

## **The RRU Difference**

### **The Front Line of your Research Mission:**

When it comes right down to it, NOTHING is more important to your project than the data that first goes into it. If that data is skewed, dated, incomplete, or worst of all, even manufactured, then your entire study is compromised. Large amounts of time and money are wasted and you may have to start all over again. But that's the best case scenario! If inaccurate data goes unnoticed, much, much more could be lost if the end client makes decisions based on that bad data.

### **What is Professional Research Recruiting? The RRU Difference:**

**Professionally managed and conducted by experienced recruiters with results guaranteed for accuracy.**

- Your project will be managed by an experienced project manager. RRU Project managers have a minimum of 5+ years experience and will provide you with daily progress reports and near constant communication to ensure quality recruiting from start to finish.
- RRU's in house Professional Research Recruiters (PRR) receive bi-weekly training to ensure they are well versed in many research subjects, conduct themselves professionally and courteously to best represent RRU and the client, and are required to submit daily progress reports on all of their recruiting activities to ensure efficiency and reliability of the data collected and respondents recruited.
- RRU has one of the most extensive databases in the industry. Our database has developed organically over our 34 years in business and contains many of the hardest to find respondents. Our history and reputation gives us access to some of the most difficult to find qualitative respondents such as senior executives, business owners and decision makers, highly specialized medical professionals, high net worth individuals, and much, much more.
- Research recruiting is our specialty. It's all we do! We believe research recruiting deserves special attention and should not be considered an afterthought to be farmed out to the lowest bidder. We stay focused on what we are best at so that you can be certain the most important part of your project gets the attention it deserves.
- Family owned and operated, RRU has been a premier market research recruiting firm for the past 34 years. Our reputation as the best in the industry is more important to us than making a quick buck. We GUARANTEE the quality and accuracy of our respondents. Our reputation depends on it!

### **Freelance isn't free:**

Unfortunately, many "independent" or "freelance" recruiters love to muddy the waters with seemingly low cost prices for recruiting. Many of our best clients became our best clients after trying these supposed low cost alternatives only to find out exactly how costly their decision truly was. The "freelance" recruiters love to compete on price because, quite frankly, that's all they can compete on.

If high caliber research is your goal, then professional research recruiting is the answer and more often than not, the true lower cost option.

**Let RRU recruit your next project and do it right the first time!**

**Contact us Toll Free at 1.877.361.2517**

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