



Your Traditional Signing Bonus Doesn't Do What You Think It Does

Attracting (and winning) key talent in today's environment requires some sort of capital investment up front and a compelling compensation package. This often means employers are doling out fairly substantial signing bonuses. Historically, signing bonuses stemmed from one-off situations exacerbated by the downfall of equity or the rising cost of living.

Now, signing bonus strategies have become commonplace across multiple industries – well beyond the technology worker use case – from healthcare to pharmacy to trucking.

80%

of employers say there is a talent shortage (Salary.com)

Why a signing bonus?

- For employers trying to entice applicants
- Intended to create urgency and a reason to "make a move"
- Enable an employee to take care of expenses sometimes associated with a new job (clothes, housing, relocation, etc.)

Signing bonus facts

- These represent a one time cost
- They are subject to compensation and payroll tax at the time provided
- Offer the ability to tie them to other aspects like (typically) limited-duration cliff based clawbacks, etc

The Limitations of Traditional Signing Bonuses



Signing bonuses are transactional

Often considered a bargaining chip during negotiations, traditional signing bonuses don't support future employee retention, morale, or engagement.



Administrative burden of a clawback

Human Resources (HR) teams often lack time or manpower to track the bonus process and enforce the contract. Most HR teams are focused on ensuring talent acquisition and retention/productivity versus navigating litigation and recovery of funds.



Term 'signing bonus' challenges

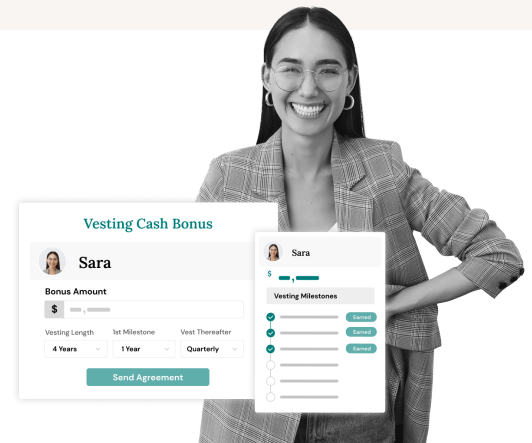
Some states require these to be labeled 'cash advance' to ensure future clawback.



The Keep Solution

Keep delivers the ability to instantly craft a bonus that meets an employees' needs while delivering the additional benefits of tenure, emotional attachment, and trackable ROI. What if you could be strategic about when and how you deliver a bonus – and make signing bonuses a key element in your recruiting, retention and performance effort on behalf of your company? And what if you could track bonus delivery, use, and vesting all within one simple-to-use technology?

Keep's Employee Engagement Platform (KEEP) is customizable, easy-to-use, and offers human resources professionals the flexibility to deploy and track innovative compensation strategies that dramatically improve hiring and retention metrics across the organization.



KEEP Benefits Include



Turn-key onboarding that allows HR teams to instantly leverage the platform with no dependence on IT integrations.



Bonus management dashboard for an integrated view of their bonus portfolio with notifications and updates (for both employers and employees) about key milestones for



Employee self-service portal that lets employees manage their KEEP account and view their bonus vesting schedules and bonus milestones.



Governance and compliance features including robust auditing and reconciliation for the finance and FinOps teams to track every bonus and tax payments.



Embedded fintech enables seamless bonus delivery and funding execution for increased efficiency. Intuitive user interface (UI) for any sized organization and employees at all salary levels.

The Keep Advantage

Keep Financial is revolutionizing how companies attract, engage, and retain talent through bonuses — providing an easy-to-use platform to create and deploy usable cash to employees that is earned over their tenure.



Delivers long-term engagement as these are not transactional but purpose-built bonuses to drive employee engagement.



No negative brand reputation as Keep manages any downstream issues with the clawback.



Embedded fintech capabilities ensure the business is protected in the event of an employee leaving.