

CONSTRUCTION SAAS · B2B SOFTWARE

● CONFIDENTIAL SEARCH · NO PUBLIC ROLE POSTED

Senior Backend Engineers. *Two hires in 25 days.*

LOCATION

Remote U.S.

FOCUS

API & data
architecture

BASE SALARY

\$140K-\$150K band

HIRES

2 senior engineers

DAYS TO ACCEPTED
OFFER

25

THE DECISION THAT MATTERED

Round one proved that strong PHP experience alone did not predict success. Searching harder against that profile would have kept producing engineers who matched the stack but not the standard, and chasing staff-level talent would have meant a \$170K+ market. Brass Tracks recalibrated instead: we defined the senior ownership the business actually needed, relaxed framework fluency, held the budget, and the next slate produced both hires.

01 THE BUSINESS MANDATE

BUSINESS
PRIORITY

A product-led construction data platform investing in technology ahead of sales, with tooling and data engineering named its most urgent needs.

THE WORK

Carry an existing multi-tenant platform forward: APIs, manufacturer data ingestion, and features shipped without constant senior oversight.

MUST HAVE

Architectural reasoning, relational data and API design, and ownership from an ambiguous request through production.

RELAXED

Immediate Laravel fluency (Symfony and other modern PHP accepted), deep frontend skills and analytics tooling.

02 SEARCH JUDGMENT

COMP

The band was competitive for senior engineers at growth-stage SaaS companies. Engineers above \$170K were staff-level or at well-funded AI and public companies, a scope this role did not require. No candidate was lost on pay, so we fixed the profile, not the budget.

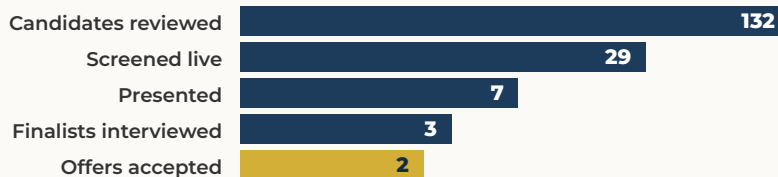
TARGET MARKET

Engineers who had owned one SaaS platform for years, including Symfony and adjacent PHP teams, where long-term ownership and data modeling are proven daily.

ENGAGEMENT

Built entirely through direct outreach, not applicants. Finalists were drawn by hands-on ownership without a management track at a stable, product-led company.

03 SEARCH FUNNEL



CONVERSION

Reviewed to screened	22%
Screened to presented	24%
Finalist to hire	67%

04 EVALUATION AND CLOSE

ARCHITECTURAL REASONING

DATA AND API DESIGN

INDEPENDENT OWNERSHIP

COMMUNICATION

HOW WE
DECIDED

One 60-minute interview with both engineering leaders, built from Brass Tracks guides, with no AI note-takers. Same-day consensus scored each finalist against the first hire as the benchmark.

THE CLOSE

When the first hire raised diligence questions and a \$5K counter, we advised the CEO to meet the top of the band rather than add friction. The second held competing processes, so we compressed the path to a signed offer.

05 THE OUTCOME

HIRES SECURED

Two senior engineers with long records owning multi-tenant platforms in modern PHP.

CAPABILITY
ADDED

Independent backend and data capacity for the platform's data and AI buildout.

EARLY
EVIDENCE

Both started within two weeks of acceptance.

A difficult engineering gap became productive backend capacity in 25 days.

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Company and reference details are available upon request.

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