

ECONOMIC DOWNTURN BREEDING NEW OPPORTUNITIES - Why Traditional Job Boards Should be Worried

Date: 04-24-2008 10:36 AM CET

Category: [Industry, Real Estate & Construction](#)

Press release from: [EquipmentJobs.com](#)



Clayton, NY April 23, 2008- The word recession has a horrible ring to it. Most people picture the time in the early twentieth century where people were jumping from windows and eating potatoes for every meal. Some of those closely affected are taking action. The construction industry and the the real estate industry are, without a doubt, the worst hit followed by the banking/mortgage sector. That doesn't necessarily spell disaster for all. EquipmentJobs.com founder Rob Lewis is breaking the mold. "Niche job boards are not a new thing, but now they are quickly becoming necessary", explains the salesman turned entrepreneur. "Businesses are being forced to realize that they need to stick out from the masses. Sure, you can post a job anywhere and you inevitably will get applications, but what good is an unqualified applicant with no experience relevant to your company or industry?"

Niche job boards are just following evolution. As the construction industry began its downward spiral, Rob Lewis moved his family across the country from Florida to New York to remain in the construction equipment industry, a move that led to the creation of his newfound passion. "EquipmentJobs.com is just filling a void that many people including myself have fallen into", he says. "I found myself searching endlessly through the traditional job boards only to find that I was competing with people who have no relevant industry experience just to get my resume noticed. I kept thinking, there has to be a better way. There wasn't, so I created one." Employers are feeling the same sentiment. Many only use the traditional job boards as a backup source, resorting to their own job sections of their websites or referrals from current employees.

Niche job boards are only a small part of the change. There are now former residential builders entering the commercial construction arena or going out of business altogether. Real estate agents are changing careers, and major manufacturers such as Caterpillar, John Deere, and Case now focusing on other parts of the world to minimize collateral damage from the fallout of the economic crisis now facing the US.

For more information on niche job markets or EquipmentJobs.com please contact Rob Lewis at Rob@EquipmentJobs.com. EquipmentJobs.com is a niche job board created in 2008 that covers all of North America for the construction equipment industry. They also provide contractors with up to date industry information, equipment services, and manufacturer specifications for equipment. Rob Lewis is the founder and president. Their website can be viewed at www.EquipmentJobs.com.

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EquipmentJobs.com is a niche job board created out of necessity. The job market is quickly evolving around the collapsing US economy. We offer employment listings, advertising, contractor's equipment information and manufacturers specifications.

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