



## How Experienced Recruiters Are Keeping More of What They Bill

&

## Building a Better Life From Asia

**\$752B**

Global recruitment market value, 2025

**\$500k+**

Annual fees threshold for elite status

**85%**

Fee retention rate for solo operators

**\$28M**

Career fees: Rich Bradley, solo recruiter

This report is for experienced recruiters in Western markets who already know how to bill well but they want to earn more. It shows how strong recruiters turn an ordinary agency desk into an unusually high-income, high-margin business, and why the biggest financial shift often comes not from billing dramatically more, but from owning the desk, changing the cost base, and in some cases relocating to a place where the same billings produce a radically different life.

All benchmarks, examples, and stories draw from named recruiters and founders who have shared their performance publicly. Treat them as directional commercial evidence rather than audited financial statements.

## Why Recruitment Has Unusual Upside

The global recruitment and staffing market was valued at approximately \$752.4 billion in 2025 - making it one of the most resilient and high-upside sectors in professional services. Yet most recruiters are capturing only a fraction of the value they create.

Recruitment combines three things that rarely appear together in a single career:

- Low capital requirements - no factory, no product team, no large marketing budget
- High ticket size - individual fees regularly range from £10,000 to \$100,000+ per placement
- Direct personal control over revenue - your effort, relationships, and positioning determine your income

For ambitious operators, the appeal goes beyond income. Recruitment is one of the few service businesses where expertise, network depth, and process discipline can compound into both personal income and enterprise value - year after year, without outside capital.

## Personal Billings Benchmarks

The industry already has a term for recruiters who crack the code on big billings: Super Billers. It is not a motivational badge. It describes a specific billing level that shows up consistently across documented high performers. You will see evidence of huge billings throughout this report.

Performance Tier	Annual Billings	What It Really Means
Competent recruiter	\$100k–\$250k / £80k–£150k	Covers the desk. Basically effective but not yet a top economic engine.
Good performer	\$250k–\$500k / £150k–£350k	High-performing consultant. Triggers meaningful commission and internal recognition.
Strong Biller	\$500k–\$1M / £350k–£750k	Elite level. Often principal consultants or boutique owners. Pinnacle Society territory.
Super Biller	\$1M–\$2M / £750k–£1.5M	Exceptional specialist performance, typically built on exclusivity and retained work.
AI-augmented elite	\$2M+ / £1.5M+	Emerging category using automation and systems to manage 20+ placements per month solo.

The \$500,000 mark is more than just a strong year - it is the globally recognised entry point into elite performance. The Pinnacle Society, the premier peer organisation for high-billing recruiters in the US, mandates that applicants must have verified, personally generated cash-in of at least \$500,000 per year for at least three of the five most recent sales years. That sustained threshold is what separates a top performer from a true elite practitioner.

In the UK, serious recognition often starts around £200,000 to £250,000. But the most successful specialists in finance, technology, and legal search regularly operate at £500,000 and beyond.

### Typical Fee Levels by Market

Market Sector	Average Salary	Typical Fee %	Average Fee per Placement
UK professional / mid-level	£60,000–£80,000	20%	£12,000–£16,000
US tech / engineering	\$120,000–\$160,000	22%–25%	\$26,400–\$40,000
Global executive search	\$200,000–\$400,000	30%–33%	\$60,000–\$132,000
Australian specialist	AU\$120,000–AU\$150,000	20%–25%	AU\$24,000–AU\$37,500

### Worked Revenue Examples

Three operating models. Three paths to the same destination - serious annual income:

Model	Operating Logic	Annual Outcome
High-velocity generalist (UK)	24 placements at £50k avg salary, 20% fee (≈£10k per placement)	≈£240,000
Mid-market specialist (US)	20 placements at \$100k avg salary, 25% fee (\$25k per placement)	≈\$500,000
Elite executive searcher (Global)	10 retained placements at \$333k avg salary, 30% fee (\$100k per placement)	≈\$1,000,000

## The Entrepreneurial Premium: Solo vs Employee

Inside an agency, a consultant's personal economics are constrained by what is known as the rule of thirds - and it is not in their favour:

- One third of billings pays the consultant's salary and commission
- One third funds overhead: office, technology, management, support functions
- One third is profit for the firm's owners

A recruiter billing £300,000 in a decent UK agency might take home a total package of around £100,000. Two thirds of everything they generate disappears up the chain. As a solo operator, the same £300,000 in fees can yield £230,000+ after lean overheads - because the fixed costs of running a one-person desk in 2026 are remarkably low:

The contrast at higher billing levels becomes dramatic. Here is what the same \$400,000 in fees looks like depending on who owns the desk:

Metric	Agency Consultant	SuperBiller Solo Business Owner
Fees generated	\$400,000 / £310,000	\$400,000 / £310,000
Base salary	\$60,000	N/A - captured within profit
Commission / retention structure	20–35% after threshold	100%
Estimated gross take	\$120,000–\$140,000	\$340,000–£263,500 (minus overheads)
Your share before tax/overheads	~30–35%	85%

That delta - the difference between \$120,000 and \$340,000 for the exact same amount of work - is what we call the entrepreneurial premium of the recruitment industry. The solo recruiter is not funding the CEO's salary, the marketing team, or an expensive city-centre office. They convert their professional fees directly into personal wealth.

This is a low-risk, high-reward startup model. With low fixed costs - particularly in non-Western locations - the downside is minimal. The upside is a \$500,000+ income on a well-run desk - and the freedom to decide how hard you want to push it.

# Real-World Production Stories

The following are named recruiters and founders who have publicly shared their performance and playbooks. These are directional stories, not audited case studies - but together they make the opportunity concrete and credible.

## **Craig Picken - \$1.5 Million. Three Consecutive Years.**

Craig Picken ([linkedin.com/in/craig-picken](https://www.linkedin.com/in/craig-picken)) is a co-founder of Northstar Group and a landmark example of modern solo performance. He has billed over \$1.25 million for three consecutive years, reaching a peak of \$1.5 million in 2023.

His success is not built on volume churn. It is built on focused daily conversations, deep specialisation in the aviation and aerospace executive sector, and a premium technology stack including LinkedIn Sales Navigator and Clockwork Recruiting. He operates on a retained model with a 90%+ fill rate. The lesson: specialisation plus exclusivity plus cadence is a more powerful formula than raw hustle.

## **Peter Murphy - The \$1 Million Personal Benchmark**

Peter Murphy, a veteran search consultant, identifies \$1 million in annual fees as the standard personal benchmark for those at the top of the profession - and he has reverse-engineered exactly how to get there.

His model focuses on an average fee of \$30,000 per placement, with a target of making one placement every two weeks. That cadence generates approximately \$780,000 in base annual revenue, with larger executive assignments bridging the gap to the \$1 million mark. The critical detail: 98% of his work is retained or exclusive. That single commercial discipline - refusing contingent 'if and maybe' work - is the foundation the entire model rests on.

## **Rich Bradley - \$28 Million. Four Decades. Still Going.**

Rich Bradley ([linkedin.com/in/richbradley](https://www.linkedin.com/in/richbradley)) is a long-term Pinnacle Society member and owner/senior IT recruiter at TeamBradley in the US. He has reported around \$28 million in lifetime personal fees across nearly four decades of recruiting - working solo alongside his wife.

Bradley attributes his results not to luck or hot markets but to cadence: rigorous daily planning, tracking talk-time with decision-makers rather than raw call volume, and a relentless focus on candidate quality and deep industry relationships. His career demonstrates something important - that elite production can be sustained across decades by a single person with the right habits. It is not a sprint. It is a machine.

## **Tyler Rossi - Zero to Six Figures via Niche Authority**

Tyler Rossi illustrates the power of niching down, particularly for those entering the industry without an existing book of business. After being laid off, he launched a recruitment business focused exclusively on the steel and metals industry.

Despite generating zero revenue in his first six months, Rossi committed to building authority through content. He launched 'The Recruiter of Steel' podcast and built a consistent LinkedIn presence. Within 12 months, his business was generating multiple six figures in largely inbound fees. His model prioritises being the go-to expert over being a generalist sales recruiter. The lesson: existing industry knowledge plus a content-led niche strategy can build a six-figure desk faster than cold outreach alone. Follow his journey at [linkedin.com/in/tylerrossi](https://www.linkedin.com/in/tylerrossi).

## **Jon Woolley - Leaving a \$1.6M Agency Desk**

Jon Woolley ([linkedin.com/in/jon-at-candid-talent](https://www.linkedin.com/in/jon-at-candid-talent)) founded CandidTalent after leaving an agency desk reportedly worth around \$1.6 million annually - just weeks before the birth of his third child. He subsequently rebuilt his pipeline and brand as an independent specialist using disciplined outreach and content under his own flag.

His story speaks directly to high-performing agency recruiters who suspect they are leaving significant upside on the table. The desk was already there. He just needed to own it.

## **Kent Depwe - The Million-Dollar Playbook, Decoded**

Kent Depwe ([linkedin.com/in/kentdepwe](https://www.linkedin.com/in/kentdepwe)) is a US-based recruiter known for building a million-dollar desk and then breaking down his model openly in interviews and content.

His playbook: ruthless focus on high-value roles within his niche, strong fee discipline, clear boundaries around bad business, process tracking that favours qualified pipeline over raw outreach volume, and a willingness to walk away from fee-cutting clients even when short-term income is tempting. He positions \$1 million not as an outlier but as the natural destination for any well-designed specialist desk.

## **Brandon McGill - Content Over Cold Calls**

Brandon McGill ([linkedin.com/in/brandonmcgill](https://www.linkedin.com/in/brandonmcgill)) built a desk approaching \$1 million in annual revenue without heavy cold business development, using a content-first strategy and deep niche knowledge of civil engineering roles.

His example shows how specialist authority combined with consistent, useful content can replace a great deal of noisy outbound activity. Clients come to him. That changes the dynamic on fees, terms, and commitment entirely.

## **Harrison Wright - Burning Down and Rebuilding**

Harrison Wright ([linkedin.com/in/the-blockchain-recruiter](https://www.linkedin.com/in/the-blockchain-recruiter)) publicly shared one of the more instructive stories in recent recruitment: from around \$400,000 in annual fees to almost zero, then a disciplined rebuild.

His experience is a powerful reminder that structure matters more than a single big year. He tightened his client criteria, focused on well-funded companies, built a more resilient pipeline, and used the experience to create a fundamentally stronger operating model. The message is clear: the method matters as much as the market.

## **Darci Smith - Industry Knowledge as Competitive Advantage**

Darci Smith ([linkedin.com/in/darcismith](https://www.linkedin.com/in/darcismith)) moved from a corporate finance background into wealth management and private banking search. She built a desk where she is a known, trusted figure inside a relatively small, high-trust niche.

Her story is particularly relevant for recruiters from advisory, finance, or professional services backgrounds. Existing sector knowledge is not just useful - it can command 25–30% fees because you speak the language of both the client and the candidate before you even pick up the phone.

# **Evidence From 150+ Interviews**

Sam and Ben Miller are twin brothers and co-hosts of the [Topbillers Toolkit](#) podcast - one of the most data-rich resources in recruitment. Their mission: interview exceptional top billers from every corner of the globe and extract the specific strategies, methods, and mindset that separate elite performers from everyone else.

Since launching, they have interviewed over 150 recruiters - most billing between \$500k and \$2 million per year, with a handful operating above \$2.4 million. Sam's LinkedIn content ([linkedin.com/in/samtaketwobrothers-ttb](https://www.linkedin.com/in/samtaketwobrothers-ttb)) distils the recurring patterns from those conversations into punchy, evidence-backed posts that have built a substantial following in the recruitment community.

Across those 150+ interviews, three patterns consistently appear in the highest billers: strict client selection (they refuse low-commitment work), pre-booked hiring processes (interviews and decision calls locked in before the role is accepted), and inbound-led business development (personal brand and content doing the heavy lifting). The guests below illustrate what those patterns look like in practice.

### **Dylan Cohen - \$500k to \$1.94 Million**

Dylan Cohen started billing \$500k and made a dramatic jump to \$1.94 million in the space of a few years - one of the sharpest billing acceleration stories in the Topbillers Toolkit archive. His episode focuses on the specific strategic and mindset shifts that unlocked a near-fourfold increase in production, making it essential listening for any recruiter sitting in the \$300k–\$600k range wondering what the next level actually requires.

### **Adam Tiberius - \$1.5–\$2 Million Per Year via Market Mapping**

Adam Tiberius brings in \$1.5 to \$2 million in new business every year. He opened a US office at just 22 years old and onboarded 100 new accounts in his first two years. The foundation of his model is market mapping - a systemised BD process that he has codified to the point where a new recruiter joining his business billed \$700k in their first year. His episode is a masterclass in turning structured business development into a repeatable, teachable system.

### **Jason Ayachi - \$1.5 Million Through Candidate Flipping**

Jason Ayachi bills \$1.5 million annually, with 50% of that revenue generated through candidate-led business development - a strategy of proactively presenting strong candidates to clients before a live role exists. His approach turns the traditional recruitment model on its head: rather than waiting for a job spec, he uses A-player candidates as the opening for new client relationships. His episode details the entire end-to-end process.

### **Amber Penrose - £800k, 80% Inbound**

Amber Penrose billed £800k in a single year while managing a team of eight - and 80% of that business came to her through inbound leads generated by her personal brand on LinkedIn. She spent years building a content presence that was valuable, insightful, and at times personal. Her episode is one of the most compelling cases in the entire Topbillers Toolkit catalogue for the commercial power of personal brand, and a direct challenge to the assumption that top billing requires heavy outbound activity.

### **Troy Neenan - £500k for Five Years Straight**

Troy Neenan started as a perm consultant, switched to contract, and has since billed £500k consistently for five consecutive years. Sustained performance at that level - not a single spike but a reliable annual output - is arguably more impressive than a single big year. His episode covers the mindset required to maintain that discipline, how to win new business in contract, and the solution-led pitching approach that keeps his client relationships strong year after year.

### **Samuel Kippen - \$90k to \$620k in Three Years**

Samuel Kippen's trajectory is one of the most instructive in the Topbillers Toolkit archive. Year one: \$90k. Year two: \$160k. Year three: \$620k. That progression - more than tripling billings in a single year - came from a specific set of shifts in business development strategy and cold calling approach. His episode is particularly valuable for anyone in the early stages of building a desk who wants a realistic picture of what rapid growth actually looks like.

### **Patrick Waites - £800k After Eight Months to First Deal**

Patrick Waites' story challenges the assumption that a slow start predicts a mediocre career. It took him eight months to close his first placement. He went on to build an £800k desk. His episode is a powerful counterpoint for anyone in the difficult early phase who is questioning whether to continue.

### **James Holder - \$950k in Eight Months After a Decade of Average**

James Holder described himself as the most average recruiter imaginable for over a decade. Then something changed - a moment of realisation that he was capable of more. What followed was eight months of intense, focused effort that produced \$950k in fees. He was already at \$500k with half the year remaining when his episode was recorded, firmly on track for \$1 million. His levers: a specific BD strategy for reaching high-level CTOs, a transformed daily routine, and deliberate use of AI tools to compress his workflow. His story is one of the most compelling in the series for experienced recruiters who feel they have been underperforming relative to their potential.

## **What Super Billers Do Differently**

Across the documented examples in this report, a consistent set of behaviours shows up in Super Billers again and again. None of them require a particular personality type. All of them are learnable.

- **Niche first.** They pick a market where they can become the go-to expert, not just another generalist. The niche is the moat.
- **Senior enough roles to matter.** They bias toward higher-salary, harder-to-fill positions where their expertise is valued and fees are meaningful. Seniority raises S in the formula.
- **Exclusivity and retained work.** They push away from contingent work toward exclusive or retained searches where time is compensated and fill ratios are high. Peter Murphy: 98% retained.
- **Fee discipline.** They hold the line on percentages. Discounting is the exception, not the norm. Specialists in AI, cybersecurity, and fintech regularly negotiate 25–30% fees.
- **Cadence over drama.** They treat the desk like a professional sport: daily, trackable actions rather than emotional spikes of effort. Rich Bradley: talk-time, not call volume.

- **Content and personal brand.** They share useful, visible content in their niche so that clients and candidates feel they already know them before any call. Tyler Rossi: zero to six figures on inbound alone.
- **CRM and pipeline as a business asset.** The CRM is not an administrative chore. It is a compounding database of relationships that gets more valuable every year.
- **High-value conversations, not high volume.** Fewer, deeper conversations with serious people consistently outperform mass outreach.
- **Strategic use of AI.** AI accelerates business winning, sourcing, screening, and efficiency without replacing judgment or relationship. It raises the ceiling on what one person can do.
- **Intolerance of bad business.** They turn down low-fee, low-commitment work even when short-term cash is tempting. The opportunity cost of bad business is higher than most recruiters realise.

## The AI Multiplier - One Person, Bigger Desk

The historical constraint on solo recruiting was capacity. A single recruiter could only manage a certain number of searches, interviews, and client relationships before quality suffered. In 2026, AI has fundamentally changed that constraint - and the solo operator is the biggest beneficiary.

### The Digital Team

Top-performing solo firms are now AI-first. The tools that once required a corporate budget and a three-person research team are now accessible to any individual operator:

- **Sourcing agents** can crawl multiple platforms 24/7 to find candidates - a task that previously consumed an average of 7.3 hours per recruiter per week.
- **AI-assisted screening** AI can help pre-screen CVs, summarise interviews, generate scorecards, and return only the strongest shortlists for recruiter attention.
- **Automated administration** (e.g. AI notetakers can transcribe calls, extract key data - salary, notice period, motivations - and update records without manual effort.

Combined, these tools shorten cycle times between brief and shortlist, improve fill ratios by keeping more high-quality candidates in play, and free the recruiter's time for the parts that only a human can do: persuasion, negotiation, and relationship.

### What the Maths Looks Like With AI

Research into AI-augmented solo recruiting suggests that by reducing average fill times from 8 weeks to 4 weeks through automation, a solo operator who previously made 10 placements per quarter could realistically scale to 20+. At an average fee of \$30,000 per placement, that opens a theoretical path to \$500,000 per month in fees - \$6 million annually - a level of production that traditionally requires an agency of 15 to 20 people.

That extreme is, of course, only theoretically possible. But even at a more conservative improvement - say, moving from 10 to 14 placements per quarter - the compounding effect on income is significant. Technology has removed the traditional solo ceiling. The question is how much of that advantage you choose to capture.

## Timeline to Results

The practical question for any experienced recruiter considering the move to independence: how quickly does the desk stabilise under a new structure? The pattern from those who have made the transition looks like this:

Milestone	Typical Timeline	Notes
First placement	4–8 weeks if existing client relationships are in place; longer if building from scratch in a new market	Existing client trust and a warm network compress this significantly. Most experienced recruiters have both.
First six-figure fee year	12 - 18 months	Most experienced recruiters hit this within the first year. The niche is already known - the variable is how quickly the new structure is up and billing.
Crossing £250k / \$300k	18 months to 2 years	Once niche is clear and process is consistently applied.
Crossing £500k+ / \$500k+	3+ years	Depends on niche, risk appetite, fee discipline, and specialisation.
Seven-figure fees	5+ years (or faster with AI)	Well-documented by Picken, Murphy, Bradley, and others.

Experienced recruiters with an established client base and niche typically reach previous billing levels within six to twelve months under an independent structure. The infrastructure transition - brand, systems, terms, back-office - is the friction point, not the commercial capability.

Recruiters who already have niche relationships and a client base move materially faster. The honest expectation for the transition period: the first two to three months may involve reduced income while systems and pipeline are being rebuilt under the new structure. For those who push through it, the flywheel effect is real.

## Asset Value - When a Desk Becomes a Business

Most recruiters think of their desk as what they bill this year. The sharper frame is this: a well-run specialist recruitment practice is a sellable asset with capital value - on top of the income it generates every year.

Small specialist agencies under roughly £1.5 million in revenue typically sell at EBITDA multiples of 3.5x to 6x. The factors that move that multiple up or down are:

Value Driver	Impact	Why It Matters
Niche focus	Increases multiple (up to 5x–7x)	Buyers pay a premium for specialist expertise and a defensible market position.
Contract revenue	Increases multiple	Recurring contract margins are more predictable than transactional permanent fees - often valued at 6x+.

Owner dependency	Decreases multiple	If the business only works because of one person's relationships, it is harder to transfer and harder to sell.
AI and systems adoption	Increases multiple	Proprietary data, automated workflows, and process maturity make the operation more scalable and less fragile.

Here is what the numbers look like in practice. A solo recruiter billing \$500,000 with \$450,000 in profit who has started to decouple delivery from pure founder heroics - systemised processes, CRM as an asset, some AI automation - might attract a 3x multiple in a bolt-on acquisition scenario. That is a \$1.35 million liquidity event, in addition to the strong annual income they have been drawing throughout.

A capital gain of that magnitude is something a salaried employee almost never achieves. It is not guaranteed, and it depends heavily on how the business is built. But it is available to a solo recruiter who thinks like an owner from day one.

## Why This Matters for Experienced Recruiters

For an experienced recruiter who already knows how to bill but suspects the current structure is working against them, the opportunity is clearer than it might first appear:

- **The income ceiling is structural, not personal.** An experienced recruiter billing £250k inside an agency is generating far more than that number reflects. The rule of thirds means two thirds of what they produce goes to overhead and ownership above them. Moving that same desk outside the agency walls changes retention from 30% to 87.5% overnight.
- **The upside is exceptional.** The top 1% of recruiters in many markets outearn the top 1% of lawyers and doctors, using a far leaner model. That is not marketing - it is a structural feature of high-fee specialist search.
- **Existing relationships are the asset.** Unlike a new entrant who has to build everything from scratch, an experienced recruiter already has the client relationships, the niche positioning, and the market credibility. Those belong to them - not to the agency they have been building them inside.
- **Performance directly drives income.** When you own the client relationships and the commercial terms, there is very little distance between skill and reward. No politics, no salary band, no waiting for a promotion cycle.
- **The geography option changes the equation entirely.** An experienced recruiter who moves their desk to Bangkok keeps 87.5% of what they bill, pays a fraction of Western living costs, and operates in a city with a strong international business community and excellent quality of life. Same clients, same fees, structurally different outcome.

The transition does have a cost: the disruption of moving from employed to owned, and for those making the geography move, the logistics of relocation. For recruiters who are already commercially functional, those costs are lower than they appear - and the upside is structurally higher than staying put.

## Key Takeaways

## What every experienced recruiter should understand about their options

These are the high-impact realities of the recruitment profession for aspiring solo business owners.

- Top recruiters think in fees and billings, not salaries. At the elite level, compensation is a percentage of the revenue you personally control.
- A strong solo recruiter can convert hundreds of thousands in annual fees into unusually high personal income. Billing £300k as a solo typically yields £270k+ pre-costs.
- Seven-figure producers are real and documented. Pinnacle Society membership verifies that \$500k+ billings sustained over multiple years is a consistent reality - not a myth.
- The rule of thirds works against you in an agency. Inside a firm, you lose 65–70% of your generated value to overhead and owners. As a solo operator, you keep almost everything.
- Niche authority commands premium fees. Specialists in AI, cybersecurity, and fintech regularly negotiate 25–30% fees because they are genuinely irreplaceable in their market.
- AI has removed the solo ceiling. Tools like Metaview, Findem, Apollo, and Bullhorn Amplify allow one person to do the work that previously required a three-person team.
- A high-billing desk is a sellable asset. A \$500k-profit solo practice at a 3x multiple represents a \$1.35M liquidity event on top of years of strong income.
- Exclusivity is the hidden lever. Top billers like Peter Murphy work 98% retained or exclusive. That single discipline transforms the value of every hour worked.
- Geography is the underused lever. The same desk, the same clients, and the same fees - operated from Bangkok instead of London - produces a structurally different personal outcome. Ownership plus geography is the combination most recruiters never explore.

## Closing Perspective

The economics of Super Biller recruitment are more transparent than they first appear. A desk is, at its core, a simple machine: number of placements, seniority and salary, fee percentage, and conversion rate. Change any one of those levers deliberately and the output changes dramatically.

What separates an average recruiter from a top producer is less about personality and more about deliberate design - of niche, terms, cadence, and tools. For experienced recruiters in Western markets, that design choice comes down to whether they stay inside a model that captures only a third of what they generate, or step out and own the whole machine. For those willing to combine ownership with a smarter cost base - operating from somewhere like Bangkok rather than London or Sydney - the result is not just a better-run desk. It is a fundamentally different quality of life.

In 2026, AI has tilted the field further in favour of the individual who is prepared to think like an owner, build a focused brand, and run a disciplined process. The ceiling on solo production is higher than it has ever been. For the right recruiter - experienced, commercially proven, and ready to own the desk they have already been running for someone else - this is

not a career change. It is a better version of the career they already have. If that resonates, a conversation about whether this model fits your situation costs nothing and carries no obligation. Reach out directly to explore it.

---

## **About SuperBiller**

SuperBiller was founded by Mike Walmsley - the Quarter Billion Dollar Man. 30,000+ recruiters trained, \$250M+ in attributed revenue, five exits.

SuperBiller supports experienced recruiters in Western markets who are ready to own their desk, keep 87.5% of what they bill, and build from a lower-cost, higher-quality base in Southeast Asia. SuperBiller builds your recruitment business with you. Not a course. Not a community. A functioning business - with your brand, your systems, your AI stack, and your back-office built and managed from day one. You still bill similar clients at the same rates. The shift is structural: you own the desk, you keep the income, and your cost base reflects Bangkok rather than London New York or Sydney.

Phase 1 - Launch: Everything needed to trade on day one. Brand and market positioning built from scratch, website and sales assets, terms of business, fee protection documentation, AI-first CRM configured, and 1-to-1 mentoring from Mike Walmsley from week one. Phase 2 - Outsource: Back-office, compliance, and day-to-day infrastructure handled so you focus entirely on billing. Accounting, bookkeeping, invoicing, collections, fee protection, and AI-assisted monitoring for backdoor attempts - all running in the background. Phase 3 - Grow: Once billing is consistent, growth levers activate. AI-driven prospecting, competitor intelligence, vacancy identification, content and social presence, and strategic guidance based on your pipeline and performance data.

[superbiller.com](https://superbiller.com)

## Sources and References

---

All figures and examples in this report are drawn from publicly available interviews, podcast appearances, LinkedIn content, and industry commentary. The following sources were consulted:

### Recruiter Case Studies

Craig Picken - Northstar Group. Production figures shared publicly via LinkedIn and podcast. [linkedin.com/in/craig-picken](https://www.linkedin.com/in/craig-picken)

Peter Murphy - \$1M benchmark model and 98% retained methodology. Industry commentary and public content. [linkedin.com](https://www.linkedin.com)

Rich Bradley - TeamBradley. Pinnacle Society member. LinkedIn: [linkedin.com/in/richbradley](https://www.linkedin.com/in/richbradley) | teambradley.com

Tyler Rossi - 'The Recruiter of Steel' podcast and LinkedIn content. LinkedIn: [linkedin.com/in/tylerrossi](https://www.linkedin.com/in/tylerrossi)

Jon Woolley - CandidTalent. RAG Podcast Season 9, Ep 26. LinkedIn: [linkedin.com/in/jon-at-candid-talent](https://www.linkedin.com/in/jon-at-candid-talent)

Kent Depwe - Elite Recruiter Podcast interview. LinkedIn: [linkedin.com/in/kentdepwe](https://www.linkedin.com/in/kentdepwe) | eliterecruiterpodcast.com

Brandon McGill - The Civil Recruiter. LinkedIn: [linkedin.com/in/brandonmcgill](https://www.linkedin.com/in/brandonmcgill)

Harrison Wright - LinkedIn: [linkedin.com/in/the-blockchain-recruiter](https://www.linkedin.com/in/the-blockchain-recruiter) | Commentary: [linkedin.com/posts/mwhitby](https://www.linkedin.com/posts/mwhitby)

Darci Smith - LinkedIn: [linkedin.com/in/darcismith](https://www.linkedin.com/in/darcismith)

Darwin Shurig - Shurig Solutions. Pinnacle Society profile. LinkedIn: [linkedin.com/in/darwin-shurig](https://www.linkedin.com/in/darwin-shurig) | pinnaclesociety.org

Stuart Mitchell - Hampton North. LinkedIn: [linkedin.com/in/stuart-mitchell-08230a40](https://www.linkedin.com/in/stuart-mitchell-08230a40)

Ricky Burns - Pulse Group. LinkedIn: [linkedin.com/in/richardmarcburns](https://www.linkedin.com/in/richardmarcburns)

### Topbillers Toolkit Podcast (Sam & Ben Miller)

Sam Miller - LinkedIn: [linkedin.com/in/samtaketwobrothers-ttb](https://www.linkedin.com/in/samtaketwobrothers-ttb) | [taketwobrothers.co.uk](https://www.taketwobrothers.co.uk)

Ben Miller - LinkedIn: [linkedin.com/in/taketwobrothers](https://www.linkedin.com/in/taketwobrothers)

Topbillers Toolkit - Spotify: [open.spotify.com/show/66mpHlcvJzS6FVvm4aKZDg](https://open.spotify.com/show/66mpHlcvJzS6FVvm4aKZDg)

Topbillers Toolkit - Apple Podcasts: [podcasts.apple.com/gb/podcast/topbillers-toolkit](https://podcasts.apple.com/gb/podcast/topbillers-toolkit)

Episode: Dylan Cohen - \$1.94M biller. 'This Recruiter JUMPED from 500k to \$2 Million.' YouTube & Spotify.

Episode: Adam Tiberius - \$1.5–2M via market mapping. Topbillers Toolkit, Spotify/Apple Podcasts.

Episode: Jason Ayachi - \$1.5M biller. 'Candidate flipping strategy.' Topbillers Toolkit, Spotify/Apple Podcasts.

Episode: Amber Penrose - £800k, 80% inbound. 'This Recruiter Billed 800k and 80% was Inbound.' Spotify: [creators.spotify.com/pod/profile/sam-miller813](https://creators.spotify.com/pod/profile/sam-miller813)

Episode: Troy Neenan - £500k for 5 years. 'This Recruiter Billed 500k for 5 Years Straight.' Spotify: [creators.spotify.com/pod/profile/sam-miller813](https://creators.spotify.com/pod/profile/sam-miller813)

Episode: Samuel Kippen - \$90k to \$620k in year 3. 'This Recruiter Hit 620K In His Third Year.' Spotify: [open.spotify.com/episode/7hMNQ7aNQYZLT7byArmiKV](https://open.spotify.com/episode/7hMNQ7aNQYZLT7byArmiKV)

Episode: Patrick Waites - £800k biller. 'Lessons From an £800k Biller.' Spotify: [open.spotify.com/episode/48WkXuajXUxZTI1Dexsw3a](https://open.spotify.com/episode/48WkXuajXUxZTI1Dexsw3a)

Episode: James Holder - \$950k in 8 months. 'From Average to \$950k.' Topbillers Toolkit, Spotify/Apple Podcasts.

Sam Miller LinkedIn post - 'I've interviewed over 150 recruiters, most billing \$500k–\$2m.'  
[linkedin.com/posts/samtaketwobrothers-ttb](https://www.linkedin.com/posts/samtaketwobrothers-ttb)

Sam Miller LinkedIn post - 'I interviewed a recruiter billing \$2.4 million.'  
[linkedin.com/posts/samtaketwobrothers-ttb](https://www.linkedin.com/posts/samtaketwobrothers-ttb)

Sam Miller LinkedIn post - 'I interviewed a recruiter billing \$958k.'  
[linkedin.com/posts/samtaketwobrothers-ttb](https://www.linkedin.com/posts/samtaketwobrothers-ttb)

### **Industry Data and Benchmarks**

Pinnacle Society - Membership criteria (\$500k+ verified cash-in, 3 of 5 recent years).  
[pinnaclesociety.org](https://pinnaclesociety.org)

RAG Podcast (Recruitment Agency Growth Podcast) - Solo and boutique billing performance.  
[getpodcast.com](https://getpodcast.com)

Elite Recruiter Podcast - Niche development, fee discipline, career benchmarks.  
[eliterecruiterpodcast.com](https://eliterecruiterpodcast.com)

Global recruitment market valuation (\$752.4B, 2025) - Staffing Industry Analysts and public market research. [staffingindustry.com](https://staffingindustry.com)

AI tool sourcing time benchmark (7.3 hours/week) - Bullhorn Staffing & Recruiting Trends Report, industry commentary.

Agency valuation multiples (3.5x–6x EBITDA) - Publicly discussed boutique agency transactions and Recruitment industry M&A commentary. Treat as directional, not investment advice.