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Baker's Dozen: Relocation

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Our annual ranking of the top relocation providers.



It's been a tough year for the relocation business since we last published this feature. Move volumes are down, home sales continue to languish, and everyone is on pins and needles about the economy. Still, the sector pushes forward, offering clients a lot of consulting services on ways to reduce costs.

Ranking the providers is never an easy process, and this year we contacted more than 70 vendors to participate in the selection process. Through our methodical process, we were able to collect enough customer feedback for 11 top-tier vendors (not enough statistically valid data was available for two others listed here—Brookfield and Crown Relocations—but existing market information indicates that they are among the most significant providers in this specialty).

Of course there will be disagreement in the vendor community over how we conduct the rankings. However, customer feedback seems the least arbitrary method and the best indicator of whether the companies listed here would be a good outsourced partner. As always, we welcome your input on our methodology and are open to making the Baker's Dozen even more useful to our readers.



[Click here to view the 2009 Baker's Dozen](#)

*Ranking Methodology: Buyers were asked to participate in an online, anonymous survey regarding their experience with their current service provider. The survey instrument measured user satisfaction along with breadth and quality of service and deal size, as well as other issues. HRO Today ranked only providers for which we were able to compile enough statistically valid customer data. Although we could not obtain statistically sufficient data for two providers—Brookfield and Crown Relocations—existing market data indicate that both are among the top providers of relocation services and should be included in this listing; however, they were not ranked as a result. *Number of employees transferred provided by the provider.*

The Baker's Dozen: Relocation



OUR ANNUAL RANKING OF THE TOP RELOCATION PROVIDERS

Company	Employees Transferred* (2008)	URL
 PRIMACY RELOCATION Primacy Relocation is a provider of relocation and global assignment management services, with more than 725 employees in 28 offices worldwide. From its fully-staffed operational facilities located in the Americas, EMEA, and Asia regions, Primacy managed 51,067 moves and handled \$2.88 billion in funds during 2008. Primacy serves organizations ranging from <i>Fortune</i> 500 and 1000, Global 100, and the emerging market segments. With a focus on cost containment and overall program management, Primacy remains a forward-thinking, well-established force with in global relocation. With the capability to service more than 170 countries, Primacy offers multiple options including a centralized international model, decentralized regional model, and blended approach to meet the cultural requirements of our clients.	51,067	www.primacy.com
Client(s): N/A		
Relocation Services: Domestic relocation services include home marketing assistance; home sale and buyer value option; inventory management; rental assistance; client expense management; property management; destination services (preview trip/orientation); home search; mortgage assistance; household goods/move management; spousal assistance; education consulting/school search; and travel services. Consulting and account management services include policy benchmarking review and development; reporting services, group move management; web site services; cost of living analysis; and cost projections. International services include pre-assignment/pre-transfer services including cost projections; letters of assignment; policy counseling/program management; visa and immigration services; and educational consulting. Relocation services include home sale; transportation supply chain management; school search; area orientation/tour; arrival assistance; home search; temporary housing; furniture rental; departure services; documentation assistance; and travel coordination services. On-assignment services include tenancy management; property management, and spousal transition assistance. Learning and development services include candidate development; intercultural training; and language training.		
 GRAEBEL Graebel is a privately owned, 59-year-old full-service company. It provides clients seamless, integrated relocation and moving services with pricing transparency through its third-party relocation and move management companies, van line, forwarding operation, nationwide moving and storage service centers, and commercial workplace service division. The Graebel single-source solution includes relocation veterans who utilize the same proprietary technology platform and who employ proven cost-effective and efficient processes worldwide.	38,532	www.graebel.com
Client(s): N/A		

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Company

Employees Transferred*
(2008)

URL

Relocation Services: Comprehensive policy audit; consultations; development and ongoing suggested enhancements to client policy deployment; home sale and purchase assistance; temporary living and rental property assistance; property management; inventory management; group move or lump sum management; on-the-ground destination and settling-in services in 150 countries; ongoing 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 business intelligence reporting; year-end reports; and direct-pass through pricing with invoice and supporting documentation audits to policy and approvals. Administrative services include frequent white papers; best practice policy documents; hot-topic regional roundtables; by-invitation-only relocation policy summit and annual relocation alliance conferences; and regularly scheduled business reviews with all clients.



WEICHERT RELOCATION RESOURCES INC. (WRRI)

27,120

www.wrri.com

Weichert Relocation Resources Inc. (WRRI) offers myriad relocation and assignment management services to some of the world's leading companies to help them avoid inventory, increase employee home sales, enhance mobile workforce management, and reduce program costs. WRRI provides a combination of stability, financial expertise, and seasoned leadership that has made the company a provider to clients throughout the world.

Client(s): N/A

Relocation Services: Consulting services include policy design and development; tax consulting; benchmarking; and policy counseling. Departure services include home marketing assistance; home sale services; household goods management; destination services include home search assistance; rental finding assistance; temporary living; inventory management; group move management; and mortgage services. Financial services include cost-of-living analyses; lump sum administration; expense management; gross-up processing; payroll and tax services; management reporting; property management; supplier management; and tenancy management. International assignment solutions: program management services include assignment planning; policy design and development; and supplier management. Pre-assignment services include 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 and language training; and departure services. Destination management services include home search; rental assistance; settling-in services; temporary living; tenancy management; spouse career counseling; mortgage services; exception management; and banking/credit assistance. On-assignment services include update compensation balance sheet; property management; rental management; assignment allowance coordination; emergency evacuation; and expense disbursement. Financial management services include expense management; 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; and compensation balance sheet maintenance. Regulatory compliance services include tax program management; budget accruals; payroll support; host country compensation reporting; and coordination of tax compliance; Repatriation/post-repatriation services include 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.



CARTUS

More than 136,000

www.cartus.com

Cartus is a provider of mobility solutions worldwide, serving the corporate, government, and affinity markets with mobility management, outsourcing, consulting, and intercultural and language training. With more than 50 years' experience, clients of all sizes ranging from multinationals to companies moving only a few employees, Cartus assists more than 130,000 transferees, expatriate assignees, and members each year.

Client(s): American Family Insurance; Baker Hughes Incorporated; Corning Incorporated; General Electric Company; Lafarge North America Inc.; Owens Corning; Shell Oil Company; The Hartford Fire Insurance Company; United Parcel Service; United Technologies Corporation; and Waste Management, Inc.

Relocation Services: Cartus provides an array of relocation services, from home sale and household goods shipment to settling into new communities, as well as logistical support for employees on both domestic and global assignments, with international assignment services including specialized expertise in cross-cultural and language training and global workforce development. The company also offers development of comprehensive program support for clients, including group move management, outsourced relocation administration, policy consulting and design, relocation accounting and financial services, international assignment compensation, and global supplier management.



PRUDENTIAL REAL ESTATE AND RELOCATION SERVICES, INC.

More than 42,000

www.prudential.com

Prudential Real Estate and Relocation Services provides comprehensive global relocation services to *Fortune* 500 corporations, smaller companies, and U.S. government agencies. With locations in the U.S., Canada, U.K., France, Hong Kong, Singapore, and China, the company (which operates as Pricoa Real Estate and Relocation Services in Asia and Europe) offers a broad menu of services critical to the relocation of clients'

The Baker's Dozen: Relocation

Company

Employees Transferred*
(2008)

URL

employees. Prudential's real estate network is one of the largest real estate brokerage franchise networks in North America, with nearly 1,940 independently owned and operated franchise offices and approximately 62,000 sales professionals in the franchise network.

Client(s): N/A

Relocation Services: Home sale assistance services include amended value sale; buyer value option; guaranteed offer program; and marketing assistance. Destination/home finding assistance services include mortgage services; rental assistance; global transportation services; Prudential Home ConnectionsSM; and temporary housing. International destination services include pre-assignment visit; home finding; settling-in/mentoring; comprehensive and departure packages. Global transportation services include transportation of household goods and personal effects including pets, vehicles and specialized services. Expense administration services include expense tracking, expense reporting, and expense reimbursement. Program administration services include program management and policy counseling. Global consulting services include policy consulting, global consulting, and group move consulting. Candidate assessment services include the proprietary assessment tool, the Overseas Assignment Inventory (OAI). Intercultural training services include customized training services, web-based cultural training tools, and language training. Compensation administration services include assignment compensation and administration. Additional services include visa/immigration services; language training; cost projections; educational consulting; spouse/partner assistance; property management; ongoing assignment support; tenancy management; repatriation/reassignment; temporary living; and lump sum program.



AIREs

10,465

www.aires.com

Founded in 1981, AIREs has been providing relocation services for 28 years. Initially specializing in international shipment and storage of household goods for corporate employees, the company has evolved into a global relocation services provider. As a full-service provider, AIREs concentrates on relocation programs for corporations and their transferees. An independent organization that has maintained swift growth, AIREs is well-capitalized to weather the financial storm. The firm is aggressively securing new clients on a regular basis with a promising pipeline for 2009.

Client(s): N/A

Relocation Services: Technology services include integrated relocation information system (IRIS) and ReLoNet web services. Consulting services include policy review and development; policy benchmarking; financial analysis; and individual relocation cost projection. Policy review and development services include initial assessment; policy development; policy implementation; and ongoing review. Real estate services include home marketing assistance; appraised value sale; amended value sale; buyer value option; guaranteed buyout option; home purchase program; existing inventory transition home sale assistance; and international home fine assistance. Property and tenancy management services include property management; marketing services; tenant services and reporting and accounting services. Additional services include expense management services; risk management and insurance; move management; reporting; post-relocation survey; destination services; household goods moving; temporary housing; immigration assistance; cultural training; and repatriation assistance;



ALTAIR GLOBAL RELOCATION

23,463

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. Founded in 1989, Altair is the largest certified woman-owned relocation management company and one of the largest relocation management companies based in the U.S. Altair services are coordinated from U.S. regional service centers in Plano, TX; Shelton, CT; Walnut Creek, CA; Minneapolis, and from its EMEA office in London. The global headquarters office is in Plano.

Client(s): N/A

Relocation Services: Departure services include 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 include orientation; home finding and purchase; leasing assistance; host country destination services; mortgage and financial services; spousal career assistance; language training; cultural training; and benefit payments in any currency. Logistic services include household goods move management; travel management; temporary living; expense reimbursement; and pet transportation. Administrative services include benefit payments; expense tracking and reporting; equity advance; tax assistance; year-end reporting; management reports; and supplier management and reporting.



THE LEXICON GROUP

25,000

www.lexiconrelocation.com

Since its inception in 1993, the Lexicon Group has been a global provider of relocation logistics and benefits administration. Headquartered in Jacksonville, FL, the Lexicon Group provides a complete menu of mobility services to more than 850 companies and government agencies around the world who relocate their employees for business purposes. During 2008 it facilitated more than 25,000 moves as well as assisted both corporations and individuals with all of their logistics needs. Through its 21 offices, a staff of more than 1,150 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 access to relocation information through Lexicon's web portals.

The Baker's Dozen: Relocation

Company	Employees Transferred* (2008)	URL
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Client(s): N/A

Relocation Services: Domestic services include 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; and consulting services. International services include consulting services; global assignment services; relocation services; destination services; intercultural, business awareness and language training; and repatriation programs.



THEMIGROUP

More than 17,000

www.themigroup.com

Since 1978, TheMI Group, a global relocation management company, has been delivering a full range of domestic and international relocation services. With 13 offices located throughout the Americas, EMEA and Asia, and its global alliance of provider partners, the MI Group has the capacity to deliver comprehensive relocation services anywhere in the world.

Client(s): N/A

Relocation Services: Corporate policy and planning services include assignment/transfer objectives; candidate assessment and selection; balance sheet and cost budgeting; compensation planning; tax planning and strategy; and relocation budgeting. Assignment preparation services include orientation; counseling; cost estimates; visa and immigration; home marketing; schools research; destination preview trip; and home sale program and property management. Assignment management services include financial services and support; compensation and payroll support; visa management; and expense tracking and reporting. Departure services include home sale; household goods shipping/storage; and settling in services. Destination services include settling in; temporary accommodation; and home search. Repatriation services include reentry planning; home finding/mortgage support; and temporary accommodation.



PARAGON RELOCATION

12,000

www.paragonrri.com

Paragon Relocation is a full-service relocation solutions provider delivering the most successful, worry-free move to *Fortune* 1000 and Mobility 2000 clients and their transferring employees. Paragon is an entrepreneurial organization with a heritage of providing solution-related mobility consulting services. Recognized as an independent, trusted partner that delivers the most expertise, best customer experience, and bottom-line results for our clients, Paragon Relocation has locations throughout the Americas, EMEA, and Asia.

Client(s): N/A

Relocation Services: Global mobility consulting services; group move services; destination services; recruitment support services; short-term assignment coordination; relocation benefits counseling; expense audit, processing, payment, and reporting; home marketing assistance; home sale services; property management services; home-finding services; mortgage services; rental assistance; temporary accommodation services; transportation of household goods and coordination; employee and family transition and spousal assistance; travel management; and tax employee assistance program. International destination services include global move cost analysis; global assignment policy counseling and administration; visa and immigration coordination; expense audit, processing, payment, and reporting; home-sale services; property management services; worldwide home-finding and settling-in services; language and cross-cultural training; shipment or storage of household goods; dual career assistance; international banking services; security services; global employee assistance program; tax preparation assistance; travel management; and global assignment services.



XONEX RELOCATION

19,200

www.xonex.com

Headquartered in New Castle, DE, XONEX Relocation is a privately held, full-service relocation management company with 200 full time employees. XONEX was established in 1991 to meet the needs of corporate HR departments worldwide. XONEX has developed numerous processes to help companies minimize expenses associated with relocating employees. Its programs provide support ranging from home marketing and home sale to destination services such as temporary housing and home finding. Its transportation company and wholly owned subsidiary, Holman Moving Systems, has been in operation for more than 120 years and is one of the original founders of United Van Lines. As shareholders of UniGroup, Inc., a \$2.2 billion global solutions provider (parent company to United Van Lines, Mayflower Transit, and UniGroup Worldwide), Xonex has access to a national network comprising a 43-percent market share.

Client(s): W.L. Gore and Associates, AVON, Maersk, Constellation Brands, and Hapag-Lloyd.

Relocation Services: Program administration/strategic services include policy consulting and development; budget management; expense tracking and management; cost of living analysis; risk management; group move management; supplier management; performance measurement; and strategic account management. Domestic relocation services include policy and transferee counseling; domestic FirstLookSM budget; marketing assistance; home sale assistance; home sale programs; rental assistance; destination assistance; new home purchase assistance; mortgage and financing options; transportation of household goods; expense reimbursement; and comprehensive year-end tax reporting. Global mobility services include candidate assessment; assignment cost projections; work permit/visa coord-

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Company

Employees Transferred* (2008)

URL

mination; departure services; temporary living; language training; cross-cultural training; HHG storage management; property management; and spousal/partner transition services.



** BROOKFIELD GLOBAL RELOCATION 23,000 & 26,200 & ROYAL LEPAGE RELOCATION SERVICES www.brookfieldgrs.com, www.rls.com

Brookfield Global Relocation Services, which had already owned Royal LePage, acquired GMAC last year and is in the process of merging the businesses. Brookfield operates more than 40 offices located in North America, the U.K., and Asia Pacific, with more than 900 relocation professionals and partners across the globe. In 2008, Brookfield GRS managed in excess of \$2 billion in relocation-related transactions. Relocation services are delivered through a single point of coordination, regionally located service centers and a globally integrated service structure. Royal LePage Relocation Services managed more than 25,000 relocations, 50,000 transferee services, and more than \$1 billion in client relocation expenses in 2008. The company offers a full range of global mobility services that are divided into six distinct lines: corporate, government, assignment, consulting, financial, and individual.

Client(s): N/A.

Relocation Services: Domestic services include program administration; policy counseling; home sale programs; closing services; marketing assistance; household goods management; expense administration and tracking; home finding, rental assistance; temporary living assistance, area orientation; mortgage assistance, career and family assistance; and property management. International services include program administration; international assignment compensation administration (including cost projections; balance sheets; tax gross-ups and year-end compensation accumulation); policy counseling; home finding; 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; and tenancy management.



** CROWN RELOCATIONS 52,393 www.crownrelo.com

Crown Relocations is a full-service relocation management company providing a wide range of services for 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.

Client(s): N/A

Relocation Services: Program management services include relocation policy counseling and program administration; on-assignment support; and repatriation services. Departure services include home sale; direct reimbursement; guaranteed/amended value; marketing assistance; and property management. Transportation services include shipment; storage; and insurance. Learning and development services include candidate assessment; intercultural training; and language training. Destination services include immigration; preview/orientation services; home finding; school search; tenant representation; and partner career support.

** Insufficient customer feedback data to rank; however, market data indicate the company is among one of the volume leader providers in relocation.

2009 HRO Today Top Baker's Dozen Relocation Rankings (Overall score based on breadth, scope, and quality of service)

No. 1 Primacy Relocation www.primacy.com	179.93	No. 8 The Lexicon Group www.lexiconrelocation.com	162.48
No. 2 Graebel www.graebel.com	173.75	No. 9 The MIGroup www.themigroup.com	160.07
No. 3 Weichert Relocation www.wrri.com	172.29	No. 10 Paragon Relocation Resources www.paragonrri.com	148.01
No. 4 Cartus www.cartus.com	169.84	No. 11 Xonex www.xonex.com	146.84
No. 5 Prudential Relocation www.prudential.com/relocation	167.18	Unranked	
No. 6 AIReS www.aires.com	163.21	Brookfield Global Relocation (Including Royal LePage) www.brookfieldgrs.com	
No. 7 Altair Global Relocation www.altairglobal.com	163.20	Crown Relocations www.crownrelo.com	