

# 2010 Baker's Dozen Customer Satisfaction Ratings: Top Relocation Providers

The rankings contained within the Baker's Dozen for Relocation and other service areas in *HRO Today* are based on customer survey data. The indices result from a multi-step process. *HRO Today* identified the top relocation providers. Our survey research team then asked providers to identify customers to be surveyed. Using the *HRO Today* database, we identified other buyers to survey. Each respondent was asked about services provided, scope and scale of services, and the quality and satisfaction with the services.

Respondents provide e-mail addresses for verification, but responses are kept in strictest confidence. Once collected, information is loaded into the *HRO Today* database and analyzed to score

each provider having a statistically significant sample. For this survey, we received feedback from more than 180 verified customers. The rankings are based on point assignments and weightings of questions—plus a predetermined algorithm that calculates the overall score based on breadth, scope and scale, and quality. Rankings and weightings are determined statistically, and all feedback is from customers. The ratings are not the opinions of *HRO Today* staff. We only provide methodology, and we do not claim that our methodology is the only viable ratings program available; we do, however, vouch for its statistical validity. We hope this ranking provides you some insight into your next RFP process.

**Company**

**Employees Transferred in 2009**

**URL**

**1 Graebel**

**More than 45,000**

**[www.graebel.com](http://www.graebel.com)**

In 2010, Graebel reached a remarkable milestone of 60 years, entirely focused in relocation. This organization self-performs and manages full-service relocation and moving services worldwide. In-office centers in the Americas (U.S. and Canada), EMEA (Prague) and APAC (Singapore) are staffed with relocation industry veterans trained and certified in Graebel proven processes and high standards. With a strong balance sheet, Graebel reinvests in its centers, equipment, and first and foremost its people and ensures that everyone is equipped with leading edge technology that clients also find easy to use. Graebel provides outsourced cost-efficient and high-quality seamless global full-service third party relocation and move management, commercial office relocation and workplace services such as records storage to household goods forwarding solutions for the Fortune 500 and global 100. From C-TPAT, TIAA, FAIM, SAS 70, ISO to TRUSTe EU Safe Harbor are among Graebel's customer-first peace of mind worldwide credentials.

**Clients:** N/A

**Services:**

- Comprehensive policy audit
- Consultations, development and ongoing suggested enhancements to client policy deployment.
- Home sale and purchase assistance
- Buyer value option, amended value/guaranteed buyout options, direct reimbursements, mortgage assistance with low capped lender fee.
- Area tours and orientation
- Automobile lease and purchase assistance, and driver's license assistance
- Financial and insurance services
- Tenancy management
- Temporary living and rental property assistance.
- Inventory management
- Property management
- Group move management and lump sum management.
- Multiple currency expense payments
- Tax counseling coordination, payroll and tax reporting, and

- consolidated billing.
- Household goods shipping and storage management.
- Claims management
- International forwarding compliance, on-the-ground destination and settling-in services in 153 countries.
- Ongoing international assignment support and repatriation.
- Pre-assignment services include school search, intercultural and language training, spousal counseling, relocation and cost-of-living projections, visa and immigration services, expense management and reimbursements, real-time online reporting and year-end reports and regular client reviews, direct-pass through transparent pricing with invoice and supporting documentation and audit to policy compliance and exception approvals.
- Administrative services: white papers, best practice policy documents, hot-top regional round tables, by-invitation international relocation policy summit and annual global relocation alliance conference.

# Baker's Dozen: Relocation

Company

Employees Transferred 2009

URL

## 2 Weichert Relocation Resources (WRRRI)

26,500

[www.wrri.com](http://www.wrri.com)

Weichert Relocation Resources Inc. (WRRRI) delivers the next generation of relocation and assignment management services that help some of the world's leading companies avoid inventory, increase employee home sales, enhance mobile workforce management, and reduce program costs. A Balanced Scorecard Hall of Fame™ Company, WRRRI provides a unique combination of stability, financial expertise and seasoned leadership that has made the company a trusted, proactive partner to clients throughout the world.

**Clients:** N/A

### Services:

Relocation solutions:

- Consulting services: Policy design & development, tax consulting, benchmarking, and policy counseling.
- Departure services: Home marketing assistance, home sale services, and household goods management.
- Destination services: Home search assistance, rental finding assistance, and temporary living.

- Inventory management
- Group move management
- Mortgage services
- Financial services: Cost-of-living analyses, lump sum administration, expense management, gross-up processing, payroll and tax

services, and management reporting.

- Property management
- Supplier management
- Tenancy management
- Pre-decision services
- International assignment solutions

International assignment solutions:

- Program management: Assignment planning, policy design and development, supplier management.
- Pre-Assignment services: Pre-assignment counseling, compensation planning, worksheet draft, assignment cost projections, assignment letter preparation, tax planning and strategy, balance sheet calculations, visa/immigration services, cash-flow analysis, certificate of coverage, cultural & language training, departure services.
- Destination management: Home search, rental assistance, settling-in services, temporary living, tenancy management, spouse career

counseling, mortgage services, exception management, banking/credit assistance.

- On-assignment services: Update compensation balance sheet, property management, rental management, assignment allowance coordination, emergency evacuation, expense disbursement.
- Financial management: Expense management, coordination of payroll and tax services, management reporting, vendor invoice review/payments, tax gross-ups, hypothetical tax calculation, home leave tracking/reimbursement requests, exception management, tax equalization and payments, preparation of year-end statement, compen-

sation balance sheet maintenance.

- Regulatory compliance: Tax program management, budget accruals, payroll support, host country compensation reporting, coordination of tax compliance.
- Repatriation/post-repatriation services: Return move coordination, re-entry training, home finding/rental assistance, mortgage services, vacating coordination, recovery of advances/excess payments, cancellation of allowances, expense coordination and requests, on-going tax and compensation reporting and counseling.

## 3 The MIGroup

16,000

[www.themigroup.com](http://www.themigroup.com)

Since 1978, TheMIGroup, a global relocation management company, has been delivering a full range of domestic and international relocation services. With 12 business units located throughout the Americas, EMEA and Asia, and our worldwide partner network has the capacity to deliver full service relocation services anywhere in the world.

**Clients:** N/A

### Services:

- Corporate Policy and Planning: Assignment/transfer objectives, candidate assessment and selection, balance sheet and cost budgeting, compensation planning, tax planning and strategy, relocation budgeting, and consultation for improvement.
- Assignment Preparation: Orientation, counseling, cost estimates, bal-

ance sheets, visa and immigration, home marketing, taxation planning, cultural/language training, schools research and booking, destination preview trip, exception management scheduling, offer process, completion of needs analysis, home sale program and property management, setting of expectations and estimated, time lines, and destination services.

# Baker's Dozen: Relocation

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- Assignment Management: Financial services and support, compensation and payroll support, visa management, expense tracking and reporting, rental management, assignment reporting, and management of origin residence.
- Departure: Home sale or property management, household goods shipping/storage, spousal career counseling, risk management, spousal assistance, settling in services, processing of payments/reimbursements, and employee check list of details prior to departure.
- Destination: Settling in services, temporary accommodation, home search and selection, rental assistance, and banking/credit orientation.

- Repatriation: Reentry planning and preparation, relocation and departure wrap-up services, home finding/mortgage support, temporary accommodation, and expense management reporting.
- Repatriation Policy: Reorientation/reentry training, redeployment, and assimilation
- Domestic Transfers: Home sale or lease termination, household goods via van line partners including invoice auditing and claims management, home search, purchase and mortgage help, rental negotiations, area research and orientation.

### 4 SIRVA

264,000

[www.sirva.com](http://www.sirva.com)

A leading worldwide provider of relocation and moving solutions, SIRVA, Inc. provides more than 300,000 relocations per year to corporations, government employees, and individual consumers. The company delivers the best mobility experience at the lowest total cost to relocate through complete management of the global supply chain, the world's leading global operations, industry-leading risk management processes, and full accountability and transparency of all costs. SIRVA's brands include Allied, Allied International, Allied Pickfords, Allied Special Products, DJK Residential, Global, northAmerican, northAmerican International, SIRVA Mortgage, SIRVA Relocation, SIRVA Global Relocation, Inc. and SIRVA Settlement.

**Clients:** N/A

#### Services:

- Policy counseling: Pre-decision assistance, policy review, and ongoing assignment support.
- Direct reimbursement and lump sum management: Disbursement, counseling, policy review, and reporting.
- Cost tracking and expense management: Miscellaneous allowance management, expense management and reporting, gross-up assistance, year-end management and reporting, FAR requirements, government mandated expense tracking, client-specific requirements, compensation and payroll administration, and tax equalization coordination services with client-designated providers.
- Home sale services: Traditional home sale services: Guaranteed buyout/amended value offer (GBO/AV), buyer value option (BVO),

- SIRVA fixed fee home sale services, RiskGuard AVXTM, RiskGuard BVXTM, and home marketing assistance.
- Home finding/home purchase assistance: New home purchase and rental assistance.
- Temporary housing administration: Needs assessment, property selection and coordination.
- Property management: Coordination with property management, tenant screenings, rental placement, rental recovery, management of household repairs and maintenance, and rental account management and reporting.
- Mortgage assistance: Coordination with preferred lenders and qualification and financing assistance through SIRVA mortgage.
- Destination and settling-in services: Temporary living assistance, home-find-

- ing/rental assistance, orientation and settling-in services, education consulting, partner employment/extended services, furniture leasing and appliance rental, and home sale/purchase assistance.
- Ongoing assignment support: Ongoing communication and policy administration, home leave eligibility tracking, expense management and reporting, compensation and payroll administration, tax equalization coordination services with client-designated providers, UK Social Security exemptions, property management of home country residence, vacant property management, and tenancy management.
- Household goods moving and storage: Pet relocation and automobile shipment
- Client reporting: Operational and financial.

### 5 Cartus Corp (Includes Primacy Relocation)

More than 140,000

[www.cartus.com](http://www.cartus.com)

For 55 years, Cartus has offered its worldwide clients and customers the industry's most comprehensive suite of services, including mobility management, consulting, intercultural and language training. Cartus also offers asset recovery—a specialized business unit that assists financial institutions who are lenders manage their foreclosure processes. Now that Cartus and Primacy Relocation have joined forces, the organization is poised to set a new standard of service delivery to its clients and customers. Serving the corporate, government, and affinity markets and with clients of all sizes ranging from multinationals to those who benefit from our specialized teams dedicated to lower-volume movers, the new Cartus has fully staffed, operational facilities in the Americas, EMEA, and APAC regions. Its 2,800 employees—including more than 700 who are based outside

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Company

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the U.S.—are uniquely qualified to assist transferees, expatriate assignees, and members with their mobility management requirements.

**Clients:** N/A

**Services:**

Domestic and global services:

- Home marketing, home sale, and home finding
- Property management
- Inventory management
- Rental and temporary housing assistance
- Mortgage assistance
- Household goods shipment
- Destination/area familiarization services
- Spouse/partner career transition assistance
- School finding services
- Visa and immigration services
- Cross-cultural and language training
- Policy consulting and design
- Group move management
- Relocation accounting
- International assignment compensation services

## 6 NEI Global Relocation

9,000

[www.neirelo.com](http://www.neirelo.com)

NEI Global Relocation is a full-service relocation management company.

**Clients:** N/A

**Services:**

Domestic

- Employee relocation counseling
- Home marketing assistance
- Home sale programs
- Inventory management
- Lease break assistance
- Candidate services
- Family needs assessment
- Area orientation
- Home finding and rental finding assistance
- Mortgage referral and assistance
- Goods move management
- Temporary living assistance
- Cost-of-living differentials
- New home purchase assistance
- Spouse/partner career assistance
- Program administration
- Policy consulting and development
- Supplier partner management
- Lump sum administration
- Expense administration
- Reporting
- Travel administration

International

- Policy Counseling
- Assignment
- Cost Estimates
- Employee Comp. Benchmarking
- Letter of Assignment
- Visa/Work Permit and Immigration Assistance
- Goods and Services Differential
- Pre-Assignment Assessment
- Home Sale Programs
- Lease Cancellation Assistance
- Tenancy and Property Management
- Household Goods Forwarding
- Shipment & Storage
- Auto Transport
- Pet Transport
- Travel Coordination
- Area Orientation / Home Finding
- Settling-In Services
- Temporary Living Assistance
- Language Training
- Cultural Training
- Mail Forwarding
- Local Transportation/ Automobile Procurement
- Education Services Coordination and Dependent Care
- Spouse/Partner Counseling
- Personal Insurance & Security
- Emergency Services
- Worldwide Banking
- Repatriation Assistance
- Lease & Utilities Termination
- Final Move Travel Coordination
- Return Household Goods and Freight Forwarding Shipment
- Policy Development
- Overall Global Coordination
- Global Tax Capabilities
- Expense Management
- Payroll
- Reporting
- Supplier Partner Management

## 7 AIReS American International Relocation Solutions

12,000

[www.aires.com](http://www.aires.com)

Since 1981, AIReS has operated as a privately-owned, independent provider of world-class moving and relocation services, focusing 100 percent of its efforts on corporate clients and their transferees. Today it is a full-service provider of domestic and global relocation and assignment management services, striving for long-term partnerships built on integrity, trust, and exceptional customer service. Its financial stability is a result of a controlled, organic growth, and is a testament to our focus on the client and family. It has strategically invested in continuous improvement programs and proprietary technology to increase service level capabilities, and therefore increase our client satisfaction levels. Its leading-edge technology sets it apart from many of its competitors; its in-house staff of experts is continuously developing software and system

# Baker's Dozen: Relocation

## Company

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upgrades to meet the evolving needs and requests of clients.

**Clients:** N/A.

### Services:

Domestic and international services:

- HHG moving and storage
- Employee policy counseling
- Policy development and consulting services
- Insurance
- Program management
- Relocation cost estimates
- Departure services
- Destination services
- Home marketing and listing assistance
- Home sale assistance
- Home search and purchase counseling
- Home value assistance
- Rental finding assistance
- Temporary living assistance
- Spouse/partner career assistance
- Intercultural programs
- Language training
- Immigration services (visa/passport)
- Property management services
- Vacant home management
- Mortgage assistance
- Candidate assessment
- Repatriate assistance
- Management reporting
- Expense management
- Payroll coordination
- Gross-up processing
- Tax on expatriation
- International tax compensation

## 8 Paragon Relocation

8,000

[www.paragonrelocation.com](http://www.paragonrelocation.com)

Paragon provides domestic and international relocation management services to corporations with the goal of providing the most successful move to their relocating employees. Paragon is an innovative, entrepreneurial organization with a heritage of providing solution-related mobility consulting services. Paragon is recognized as an independent, trusted partner that delivers the most expertise, best customer experience and bottom-line results for our clients.

**Clients:** N/A

### Services:

- Domestic relocation services
- International relocation services
- Global assignment services
- Worldwide destination services
- Group move management
- Mortgage services

## 9 Lexicon Group

26,000

[www.lexiconrelocation.com](http://www.lexiconrelocation.com)

Headquartered in Jacksonville, Florida, the Lexicon Group provides a complete menu of mobility services to more than 875 companies and government agencies around the world who relocate their employees for business purposes. During 2009, it facilitated more than 26,000 moves as well as assisting both corporations and individuals with all of their logistics needs. With flexibility in mind, the Lexicon Group prides itself on delivering to its clients the power to choose from a diverse array of suppliers and developing programs designed specifically around the client's needs. Through its own 21 offices, a staff of more than 1,100 employees, and agencies in more than 100 countries, the Lexicon Group provides global mobility services worldwide by combining high-touch personal service with state of the art technology. Lexicon's clients and their transferees have real-time, on-demand access to critical relocation information through Lexicon's web portals.

**Clients:** N/A

### Services:

- Domestic services:
- Policy counseling
- Marketing assistance
- Home sale programs
- Move management of household goods including storage
- Temporary living coordination
- Home finding assistance
- Rental finding
- Mortgage assistance
- Spousal/ career counseling
- Expense administration and tax reporting
- Group move management
- Consulting services

# Baker's Dozen: Relocation

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International services:

- Consulting services
- Global assignment services
- Relocation services

• Destination services

- Intercultural, business awareness and language training.
- Repatriation programs.

### 10 Mobility Services International (MSI)

More than 5,000

[www.msimobility.com](http://www.msimobility.com)

MSI is a leading independent provider of corporate employee relocation and international assignment management services worldwide. Established in 1981, MSI administers a complete range of employee mobility and international assignment management services to corporations operating throughout the world. MSI's success is based on its core competencies in strategic planning, mobility finance management, applied technologies, process engineering and supply chain management.

**Clients:** N/A

#### Services:

US relocation services:

- Strategic consulting services
- Transferee services
- Financial services
- Group move management
- Employee Home Advantage™ Affinity program

• Relocation-On-Demand™

Global Mobility Services

- Global strategic consulting services
- Assignment management services
- Global financial services

### 11 Altair Global Relocation

29,044

[www.altairglobal.com](http://www.altairglobal.com)

Altair Global Relocation is an independent, full-service relocation management company offering a comprehensive selection of U.S. and international mobility solutions. Altair's clients are some of the most recognized names in today's global business community. Founded in 1989, Altair is the largest certified woman-owned relocation management company and one of the largest relocation management companies based in the United States. Altair services are coordinated from U.S. regional service centers in Plano, Texas; Shelton, Connecticut; Walnut Creek, California; and Minneapolis, Minnesota, and from our EMEA office in London. The global headquarters office is in Plano, Texas.

**Clients:** N/A

#### Services:

- **Departure Services:** Policy counseling, candidate services, relocation and assignment cost estimates, city and country reports, cost of living calculations, visa and permit procurement, tax and social security briefings, home sale, property management, inventory management, lease cancellation, pre-assignment coordination, expatriation management, and repatriation management.
- **Destination Services:** Orientation, home finding and settling-in, home purchase, leasing assistance, host country destination services, mortgage and financial services, spousal career assistance, language training, cultural training, benefit payments in any currency and dependant care.
- **Logistic Services:** Household goods move management, travel management, temporary living, and expense reimbursement.
- **Administrative Services:** Benefit payments, expense tracking and

reporting, equity advance, tax assistance, year-end reporting, management reports, group move consulting and management, quality monitoring and reporting, supplier management and reporting, diversity initiatives and reporting, recruiting support, and assignment management.

- **Client Solutions:** Customized consulting services, new client implementations, proactive policy benchmarking, policy creation and design, original industry research, business location decision and event services, and affinity programs.
- **Technology:** On-demand reporting, interactive cost estimates, online expense processing, destination-specific information, cultural tools, and personal message center.

Company

Employees Transferred 2009

URL

## 12 Brookfield Global Relocation Services

48,000

[www.brookfieldgrs.com](http://www.brookfieldgrs.com)

Brookfield Global Relocation Services is the trusted leader for the design and management of domestic and international relocation and assignment services throughout the world. The firm believes that its integrity, transparency, flexibility, and commitment to clients and each other helps to deliver a cost-effective Premier Service® experience. Its 800 employees operate from regional offices in Asia, Europe and North America to support the success of our clients and their relocating employees around the world. Brookfield has the local knowledge and worldwide presence to develop and implement global employee relocation solutions. Brookfield Global Relocation Services is an operating company of Brookfield Residential Property Services, a leading global provider of real estate and relocation services, technology, and knowledge

**Clients:** N/A

**Services:**

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Domestic:

- Program administration
- Policy counseling
- Home sale programs
- Closing services
- Marketing assistance
- Household goods management
- Expense administration and tracking
- Home finding and rental assistance
- Temporary living assistance
- Area orientation
- Mortgage assistance, career and family assistance.
- Property management

International:

- Program administration
- International assignment compensation administration, including cost projections; balance sheets; tax gross-ups and year-end compensation accumulation.
- Policy counseling
- Home finding and rental assistance
- Household goods management
- Expense administration and tracking
- Settling-in services
- Intercultural services
- Visa and immigration assistance
- Temporary living assistance
- Mortgage assistance
- Vehicle assistance program
- Policy consulting
- Tenancy management

Company

Employees Transferred 2009

URL

## 13 Crown Relocations

56,483

[www.crownrelo.com](http://www.crownrelo.com)

Crown Relocations is a full-service relocation management company providing more than 100,000 services to more than 2,000 diverse organizations and more than 50,000 transferees and their families each year. Crown's complete scope of services, global presence and local strength in all markets allows us to provide high touch customer service and end to end solutions for our clients. We are the largest privately held relocation management firm in the world, employing best in class mobility professionals, featuring customized technology solutions, and high quality standards with a commitment to corporate social responsibility (CSR) throughout all of our operations.

**Clients:** N/A

### Services:

- Program Management: Relocation policy counseling and program administration, on-assignment support, and repatriation services.
- Departure Services: Home sale, direct reimbursement, buyer value option, guaranteed/amended value, marketing assistance, and property management.
- Transportation Services: Shipment, storage, transit protection (insurance), and pet transfer.
- Learning and development: Candidate assessment, intercultural training, and language training.
- Logistics: Freight forwarding, energy and hotel logistics, and third-party distribution.
- Destination services: Immigration, preview/orientation services, home finding, school search, settling-in, tenant representation, and partner career support.
- Accounting/financial services: Relocation accounting, gross-up calculations, expense management and payment, on assignment payment/allowances, distribution and reimbursement, client payroll and management reporting, and compensation services.
- Consulting services: Policy consulting, Process design, benchmarks, and surveys.

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Quality of Service Leaders				
Provider	Breadth of Service	Size of Deals	Quality of Service	Overall Ranking
Weichert Relocation Resources (WRRRI)	7.90	5.30	74.45	171.90
Graebel	8.74	5.17	74.00	172.33
The MIGroup	8.14	6.57	73.29	170.37
SIRVA	8.74	5.46	72.80	169.92
Lexicon Group	8.83	5.67	72.25	169.01
Mobility Services International (MSI)	9.20	5.40	72.00	169.00
NEI Global Relocation	9.97	4.77	71.71	169.45
AIReS	10.64	5.73	70.95	169.38
Paragon Relocation	10.40	7.00	70.90	169.37
Cartus Corp. (Includes Primacy Relocation)	10.90	6.20	70.85	169.80
Altair Global Relocation	11.57	5.71	68.86	166.56
Brookfield Global Relocation Services	7.43	5.86	61.00	143.07
Crown Relocations	8.00	5.40	60.60	143.02

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