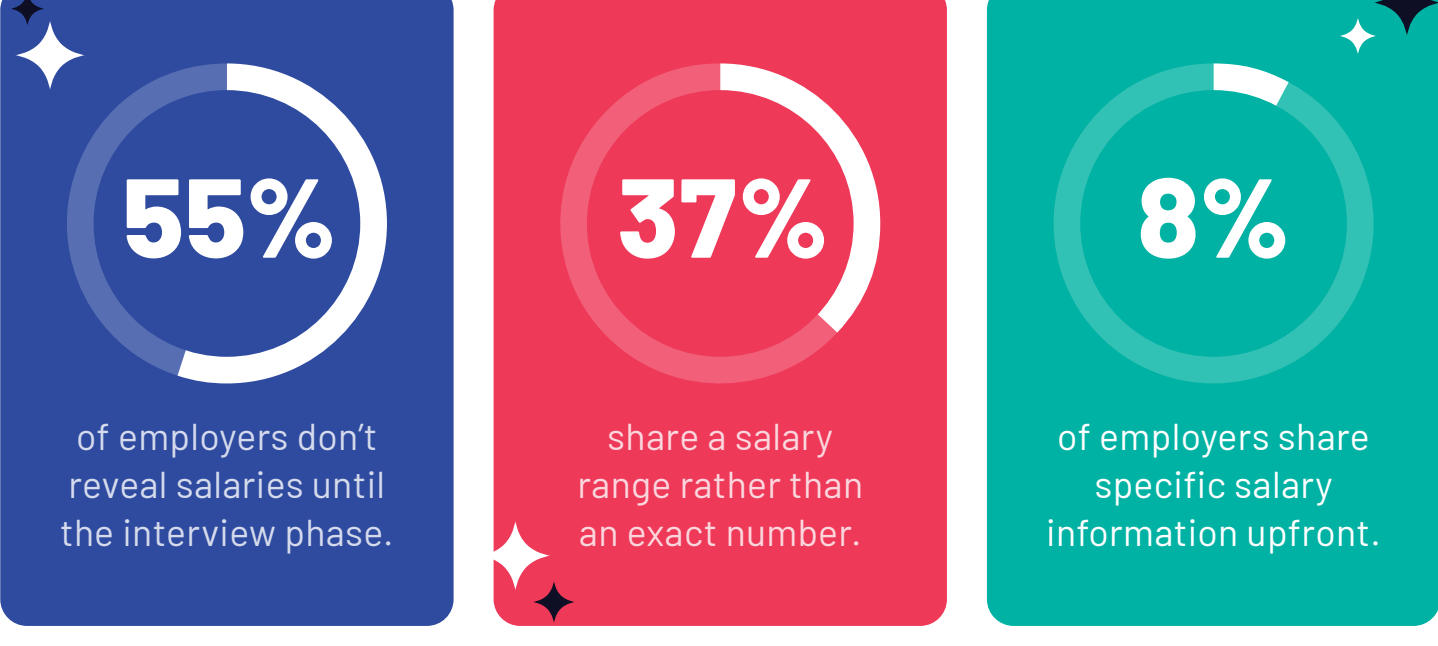




“SHOW ME THE MONEY!”

WHY IT’S TIME TO LIFT THE VEIL ON SALARIES

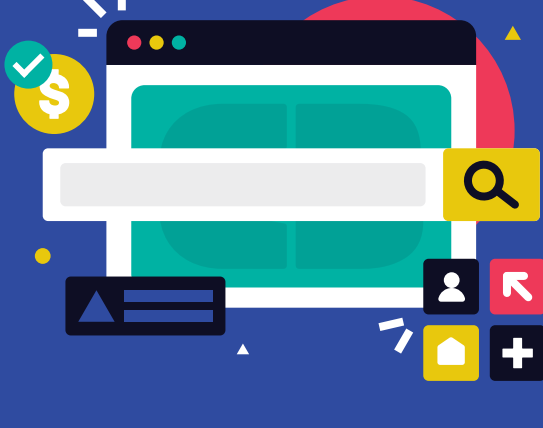
Excluding pay information from postings can harm your candidate experience and chances of finding the best fit. **Yet many employers remain out of touch with the evolving needs of today’s workforce.**



“ WE WANT **HONEST APPLICANTS** THAT [WANT] THE JOB TITLE AND **NOT POSTED SALARY FIRST.** ”

– Hiring Manager Survey Respondent

THE POWER OF **PAY TRANSPARENCY**

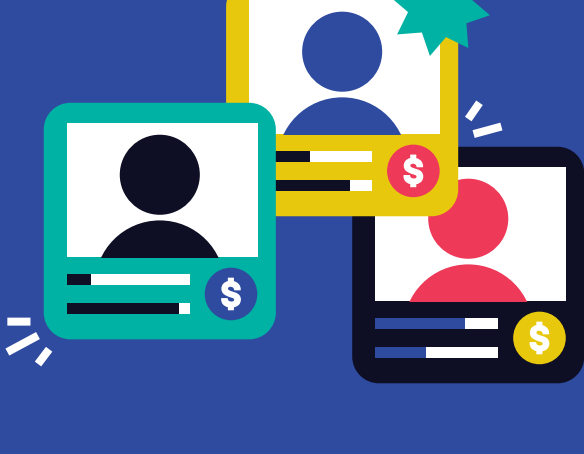


INCREASED JOB VISIBILITY

Google **rank**s job ads with salary information higher. CareerBuilder posts with salaries perform **30% better**.

MORE SERIOUS CANDIDATES

80% of U.S. workers are more likely to consider applying for a position if the pay range is listed.



BETTER MATCHES

When candidates know what to expect, they’re less likely to drop out once interviews start.

LEGAL COMPLIANCE

40% of states have pay transparency laws in place. More are considering similar legislation.



INCREASED EQUITY

Pay transparency helps ensure all candidates receive fair compensation regardless of gender, race, or negotiation skills.

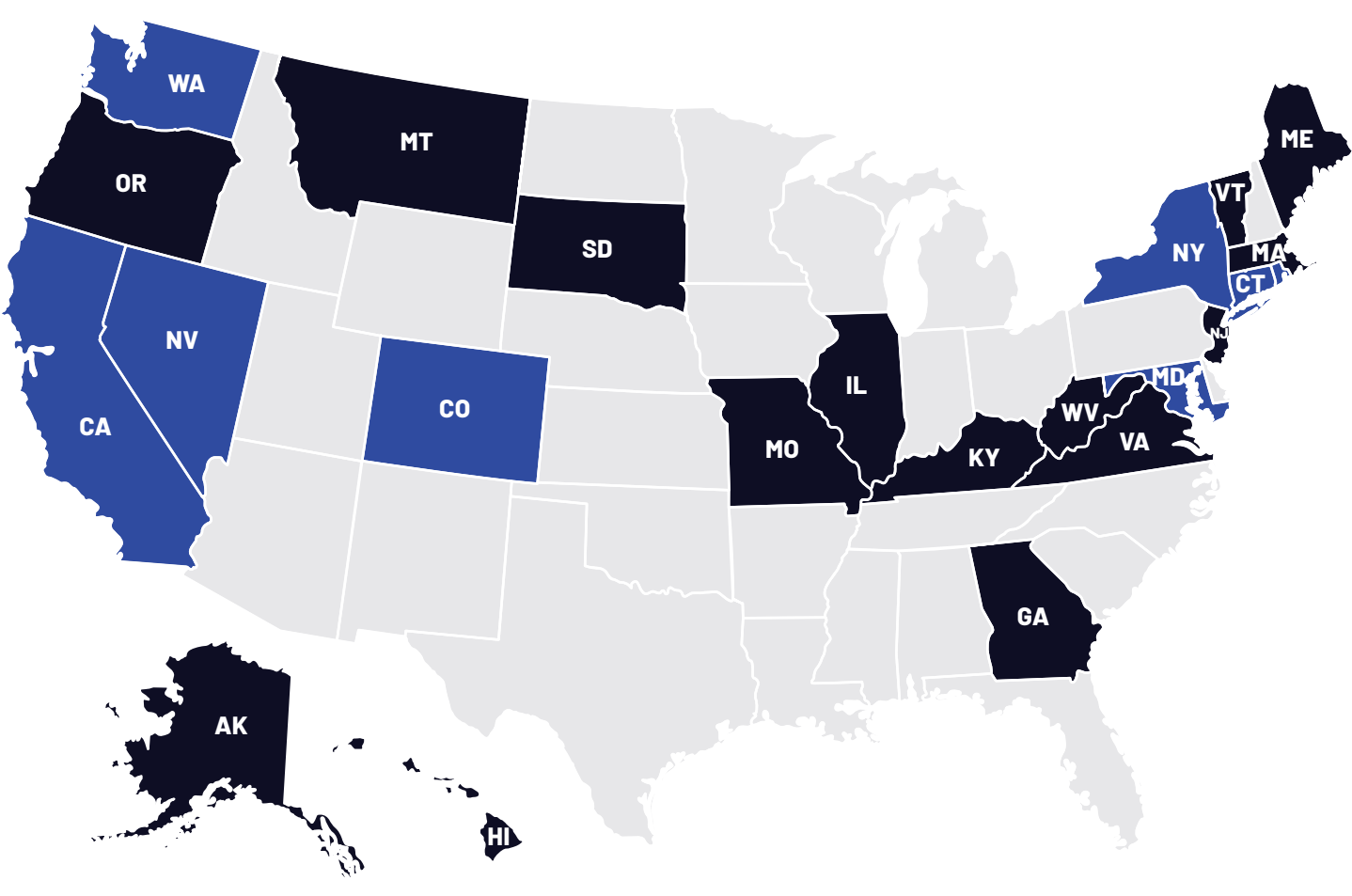
AM I REQUIRED TO DISCLOSE SALARY INFORMATION?

In many states, it’s the law. More states could soon follow.

Status of salary range transparency legislation across the United States

■ Enacted

■ Considering



MEETING SHIFTING EXPECTATIONS

Pay transparency matters a lot to a rapidly growing workforce segment: **Gen Z**.

- Gen Z will make up **30%** of the U.S. workforce by 2030.
- **85%** of Gen Z job seekers will not respond to job postings with vague or missing salary information.

ATTRACT QUALITY TALENT BY MEETING CANDIDATES WHERE THEY ARE.

When it comes to salary details, many employers hold their cards close to minimize spend. There’s a better way.

CareerBuilder’s vast database and advanced AI tools can help you optimize salary ranges and job postings to gain a competitive edge—all while boosting pay transparency and candidate experience.

