



Great Work Perks

By Rachel Zupke, CareerBuilder.com writer

Where can you grab a cold beer from the company keg when the clock strikes four? Where can you take in a yoga class during your lunch hour? And where can you do laundry for free?

At work, that's where.

Years ago, such generous benefits were better fit for a utopian dream than real workplaces. Nowadays, while competitive salaries and advancement opportunities still rank high on the list of job priorities, lavish perks like posh vacations, gourmet cafeterias and concierge services are inching their way up the importance scale.

Employers want perks that offer a way to make life easier for their employees, says Rosemary Haefner, vice president of human resources for CareerBuilder.com. By taking care of chores employees either dislike or don't have time for, employers create a stronger emotional tie between the employee and the company, as well as increase productivity and retention.

"Employers realize the best way to retain prized employees among the current talent crunch is to make them want to stay, often through first-rate perks," Haefner says. "In addition to the standard comprehensive benefits package, some companies are taking things a step further, offering unique perks to keep current employees happy and new employees eager to stick around."

The company perks we came across ran the gamut from widespread to unique to downright unfair. Check out how companies, big and small, across the country are keeping their employees happy.

1. Barkley; Kansas City, Mo.

Great perks: This [advertising](#) agency has an annual "Kidnap Day," when the company shuts down for the day and workers are taken to an undisclosed location, like an arcade. Additionally, there are break-time activities, like pool and ping-pong tournaments, and free Boulevard beer on tap after 4 p.m. To top it off, employees are given birthdays off (with \$25 spending money); on-site yoga; and a rooftop observation deck with gardens, Wi-Fi access and barbecue grills.