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Featured Employers**Profile on Top Producer****Top Producer™**

Top Producer is a Richmond based software company. Their product is a powerful CRM sales and marketing system for real-estate agents. I visited Top Producer and spoke with Karina Wright about the company, who handles communications in the HR department. Karina is a recent addition to the Top Producer team and is working on several initiatives, including the company's Employer of Choice program and their Employment Branding strategy. Karina described the environment at Top Producer as "laid back with a sense of purpose". During my visit it appeared that everyone was committed to the job without the extreme pressure you can find in some development houses. On premises, employees have access to a corporate library and a very well complimented lunch room, complete with a big screen TV and gaming system. To support some of Top Producers' Employer of Choice initiatives they provide:

- Flex Time
- Quarterly meetings with all employees to discuss the company's status
- Employer sponsored benefits plan
- RRSP matching program
- Use of corporate health club membership
- A variety of discounts from retailers and other companies, such as Dell, Microsoft, Costco, etc...

Top Producer has both hourly and salaried employees depending on the department, rather than all being on the traditional salaried plan; Top Producer also employs a variety of consultants. I know from personal experience that this can provide the best of both worlds, as the traditional salaried model can drive down one's hourly rate in some cases. At Top Producer, all employees are valued for their contributions and working time is based around a strong life-work balance. Another important aspect of any workplace is the culture dynamic of the organization. Top Producer boasts workers from 38 different countries making it a place where new workers are likely to find a friendly and familiar face.

If you'd like to learn more about a career with Top Producer visit their website at <http://www.topproducer.com/> and go to the company/careers section.

Many thanks to Karina Wright for generously giving of her time for this interview. Are you one of BC's premiere employers? If so please write to me and let me know why. If you're truly exceptional I would be happy to list your company in this section, along with an explanation as to why.

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