

People Leasing founder prefers blue collar clients

Unlike many of his competitors, who are shifting away from doing business with blue collar companies, **Bill Mullis** is determined to remain true to his roots.

Mullis, the founder of Bradenton-based **Staff Leasing** (now known as **Gevity HR**), vehemently opposed Gevity's shift in strategy three years ago toward providing services for white collar clients.

In fact, Mullis was so incensed about the decision that he went out and started a new company, Bradenton-based **People Leasing**.

In recent months, however, workers' compensation carriers have been reluctant to write insurance policies for PEOs that cater to blue collar workers.

That has caused many PEOs to change their business models and begin focusing on providing services to white collar workers who are less likely to get hurt on the job.

Not Mullis.

Although People Leasing's workers' comp policy comes up for renewal in November, Mullis says he will be able to sign a new policy that will allow him to keep

his business model in tact.

"The real issue with getting workers' comp coverage is collateral," Mullis said.

"The higher the risk of injury, the more collateral is required. That can put a lot of pressure on a PEO."

But thanks to the money Mullis made when he sold Staff Leasing to investors in the mid-1990s, he believes his new company will be able to come up with the capital to satisfy any carrier's demands.

"There's still tremendous money to be made in our industry," Mullis said. "We prefer