



Find & hire remote software developers: top places and tips

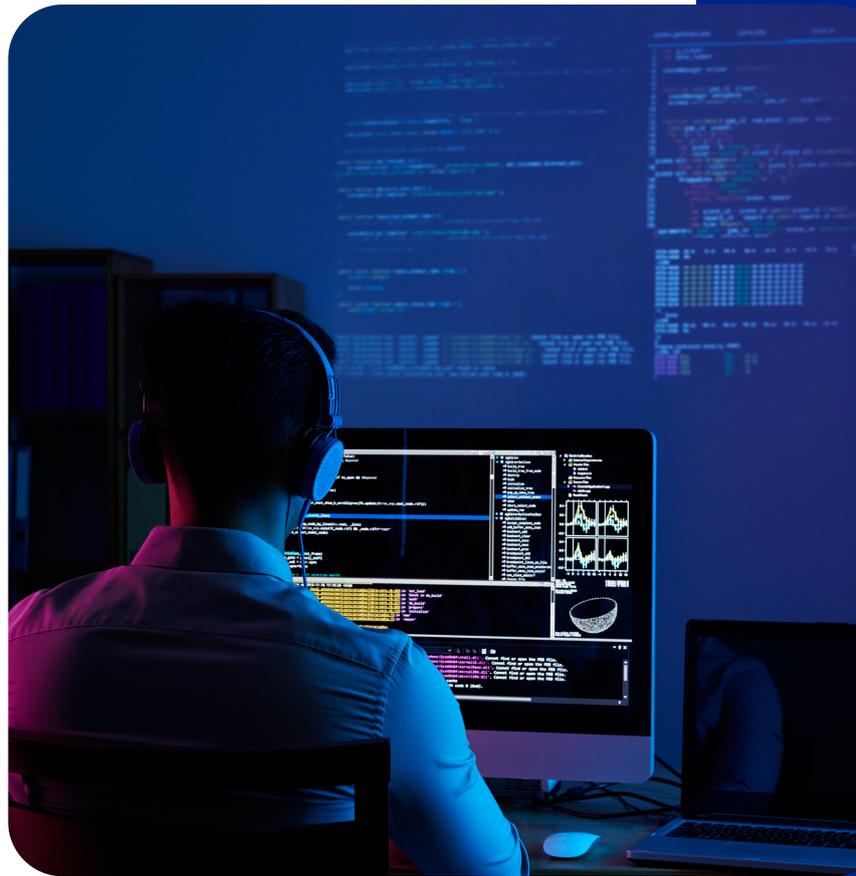
Software development outsourcing is a well-known term in the field of IT and is widely popular not only among startup founders but also among large companies that are developing and implementing new features. More and more people want to hire remote software developers. Outsourcing is the answer to such problems as a shortage of talented web developers in the US and Western Europe whom you can hire in-house and extremely high demand for tech positions. Even if you are lucky enough to find and hire a developer for a project in your country, you may face another problem - very high rates and salary expectations of the local software engineers.

Overview

The trend of outsourcing began a long time ago, but there were always some fears connected with offshore outsourcing and hiring freelance web developers. Mostly they were caused by time-zone difference, cultural difference, communicational problems, and lack of experience in managing remote teams. However, during the COVID-19 pandemic, each of us had a chance to watch a transformation of many branches, the trend of going online and working remotely. It proved the fact that no matter where your team members are located, cooperation between you can be as efficient as with in-house employees.

Of course, outsourcing throws certain challenges, one of the biggest of which is actually the process of searching for developers. It may seem very easy for people who have never had any experience with recruiting, however as soon as you get your hands dirty with browsing hundreds of resumes you'll definitely start asking yourself how to make this process easier and find a good freelance software developer in a short period of time.

First things first, if you go to the Google search bar and simply type "hire remote software



developer", it will bring you an enormous number of results and possibilities. It will take months to review all the options. The Internet is full of profiles of young and ambitious developers, freelancers, designers, and other tech specialists. But we bet you don't have time to look through all of them and actually you don't need to! As "time" is one of the most valuable resources in 2021 it is worth knowing about places where you can find and hire a top specialist for your project and save this precious resource.

Developer hiring platforms

In general, these are special places where you, as a person looking for an employee, can place a job offer, describe your project, requirements, expectations, and freelancers who are registered on the platform will be able to apply and send you their resume.

Upwork

Upwork is the largest and most popular of such platforms because it has a huge network of freelancers and a large number of available categories, which allows you to choose a specialist for almost any type of project.



The hiring process with Upwork is quite simple, you post a job offer, receive profiles from the candidates, conduct interviews, decide on which one you like, start working with the selected candidate and pay for his services in a secure way through the platform.

Advantages:

- A large number of specialists in different categories
- User-friendly interface and the ability to preview candidate profiles, portfolio (if they have one) and reviews from previous work
- Payment through a secure system

Disadvantages:

- There is no pre-selection of freelancers, anyone can create a profile
- Reviews and portfolios are not screened and can be fake
- Despite the security of the system for payment, a huge disadvantage is a large commission and lack of ability to work with a freelancer on your own basis, outside the Upwork
- A lot of screening work to find someone good

Tip for Upwork: passively waiting for the perfect candidate to find you is not always a good strategy. Don't waste your chance and try to go hunting for the perfect candidate by yourself. View profiles and proactively offer a job

Fiverr

Fiverr is an Israeli platform that also has a large number of freelancers, divided into categories, so finding the right specialist is quite easy. Freelancers can post a gig and describe what services they offer and how much it cost. The interesting thing is actually the way these gigs look like. There is an opportunity to add different media, audio, video files, which helps to stand out of the massive and receive more orders.

Besides a description and reviews, there is also a section with "Packages" which includes 3 different options: basic, advanced, premium. It actually increases transparency, gives you a chance to easily compare a couple of freelancers, to see what you get for the same money from each of them. Also, this is very useful for projects with not very big budgets because basic plans are really cheap and everybody could afford them.

However, you should take into account that Fiverr is a good choice mostly for small short-term projects. According to information from Fiverr themselves, most of their freelancers are people who have full-time 9/17 jobs and registered on the platform to earn extra money. That is why most probably you will not be able to easily find someone who can work on bigger long term projects and be fully dedicated to one specific task or project.

Advantages:

- Low prices and freelancers' fees
- Large amount of specialist in different categories
- Secure payment system

Disadvantages:

- Suitable mostly for small projects
- The platform takes a commission of 20 percent
- There is no pre-selection of freelancers, anyone can create a profile

Guru

With Guru, you can use numerous filters to narrow your search not only to a particular category, but also to certain locations, budget, number of employees, and so on. The main difference with previously mentioned platforms is that on Guru you can find not only individual freelancers but also many software houses and tech companies. This gives you an opportunity to find contractors for long-term and complex projects. Besides this it gives bigger trust and reliability. The majority of the work is focused on IT, Web, and Software development/support. So if you are looking for someone in Design, Art & Multimedia, Sales & Marketing, Writing & Translation, Engineering & Architecture, Admin Support, Management & Finance and Legal you may find it not so easy to get matched with the right employee.

The platform has a special Work Room where you can share project deadlines and milestones or simply communicate with your freelancer within the Guru system. If you have multiple freelancers, WorkRoom is a place that helps you to manage their work, enhance productivity and keep track of progress.

Advantages:

- Possibility to hire an individual freelancer as



well as an agency for bigger projects

- Secure payments
- High-quality specialists

Disadvantages:

- High rates and service cost
- Network is smaller than other platforms
- Majority of jobs related specifically to IT
- Strict rules because of which sometimes you may face the issues with posting a job offer

Among others, you can also consider PeoplePerHour, Freelance, GitHub Jobs

Social networks

It may not sound very convincing, but the easiest way to find a good specialist is to get directly into their environment. When looking for a software developer, try to find groups on Facebook where such specialists share experiences and opinions. You can try to publish the vacancy directly in the group, if it is allowed by its rules, or to go hunting yourself for developers who are active within the group and directly offer them a job.



Michael Erickson Facchin, CEO of Ad badger shared his experience on finding the best talents for his projects:

"Groups on FB are a secret weapon IMO. Lots of specific groups. i.e. hiring in Austin, or "Laravel Devs" that are pretty receptive to posts. Gotta read the rules like you mentioned. Referrals are big if you have them. I'd also add: I use LinkedIn outreach, too. I send a personalized message that: targets people in Austin (where I'm from); targets specific exact keywords in their profile (the search is in quotes) And the message reads hyper-personal "Cheers from South Austin...I'm in the middle of expanding the team here...do you know anybody who would be a good fit...hiring is a slog so asking my network first". Effort VS Impact is pretty good. Low effort + got some good intro's from it. Run FB Ads to the coding language in the cities you want to hire from - we've gotten good feedback from that!"

Referrals

This is probably the most traditional way, referrals work for almost any kind of queries you may have. They are a powerful tool. When you are looking for a place where you can have a good coffee or interesting book to read the first thing you do is definitely asking for referrals. The same can work with hiring employees. However, you should keep in mind that this option works really well as long as you actually have a wide network of contacts.

Give it a chance, ask your colleagues, friends, however never rely exclusively on recommendations. You should carefully check candidates that come from referrals as well as the ones who apply through different channels.

Platforms that can match you to a pre-vetted team

Each of the previous options has certain disadvantages because although the search time will be reduced, they try to force their cooperation model on you and you still have to do a large part of the vetting yourself. So the main difference of the next category is that you have the opportunity to choose from the hand-picked top professionals who are selected specifically for you based on your needs.

Toptal

Toptal is a place where you can find really qualified and experienced developers, designers, and many other tech specialists. At a first look, Toptal may remind you of Upwork or any other platform described in the previous paragraph. However, a significant difference is that freelancers undergo a thorough five-stage selection and only 3 percent of all the applicants can actually complete all the assessments successfully and get into Toptal's network. This selection considerably increases the level of trust in such services and the opportunity to find highly qualified specialists.

The process of working with Toptal is quite simple: on the first stage, you have a chance to personally talk to one of Toptal's representatives, describe your project, expectations, wishes. Based on this, you receive a selection of developers who are in their opinion most suitable for the project.

Advantages:

- The ability to work on the basis and not paySave time searching
- All candidates doing a pre-screening process
- A trial period of up to two weeks with no associated costs in case you do not decide to work with a freelancer further

Disadvantages:

- High rates and service cost
- Freelancers who can be suitable for certain projects, but do not become a full part of the team



Trustshoring

Trustshoring is a company that provides services on finding reliable remote developers specifically for remote-first startups, allows you to save your budget by outsourcing, and most importantly gives you time for taking care of growing your business while we work on looking for the brightest talent to join your team.

Trustshoring has more than seven years of experience and during this time the company has managed to build a large network of proven full-time developers, software houses, and freelancers that have implemented many successful projects and built many high-quality products. Check out our Case studies to learn more.

The process is also quite simple, the first step is to book a call and talk to an experienced remote development consultant in person, tell us more about your product, expectations – and we do all the rest of the work like the recruiting, vetting, matchmaking and paperwork for you. We do not force any specific cooperation model on you, you can choose exactly how you want to work with a specialist. Moreover, given that we know how difficult it is sometimes to manage a team remotely, we can help with this and provide advice and valuable information on forms of collaboration with offshore developers.

Advantages:

- Saving time to do other important things
- Cost savings compared to employment of local developers
- You don't have to be a tech specialist (while looking for a specialist on different platforms can be a very important factor, otherwise you won't be able to really assess the developer's skills)

Disadvantages:

- No 'instant' result. Finding specialists still takes more time than on Upwork, but during the vetting process you can concentrate on other important business processes

Here is what our clients tell about their experience with Trustshoring:

"These guys saved the day. I needed a team of skilled developers fast to save a project. Victor and his team put me in touch with developers who were amazing. They've been professional and incredibly skilled getting tasks done faster than I had planned for. If you've been on the fence about offshoring your development b/c of hearing horror stories, these guys are exceptional and I highly recommend them."



Joshua Waldman
Managing General Partner at I. Inturact Capital

Some tips from us

The important thing to remember is that there is no one-size-fits-all solution. Each of the options can work well for some types of projects and fail for others. Hopefully, this information has made you one step closer to realizing what exactly you need where to look for the best developers.

We will reveal another secret to you: even if you already found a talented tech specialist for your project, the challenge is not over yet. You have a lot of work ahead and many problems you will have to deal with. No-one can predict the future, but from our own experience we can say that at the next stage you will ask yourself:

- How to access a team or individual developer if I am not a developer
- How to deal with cultural differences
- What about the time difference

Don't worry, we've made sure you have the answers to these questions as well, download our Playbook and get even more useful information about outsourcing (just go to trustshoring.com)