

SITUATION:

Hire Key Talent Quickly



The company just got seed funding and need to fill key developer positions.



Due to remote nature of these positions, the company is competing against much larger tech businesses across the country.



The start-up has a limited compensation budget and losing candidates in bidding wars.

The ArmadaCare Solution: **ULTIMATE HEALTH****Business Advantages**

- Choose who to offer it to (developers)
- Set the company apart from the competition
- Shows employees the company cares about them with each use (average 60x a year)
- Leverage tax-efficiency to offer more while investing less than comparable pay/bonus*

Why It Works: Employee

- See the immediate impact to their wallet
 - Pay for current out-of-pocket health costs
 - Worth more than sign-on bonus (tax efficiency)
- Offers coverage for what young candidates care about: mental health & wellness treatments and travel support
- Appreciate conveniences like mobile app
- Feel valued by the company

**This is not local, state or federal tax advice. It is recommended that you seek the independent counsel of a professional tax adviser.*