hands dirty, if you shy away from hard physical work, or if you're constantly looking for the easiest way through the day, please don't apply.

There is nothing wrong with deciding this isn't for you. In fact, we'd much rather you figure that out now. You'll save yourself some frustration, and you'll save us from investing in someone who never really wanted to be here.

We don't need bodies. We want performers.

We want you here if you take pride in what you do and care whether the job was done right, not just whether it got done. We want you if you can be coached, if other people can count on you, and if you're willing to struggle with a new skill long enough to become good at it. We want the kind of teammate who sees someone carrying something heavy and instinctively grabs the other end.

Being part of a real team requires something from you. You don't just get the camaraderie, the laughs, the opportunity, and the sense of belonging. You also have to bring effort, reliability, humility, and sometimes a little more of yourself than you felt like giving that day.

Yes, this is hard. Most things worth becoming good at are. Growth takes reps. Trust takes time. Leadership has to be earned. None of that should scare the right person away.



An Open Letter From Us

If that sounds miserable to you, this isn't your place. But if it sounds familiar - if it reminds you of what you loved about being on a team - then we hope you keep reading.

Because if this sounds like you, we want you to apply.

We're intentionally selective about who we bring onto this team. If history is any indication, roughly 80% of the people who apply to Halftime Help will not receive an offer.

That isn't because we're searching only for the most experienced, most skilled, smartest, or most polished applicants. We're looking for the right fit: people whose work ethic, disposition, coachability, reliability, and approach to team make it likely that we can succeed together.

We hire carefully because fit matters more to us than simply filling an opening. When we bring someone onto this team, we want to believe we have found someone who can thrive here - and someone we can confidently invest in. Being selective gives both you and us the best possible chance to succeed together.

So if you eventually receive an offer from us, we want you to understand what that means. It means we chose you. It means we believe you can become an important part of this team.

And from that point forward, our job changes. We stop trying to decide whether we should invest in you and start figuring out how much we can help you grow.

If you join Halftime Help, expect to be coached. Expect feedback. Expect to learn. Expect people to notice what you're good at and what you still need to improve. Expect opportunities to develop new skills, earn more responsibility, increase your value, lead others, and continue moving forward.

That's not recruiting language to us. It's part of the company we're building.

We're still small today, but our ambitions aren't. We intend to take Halftime Help far beyond the communities we serve today. Our aspiration is to build a company with a national presence.



An Open Letter From Us

Getting there will require a lot more than customers, trucks, equipment, and locations. It will require great people.

We need teammates who can strengthen the foundation we're building today. We need people who can grow into crew leaders, coaches, managers, specialists, and company leaders. Over time, we need new leaders to become capable enough to take on more of the operation so the leaders ahead of them can focus on building what comes next.

That creates real opportunity. You may join us to earn money while you're in school and discover that you want more. You may arrive already looking for a career. You may eventually grow into a role that doesn't even exist here today.

We can't promise you where your path will end. But if you want to grow, there should be plenty of room to run.

None of that comes simply because you stayed around long enough. You'll have to earn it. You'll have to lean into it. You'll have to become more capable, more dependable, and more valuable to the people around you.

If you're looking for easy, keep looking. If you're looking for a temporary stop while you wait for something better to come along, we'd rather you make that stop somewhere else.

But if you want to work hard, get better, be surrounded by people who expect something from you, and become part of a team that intends to go somewhere, then don't let anything we've said scare you away.

Apply.

We want more teammates. We just want the right ones. And if you're one of them, we'd love to find out.

- The People of Halftime Help

We want more teammates. We just want the right ones.

PART I

JOINING THE TEAM

Who we are, why athletes and coaches fit, and what the work actually looks like.

Welcome to Halftime Help

If you want more than just a place to clock in, keep reading.

Halftime Help is a coach-led, athlete-powered company. We organize ourselves around many of the same principles that make great teams work: coaching, accountability, clear standards, skill development, earned responsibility, teamwork, and continuous improvement.

We believe a great team can do more than accomplish good work. It can help the people on it become more capable along the way.

We want teammates to come here, learn how to perform meaningful work well, grow in capability, take on greater responsibility, and earn greater opportunity as they develop.

Today, that work centers on caring for people's properties. Homeowners trust us to show up, solve problems, and take care of the places they live through services such as lawn maintenance, seasonal cleanups, landscaping, lawn care, haul-away, snow removal, and other property services.

What we do will continue to evolve.

Who we are should not.

We are building a company where customers can trust the people who show up, teammates can trust the people beside them, and capable people have the opportunity to keep growing.

That is Halftime Help.

What we do will continue to evolve. Who we are should not.



Why Athletes & Coaches?

If you are not currently, or have not previously been, a student-athlete or coach in a structured athletic environment, stop here. This is a requirement.

Participation in a structured athletic or coaching environment is a genuine requirement to join Halftime Help.

That does not mean every athlete is automatically a great teammate. It also does not mean you had to be the star - or that you need to be competing today.

Maybe you're a current student-athlete. Maybe you coached last season. Or maybe the last time you put on a uniform was ten years ago. That's okay.

What matters to us is less when you were an athlete and more what being an athlete taught you.

If you've spent meaningful time on a team, you probably understand many of the behaviors we value here: showing up prepared, being coachable, accepting feedback, working through discomfort, practicing until you improve, being accountable to other people, competing, and understanding that your individual performance affects the group.

Those habits tend to stick with people long after the season ends.

We can teach you how to operate equipment. We can teach you how to care for a property, complete a cleanup, remove snow, move material, or perform dozens of other tasks. It is much harder to teach someone to care whether the work was done well, to keep going when the day gets hard, to respond productively to coaching, or to understand what it means to be dependable to a team.

So whether you're a current athlete, former athlete, or coach, we're much more interested in the ethic and disposition you developed through that experience than the sport you played, how good you were, or how long ago you played it.

We hire for the teammate first. We can teach the work.



What We Actually Do

If you want work where you can see the result of your effort, keep reading.

Today, homeowners trust Halftime Help to care for their properties.

That currently includes work such as lawn maintenance, lawn care, seasonal cleanups, landscaping, mulch and rock installation, planting, haul-away and disposal, snow removal, and other property maintenance services.

As we grow, we will continue to expand and evolve the services we provide.

What matters is the nature of the work.

Our customers trust us to show up at their homes, understand what needs to be done, protect their property, solve problems, and leave things better than we found them.

That means the work is hands-on. You will use equipment, move materials, work outside, get dirty, and occasionally push through long, repetitive, or physically demanding tasks.

You will also get to see the result of your effort. A property may look noticeably better when your crew leaves than it did when you arrived. A customer may have a problem they could not solve on their own, and your team may be the reason it gets solved.

That is a big part of what makes the work satisfying.

The services we provide may change over time. The responsibility will not: People trust us to take care of what matters to them.



What a Day Can Look Like

If you like variety, teamwork, problem-solving, and days that do not always go exactly as planned, keep reading.

No two days at Halftime Help are exactly the same.

The work changes with the season, the weather, the customers we are serving, and the needs of the team. Some days may be built around recurring property care. Others may involve a larger cleanup, landscaping project, snow event, training, equipment work, or helping another crew get through a demanding day.

But there is usually a rhythm to how we operate.



We Start Together

Most field days begin with a team stand-up. We review crew assignments, routes, priorities, weather, equipment needs, safety considerations, and anything else the team needs to know before heading out. The goal is simple: everyone should understand the plan and be ready to execute it.

Then We Go to Work

Once crews head into the field, the focus shifts to taking care of customers and completing the work well. Depending on your role and experience, you may be learning alongside a more experienced teammate, operating equipment, taking greater responsibility for execution, solving an unexpected problem, or teaching someone else. You may visit several properties in one day or spend most of the day working on a single project. Because we work at people's homes, attention matters. Small things matter. How we communicate matters. How we treat a property matters.

We Adjust

Plans change. Weather changes. Equipment breaks. A project takes longer than expected. A teammate needs help. A customer has a question. Something unexpected happens. That is part of the work. We expect teammates to communicate, adapt, help solve problems, and keep the team moving forward.

We Finish as a Team

The last job of the day is not necessarily the end of the work. Equipment needs to be returned and cared for. Issues need to be communicated. Trucks and workspaces need to be ready for what comes next. Some days will be smooth. Some will be challenging. Most will involve a mix of hard work, problem-solving, teamwork, and a few laughs along the way.

That is a pretty normal day at Halftime Help.

PART II

STARTING AT THE FOUNDATION

Everyone begins as a Rookie. Development comes from quality reps, coaching, and demonstrated capability.

Everyone Starts as a Rookie

If you are willing to start at the foundation and earn what comes next, keep reading.

Everyone who joins Halftime Help starts at the same foundation. That foundation is the Rookie phase.

Rookie is not meant to be a permanent role. It is where every teammate begins learning how Halftime Help works, what our standards are, how our crews operate, and what good performance looks like.

That applies whether you are a current student-athlete, a former athlete, a coach, someone coming to us after years in another career, or someone who already has significant experience doing the kinds of work we perform.

You may arrive with significant experience in landscaping, property care, equipment, leadership, or another relevant field. That experience matters. It may help you learn faster, demonstrate skills sooner, and accelerate your path.

But you still start at the foundation.

What you already know matters. How we do things here - and why we do them that way - matters just as much.

Experience may accelerate your path. It does not let you skip ahead.

Future leaders should understand the work they may eventually ask others to perform. Teammates should have shared experiences. And credibility should be earned through contribution, not granted by title, resume, or prior experience alone.

Every Rookie starts part-time and at the same starting wage. The current starting wage is clearly stated in the position posting before you apply.

From there, your job is to learn, perform, improve, and demonstrate what you can do.

During the Rookie phase, you will begin developing the skills and habits that matter here, including safety, equipment use, property care standards, communication, reliability, quality, efficiency, teamwork, coachability, and responsibility.

You are not expected to know everything when you arrive. You are expected to learn and improve.

And if you perform well, the Rookie phase should be just that: a starting point.

Everyone starts at the foundation.



Your First 90 Days - And Every 90 Days After

If you want coaching, quality reps, and the chance to keep getting better, keep reading.

Your first 90 days at Halftime Help are your first development cycle.

Like sports, development here comes largely from getting quality reps: learn something, practice it, apply coaching, perform it again, and gradually become more capable.

Then we repeat the cycle.

Learn

Early in each new stage of development, your job is to absorb as much as you can and get quality reps. You will learn new standards, skills, equipment, responsibilities, or ways of contributing to the team. Ask questions. Pay attention. Practice. Make mistakes, learn from them, and avoid making the same ones repeatedly. Nobody expects you to be great the first time you try something. We do expect you to care about getting better every time you get another rep.

Perform

As you gain experience, the expectation shifts. You should need less direction on things you have already been taught and become more consistent in how you perform them. Quality, efficiency, reliability, situational awareness, teamwork, and your ability to apply coaching all begin to matter more. Learning never stops. But at some point, we also need to see you perform.

Demonstrate

Eventually, you have to show what we can consistently count on you to do. Can you perform the skills you have been taught? Can teammates depend on you? Do you recognize what good work looks like? Do you take responsibility when something goes wrong? Have you become more capable than you were at the beginning of the cycle? That is how greater trust, responsibility, pay, and opportunity are earned.

Your first 90 days are simply your first trip through that process. Then we do it again.

Learn. Perform. Demonstrate. Grow. Repeat.

Performance & Skill Reviews

If you want your growth to matter, keep reading.

At Halftime Help, coaching happens in real time. You should have a good sense of how you are doing, what you are improving, and where you still need work.

Then, about every 90 days, we pause to take a broader look at your progress.

Sometimes that means recognizing and rewarding growth. Sometimes it means giving you more responsibility or opportunity. Sometimes it means retraining, refocusing, or reinforcing the fundamentals.

The point is simple: we do not want people standing still.

We want you to keep learning, keep improving, and keep demonstrating what you are capable of.



Every 90 days, we pause to reflect, reward, and - when needed - retrain.

Skills Create Value

If you want to learn more, become more capable, and earn more opportunity, keep reading.

At Halftime Help, advancement is not based on how long you have been here.

It is based on what you can do, how well you can do it, and how much value you create for the team and our customers.

That is why we focus so heavily on skill development.

The more skills you can reliably demonstrate, the more useful you become. The more useful you become, the more responsibility you can take on. And as your capability grows, so can your opportunity.

That may mean becoming certified to pull a trailer. It may mean becoming qualified on additional equipment, learning a new service, helping train another teammate, taking greater responsibility for a job, solving more complex problems, or eventually helping lead a crew.

The point is not to collect skills for the sake of collecting them. The point is to become increasingly capable.

And as that happens, we want your pay, responsibility, and opportunities to grow with you.

The more skills you can demonstrate, the more value you can create. The more value you create, the more you can earn.



PART III

EARNING WHAT COMES NEXT

Progression is earned through demonstrated skill, reliability, responsibility, and value.

A Possible Progression

If you want to grow into greater responsibility and leadership, keep reading.

Not every teammate will follow exactly the same path. Your interests, strengths, availability, skills, performance, and the needs of the company will all influence what opportunities make sense.

But a typical field progression may look something like this:



Rookie	Learn the foundation, get quality reps, and begin demonstrating the habits and skills required to contribute to the team.
Starter	Build consistency, expand your skills, and become someone the crew can increasingly rely on.
Captain	Take your first step into formal crew leadership. Captains may lead crews on certain types of work, take greater responsibility for job execution, help set the pace, reinforce standards, and support the development of less-experienced teammates.
Assistant Coach	Take on broader crew leadership responsibilities, develop teammates, reinforce standards, solve more complex operational problems, and take greater ownership of execution.
Head Coach	Lead teams, develop people, uphold standards, and take responsibility for broader operational performance.

From there, other opportunities may emerge in areas such as Operations, Training & Development, Customer Experience, Finance, Administration, Fleet/Facilities/Equipment, Management, and Senior Leadership.

We strongly prefer to develop and promote people from within. We want future leaders to understand the work, understand the people doing it, and have earned credibility through their own contribution.

There is no guaranteed destination and no automatic promotion schedule. But if you keep building capability, keep creating value, and keep showing that you are ready for more, we want there to be somewhere for you to go.

Your path is not predetermined. Your opportunity is earned.

How Pay Progression Works

If you want your pay to grow as your capability grows, keep reading.

Everyone starts from the same place.

From there, compensation increases as you demonstrate greater skill, reliability, responsibility, and value to the team. We do not believe pay progression should be based simply on how long you have been here. It should reflect what you can do, how consistently you can do it, and how much responsibility you are ready to carry.

That means earning more may come from building additional skills, becoming qualified on more equipment, taking on greater responsibility, becoming more reliable and consistent, helping develop other teammates, leading crews, or demonstrating stronger judgment and problem-solving.

BUILT FOR PROGRESSION

We designed our development system to help strong performers succeed and progress quickly.

For teammates who consistently perform, build skills, take on responsibility, and grow into leadership, it is genuinely possible to come close to doubling your starting pay within your first 12 months.

That will require a lot of quality reps. You will have to learn, practice, perform, accept coaching, and keep improving. It will not happen simply because 12 months passed.

But that is the goal.

We want capable, committed teammates to have a clear path to becoming significantly more valuable - and to be rewarded accordingly.

As your capability grows, your opportunity to earn more should grow with it.

Hours Are Earned Too

If you want the opportunity to earn more hours, keep reading.

Everyone starts part-time.

As you build skills, demonstrate reliability, and become someone the team can increasingly count on, you become more valuable across more types of work. That creates more opportunities to work.

For some teammates, Halftime Help may remain a great part-time job. For others, continued development opens the door to more frequent shifts, more consistent schedules, and eventually full-time opportunities.

Availability and business need still matter. But capability matters a lot.

The more capable you become, the more opportunity you create for yourself.

The more capable you are, the more hours you can earn.



The Student-Athlete Job Path

If you want a job that works with your life now and still gives you room to grow, keep reading.

Maybe you are in school, competing, training, taking classes, or balancing a schedule that changes from week to week. You may simply be looking for a good job with good people, meaningful work, flexible scheduling, and the opportunity to earn more as you become more capable.

That's a perfectly good reason to join us.

You do not need to know whether Halftime Help will become a long-term career. You can come here, work hard, get quality reps, build skills, make money, contribute to the team, and become more capable while you are figuring out what comes next.

Not everyone stays forever. Halftime Help alumni have gone on to become attorneys, medical school students, military service members, police officers, small business owners, corporate professionals, college athletes, teachers, coaches, and more. They did not all choose the same destination, but they all started from the same place here.

That is part of what we want this path to be: a place where you can do good work now, grow while you are here, and leave better prepared for whatever comes next.

And if you discover that you enjoy the work, the team, the responsibility, and the opportunities here more than you expected, there is room for that too. The same development path that helped you become a stronger teammate can continue into greater responsibility, leadership, and potentially a career.

Come here for a great job. Grow while you're here. Stay if you discover you want more.



The Career Path

If you are looking for more than your next job, keep reading.

Maybe your playing days are behind you. Maybe you have coached. Maybe you have already spent time in another profession and are looking for something that feels more hands-on, more team-oriented, or more connected to the people around you.

You may be asking a different question: Could I build a career here?

For the right person, absolutely.

Halftime Help is still a small company, but we do not intend to stay small. Our long-term ambition is to build a much larger organization, and that will require capable people who can grow into leadership, management, operations, training, customer experience, finance, administration, and other roles that will emerge as the company expands.

That opportunity does not begin with a title. It begins with learning the work.

Career-path teammates start in the Rookie phase too, because we want future leaders to understand the operation, earn credibility, and know what it means to do the work they may one day lead others through.

From there, the opportunity is to keep building capability, taking on responsibility, leading others, and becoming someone the company can trust with more.

If Halftime Help grows the way we intend it to, we will need more leaders at every level. We will need people who can strengthen the operation we have today so the leaders ahead of them can focus on building what comes next.

That creates real runway for the right people.

**Start at the foundation. Build capability. Earn responsibility.
Help lead what comes next.**



PART IV

BEING PART OF THE TEAM

What teammates can expect from Halftime Help, what Halftime Help expects in return, and the standard that guides the work.

Shared Expectations

What You Can Expect From Us

If you want to be challenged, coached, and given real opportunities to grow, keep reading.

We expect a lot from our teammates, and you should expect a lot from us too. If you join Halftime Help, you should expect clear standards, honest feedback, real coaching, and opportunities to build new skills, take on more responsibility, and keep moving forward.

You should expect us to notice when you are ready for more and help you improve when you are not. You should expect to be treated with respect, held accountable, and given a fair opportunity to earn greater pay, responsibility, and advancement as your capability grows.

We will not promise that every path will be easy or that every opportunity will come on your preferred timeline. But we will take your development seriously. Once you are on the team, our goal is not simply to get work out of you. It is to help you become more capable while you are here.

You bring the effort. We will bring the coaching, standards, and opportunity.

What We Expect From You

If you want to be part of a team that expects something from you, keep reading.

We expect you to show up, be prepared, work hard, communicate, take coaching, and keep improving. We expect you to care about the quality of your work, respect our customers and their property, take care of equipment, and be someone your teammates can count on.

We also expect you to take responsibility. Mistakes will happen. Hard days will happen. What matters is how you respond. Own it, learn from it, help fix it, and get better.

You do not need to arrive with industry experience or all the answers. You do need to bring effort, coachability, reliability, humility, and a willingness to contribute to the team.

Talent helps. Experience helps. But neither replaces being dependable, coachable, and willing to work.

The Halftime Help Standard

If you want to know what good looks like here, keep reading.

Everything we do comes back to four simple expectations:

Do It Right.

Understand what the job requires. Follow the process, work safely, protect the customer's property, and do not cut corners.

Do It Well.

Finishing is not the same as performing. Pay attention to the details, take pride in the result, and leave the work better than you found it.

Do It Together.

We operate as a team. Communicate, help people, ask for help when you need it, and understand that the team's result matters more than individual credit.

Do It Again.

Excellence once is nice. Consistency is what matters. Bring the standard again tomorrow, then keep finding ways to improve it.

The standard is the system. The system is the standard.

Technology & the Future of Work

If you want to work for a company that intends to keep evolving, keep reading.

The world is becoming more technology- and AI-enabled, and Halftime Help is evolving with it.

Technology is enabling us to become smarter, faster, safer, and more efficient. It is improving how we plan work, communicate, measure performance, serve customers, train teammates, and make decisions.

But property care still requires people in the real world.

Technology does not replace the teammate who shows up, solves a problem, operates equipment, notices when something is not right, helps another teammate, protects a customer's property, or delivers a great customer experience.

Our approach is not people or technology. It is great people using great systems to become even more capable.

People need help. Our goal is to become the best at providing it.



Is Halftime Help Right for You?

If you have made it this far and much of this sounds like you, keep reading.

We do not expect Halftime Help to be a good fit for everyone, and that is intentional.

You are more likely to enjoy being here if you like being part of a team, respond well to coaching, take pride in doing things well, enjoy learning new skills, are comfortable with physical work, and want greater opportunity to follow greater capability.

You will struggle here if you avoid feedback, dislike accountability, regularly look for the easiest way through the day, or expect advancement simply because time has passed. And if you're looking for a desk job, a window seat, and a comfortable office setting, this isn't the place. Our work happens in the real world - outside, on customers' properties, alongside your teammates, often with dirt on your hands and occasionally sweat on your shirt.

There are plenty of good places to work that operate differently. We are building something specific: a close-knit, high-performing team where people work hard, take care of one another, keep getting better, and earn greater opportunity as they grow.

If that sounds like the kind of place you have been looking for, you may fit here very well.

Still with us? Good.



Ready to Join the Team?

By now, you should have a pretty good sense of what Halftime Help is, what we expect, and what you can expect from us.

There are two ways you may be thinking about joining.

Current Student-Athletes

You may be looking for a great job right now - something that fits around school, athletics, and life while giving you meaningful work, a strong team, and room to grow.

Coaches & Former Student-Athletes

You may be looking for something bigger - a place where you can build skills, take on responsibility, grow into leadership, and potentially build a long-term career.



Either way, the starting point is the same. You join the team, learn the work, get quality reps, prove what you can do, and earn what comes next.

If this doesn't sound like the right fit, we genuinely wish you well in your job search. Finding the right place matters - for you and for us.

But if you've made it this far and what you've read feels familiar, exciting, challenging, and maybe even a little uncomfortable, we hope you take the next step.

We believe what we're building at Halftime Help is genuinely uncommon. We ask a lot of our teammates, and once you're on the team, we intend to invest just as seriously in you.

You may find another job.

We don't think you'll find many places quite like this one.

If that sounds like what you've been looking for, apply. We'd like to meet you.

Discover what YOU are truly capable of. Show US how far you can go.



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[HALFTIMEHELP.COM/CAREERS](https://halftimehelp.com/careers)