



# THE HOFLINE

## YOUR QUICK HIT OF WORKFORCE NEWS



### Labor Market Snapshot

The U.S. labor market remains surprisingly resilient as we head deeper into 2025. May employment data showed +139,000 nonfarm jobs (with a stable 4.2% unemployment rate), reflecting steady demand across sectors. Manufacturing activity is rebounding: purchasing executives expect ~4.2% revenue growth in 2025 (versus just 0.8% in 2024), and factory employment is projected to rise about 0.8% next year. 2025 GDP growth is forecast modest (around 2–3%), with inflation moderating.



### Hiring Trends 2025

Across industries, we're seeing targeted demand for flexible staffing models. In manufacturing and logistics, employers are focused on safety-trained workers and adaptable shift coverage. Automotive companies are increasing temporary hiring, especially in EV production and technical roles. Call centers and customer service teams are leaning into remote-capable temp workers, while office support roles are trending toward contract-based work focused on project coordination and data management.

### Leading the way with AI

AI is reshaping the future of staffing—transforming how companies attract, engage, and hire talent. Across the industry, AI is driving major shifts: programmatic advertising is replacing guesswork in job postings, virtual assistants are streamlining candidate communications, and machine learning is helping recruiters identify best-fit candidates faster than ever. With automation handling repetitive tasks, staffing teams can focus more on building relationships and delivering strategic value. At I.K. Hofmann, we're not just watching these trends—we're leading them. We use programmatic job advertising to automatically place openings where the most qualified candidates are actively searching. Our virtual AI recruiter conducts initial phone screenings 24/7, keeping the process moving while saving valuable recruiter time. Behind the scenes, we've developed our own Hofmann GPT, a GDPR-compliant internal AI assistant. It powers our day-to-day operations—helping us write tailored job descriptions, optimize resumes, create engaging content, and conduct market research in real time. By blending human insight with AI efficiency, we're delivering a more agile, responsive, and results-driven staffing experience—for both clients and candidates. Contact us to add AI to your workforce strategy.

## WHAT KEEPS TOP TALENT ON YOUR TEAM



### The Talent Challenge

#### Labor Shortages & Hiring Gaps Are Still Top Concerns

- 46% of small and mid-sized firms are struggling to fill roles
- Turnover remains a major issue across key sectors
- While some industries scale back temp hiring, staffing gaps persist
- 42% of companies report retention problems



### Workforce in Motion

#### How Employers Are Responding

- Growing demand for flexible staffing models:
  - Temp-to-hire
  - Seasonal talent pools
- Over 50% of employers now offer financial incentives:
  - 72% use pay raises
  - 48% offer one-time bonuses
- Companies are also investing in employee experience and benefits to stay competitive



### The Rise of Instant Pay

#### What Today's Workers Actually Want

- 83% of employees want access to on-demand or daily pay
- Most in demand among:
  - Hourly workers
  - Younger employees
  - Lower-income earners living paycheck to paycheck
- A growing number of companies are offering Earned Wage Access (EWA) to boost retention



### Our Solution at Hofmann

#### Instant Pay Included for All Clients Using Our Timekeeping System

- Pay workers as soon as hours are logged
- No added cost to your business or the employee
- Early adopters report:
  - Better attendance
  - Higher satisfaction
  - Lower turnover
- 78% of Instant Pay users report high satisfaction
- Companies offering free EWA see an 11% boost in morale and loyalty



## A word from our CEO

At I.K. Hofmann, we've long believed that investing in people is the key to delivering results for clients and candidates alike. Our recent inclusion on Forbes' "Best Temporary Staffing Firms" and "Best Professional Recruiting Firms" lists underscores this focus. We're honored to once again be recognized by Forbes—this award reflects the passion, integrity and excellence our team brings to everything we do. We believe that when you invest in your people—when you create a workplace where they feel heard, empowered and valued—it drives exceptional outcomes for our clients and candidates alike. I'm incredibly proud of what we've achieved together, and I look forward to the continued growth and impact our team will make.



## Our Community Commitment

At I.K. Hofmann, we believe that being a great staffing partner also means being a great community partner. Our commitment extends beyond the workplace. We actively support programs that uplift, inspire, and strengthen the communities we serve. This season, we are proud to highlight a few initiatives that reflect our values:

### Kalonji Soccer Academy

We partnered with Kalonji Soccer Academy for our Back-to-School Drive, helping student-athletes, many coming from immigrant families and facing significant challenges, start the year prepared and confident. Supporting youth development through sports and education is a mission we are proud to stand behind.

### Atlanta Falcons Associate Partnership

We are excited to continue our role as an Associate Partner for the 2025 season. This partnership reflects our shared dedication to performance, community spirit, and excellence—on the field and in the workforce.

### Sustainability Month

In June, we celebrated Sustainability Month by promoting eco-conscious practices across our organization. As part of our commitment to the environment, we purchased one tree seedling for every internal employee, contributing to reforestation efforts in Georgia's Chattahoochee-Oconee National Forest. It is a small step with a lasting impact, and one we are proud to take together.

### BMW Charity Pro-AM

I.K. Hofmann was proud to take part in this year's BMW Charity Pro-Am at Thornblade Club—a premier event that brought together golf pros, celebrities, and community leaders for four days of friendly competition and meaningful connection. From hosting valued clients and partners to enjoying world-class golf, the weekend offered the perfect blend of networking, team spirit, and unforgettable moments.

