



I want to take this opportunity to thank our sponsors from the 2013 Spring Event in San Diego for their generous support. This newsletter is dedicated to them to provide yet another opportunity to connect with our members and share information about their services and products.

Why are sponsors important to our RDC members?

Over the past several years, RDC has been successful at attracting sponsors to our organization. The purpose of these relationships is to give our RDC members access to quality services that will enhance their job performance throughout their careers. We have put together a selection process and

work very hard to bring only those companies that will indeed be of value to each of you. With that said, we want to make sure that each of you understand the value of familiarizing yourselves with their services by reaching out to them to understand fully what they can bring to you.

Thank you for taking the time to review the information in this special newsletter and giving our sponsors another chance to tell you about their company! Take a look at what they have to say...you never know when you will learn something more!

Kathleen

*Kathleen Lukasik
RDC Executive Director*

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Platinum Sponsors

- ◆ Sunray Publications
- ◆ Relocation Management Resources (RMR)
- ◆ Wells Fargo

Gold Sponsors

- ◆ American Escrow & Closing Company (AECC)
- ◆ Brook Furniture Rental
- ◆ eRelocation
- ◆ Relocation Specialist

RDC Looking for Additional Sponsors

We are always working to add sponsors, so if you have an idea or a lead, please don't hesitate to contact us directly. We will be happy to follow up and make them a partner.

Think about the relationships you utilize on a weekly basis and vendors you purchase products and/or service from that other RDC members can benefit from having exposure to these resources.



SUNRAY PUBLICATIONS

a division of PH Publishing, Inc.

For more than 30 years, **Sunray Publications** has been recognized as a national leader in high-quality community information and relocation materials for the Relocation Industry. Sunray was originally founded as a publishing company, dedicated to printed relocation guides that have always been uniquely free of advertising and can be customized to any company's market area. That was 30 years ago, and while a lot of companies have tried to copy our products and our programs, none of them are left today. While Sunray still publishes these award-winning community guides, our product offerings contain a full line of community guides and relocation-related products. Today, our clients can select from the industry standard Sunray printed and CD-ROM multimedia guides and the Industry leading Sunray Direct OnLine Community Guides. Our other products also include Relocation Kit Boxes, folders, portfolios and other custom printed materials. Really Sunray can create anything that our clients need. Sunray clients include the leading names in the Relocation and Real Estate industry, representing more than 40 percent of the nation's Real Estate sales volume. Sunray's products are also chosen by almost half of the membership of the RDC – a statistic that we are proud to

brag about. That vote of confidence by the who's who of relocation is something that we take great pride in.

All of Sunray's products are based on our vast community information database that contains data on more than 8000 communities in more than 900 counties across America. This ever-growing database is created and continually refreshed by Sunray to rigid standards based on our own exhaustive research and the input of our valued clients. The design and content of our products have been crafted over our long history with the invaluable direction of our clients.

Sunray has more than 400 clients across the country and this gives us a unique view into the trends in relocation materials and what companies of every size are doing with their relocation information.

Our most popular product in today's market is Sunray Direct®—our exciting line of Internet-based community guides.



Peter Conti of Sunray Publications awaits the start of the event.

Now our clients can have comprehensive community data on their own Web site in an easy to use format. Sunray Direct® is an easy and cost-effective way to add valuable content to your Web presence—sidestepping the need to create and update the data on your own. In addition it is the most affordable relocation guide product in the marketplace.

“Real information for real people” is what we say about our products, that's why Sunray's innovative products are always designed to help our clients create the finest possible relocation experience for their clients while keeping an eye on the budget and the marketing message.

For more information about our products or if you want to talk to us about what we see happening in the industry from our view, please feel free to call Peter Conti at 800-947-5161 or e-mail him at peter@movinginformation.com.



Relocation Management Resources, Inc.®

Your Expert Household Goods Move Management Partner

Relocation Management Resources, Inc. (RMR) is the expert household goods move management partner to many of the top real estate companies in the U.S. Partnership benefits include:

- Top quality self-haul mover network
- Proactive customer service
- Money-saving billing audit
- Client relocation policy compliance
- Customizable On-line reporting
- Senior management support
- Steady stream of referral revenues

An Overview of RMR Services

RMR acts as an adjunct human resource and relocation resource for corporations and relocation real estate providers to manage and audit domestic and international household goods moving services. **RMR** is unique in its management performance in that it controls all of the communications and orchestration related to its domestic moving programs along with much of that involved in its clients' international moving services, with time zones and distance requiring more flexibility. By controlling and

recording the data related to communications and orchestration in its proprietary move management database, **RMR** is able to offer more fluid and centralized communications, cohesive customer service and data accountability for both the transferring employee, the parent corporation and the relocation partner.

RMR's communications, orchestration, customer service and audit/billing is integrated through a single team of trained managers who are the center of information for transferee, corporate client and relocation partner from the inception to the conclusion of each segment of every move placed in its care.

Moving is a difficult and expensive process that requires a level of specialized expertise that is not present in most corporations, yet is necessary to ensure success for the domestic or international assignment and satisfy compliance for Sarbanes Oxley another internal audit requirements.

The benefits of **RMR** managed and audited moving programs are objectivity, accountability and efficiency - expert move management representing the



Todd Stedman of RMR visits with Paige Thompson.

needs and constraints of the culture, policy and contracts of its clients.

RMR's management staff has been trained through the AMSA (American Moving and Storage Association) and the ERC (Employee Relocation Council) with designations as Certified Tariff Specialist, Certified Professional Mover, Certified Moving Consultant, Certified Relocation Professional and Global Mobility Specialist.

RMR has been incorporated in North Carolina since 1992 with offices in Connecticut, Nevada and Washington and is certified with the NMSDC (National Minority Supplier Development Council) as a minority-owned and managed company.

Please contact Todd Stedman to learn more about RMR:

todd.stedman@rmronline.com



Sandy Hupp of Wells Fargo collecting business cards for vendor drawings.



Vicki Hamp, CRP, GMS visits with Wells Fargo reps, Jeanette Francis and Sandy Hupp.

With The Relocation Mortgage Program+ from **Wells Fargo Home Mortgage**, you have the added confidence that only comes from working with a lender with over 25 years experience in corporate mortgage programs.

- Look to us for financial options: Wells Fargo will proactively work with you to explore cost-effective options for your relocation and national lender program.
- Expect a consultative relationship: We proactively initiate discussions on policy, structure and trends, and provide timely industry and legislative updates.
- Rely on industry-leading service: Our service quality is underscored by decades of experience, a collaborative approach and steadfast commitment to the success of your national lender program.



Jeanette Francis and Sandy Hupp of Wells Fargo prior to the RDC Members' Dinner at Roys.



AECC + You = Full Service Relocation!

Let us be your trusted partner in delivering full-service relocation services.

AECC is the leading provider of back-office relocation services, offering the only single-source solution for:

- BVO & Appraised/Amended Value Home Sale Programs
- Expense Management, Reimbursement, & Lump Sums
- Gross-Up & Payroll Tax Compliance
- Online Cost, Volume, & Payroll Reporting

Whenever your accounts look to YOU instead of an RMC for these full-service programs, AECC can help YOU deliver this service directly when they prefer YOUR relationship!

Many times, real estate companies have partnered with us to implement these necessary relocation services for accounts that prefer the close relationship of a local real estate company. We can also service low-volume accounts that RMCs deem too small. You don't have to say no to these accounts when they ask about this.

By partnering with AECC, you can have:

1. Enhanced Service Offerings, More Accounts

Retain clients. Market new ones. Grow your business. Our back-office services allow you to attract clients of all sizes by offering a full-service relocation management solution. Never worry about the size and scope of these services again. And with our tailoring of services at your discretion, a seamless back-office positioning can be fully implemented.

2. Single-Source Solution

Bring simplicity and efficiency to your partner & client relationships. AECC is the only back-office that combines the 5 services listed above, and we can be your sole partner for these specialized services. Plus, with AECC's reporting

capabilities, all relocation costs can be captured for your clients in one setting, making cost analysis that much easier.

3. Big Rewards with Minimal Investment & Risk

These services are all that we do, so let us be your expert. Since AECC administers the programs, fields all service questions, and generates all the reporting, you reap all these benefits without having to commit additional people, money, and risk in performing the service yourself. AECC also monitors all the tax and compliance changes, eliminating that requirement as well.

4. New Revenue Streams

Partnering with AECC doesn't mean revenue from these services goes away. Many of our partners elect to mark-up our program fees to the corporate client by 10% to 75%. AECC can bill this mark-up to the client and send your portion back to you on a quarterly basis.

5. More Entrenched Client Relationships

Keeping clients serviced equals keeping clients. By offering advanced services and making the client more exposed to your service offerings, you further entrench the client relationship and make it harder and harder for them to change their network.

To learn more, please contact John Zilka via email at jjzilka@americanscrows.com or via phone at 847-364-2500 x532.



Annie Hamilton, CRP visiting with John Zilka of AECC.



Your Trusted Furniture Rental Partner

For 35 years, we have been quietly serving the Relocation and Real Estate Industries. Furniture Rental is our only business and we are 100% focused on being good partners with you. We can help you in many occasions as you work with your clients:

- We specialize in renting high quality furniture to individuals in short term assignments who rent homes or apartments for anywhere from 3 – 24 months. We thrive in working with sophisticated, demanding clients with high service expectations.
- We can assist a client who is trying to stage a home as they move to another city.

If you haven't tried our furniture rental service recently, please let us work with you so you can get a sense of our commitment to partnership and creating a meaningful living atmosphere and living experience for your clients.

It's easy to utilize Brook Furniture Rental:

- Our www.bfr.com website is an easy way to browse our furniture and pick and choose items to rent. Our Concierge service is available 7 days / week to answer your questions and assist you with any furniture and service questions. Or, please visit one of our 16 showrooms located across the country.
- Writing a lease can be done completely online.
- We will communicate well with you prior to our delivery date and during the furniture delivery time. We pride ourselves on being on time, and we will make certain you are satisfied with the furniture and service.
- Our service is backed by the Brook PromiseSM, our 100% satisfaction guarantee, or your money back.

The benefits of partnering with Brook Furniture Rental are many:

- Trust. You can have confidence that your clients will be treated with excellence.
- Co-marketing opportunities. We can develop customized co-branded marketing collateral for you to share with your clients, and we also have the opportunity for reciprocal website linking to increase your SEO results.

Here are just a few of the examples of the furniture lines that we offer to help your clients make the most of their transition:



To learn more about our company, visit our www.bfr.com website; you can also call our Concierge service 7 days a week at 1-877-285-7368; visit a local showroom, or email Bob Crawford at bcrawford@bfr.com.



Cynthia Harris visits with RDC members at the Spring Event.



eRelocation...More than just software...Solutions for your Referral Business

Relocation departments have been searching for years for newer technology that meets their needs as well as the expectations of their third party clients and customers. **eRelocation** was strategically developed to satisfy these needs! When it comes to managing relocation and referral business there are a myriad of tasks, updates and metrics management that goes along with successfully processing files. **eRelocation** provides the user the opportunity to quickly and easily access and disseminate information, saving time and eliminating many of the manual and repetitive processes that come with working referral business.

eRelocation is a comprehensive referral and document management system that specifically focuses on increasing conversion and service levels all while decreasing costs. Highlights of the program include:

- ✓ An unlimited number of logins (which can include branch managers and agents with custom security) with no per user charges
- ✓ Fast and accurate reporting with the ability to schedule automatic delivery of reports to a designee(s)
- ✓ Ability to pull new referral data from third-party systems directly into **eRelocation**
- ✓ Microsoft Outlook integration provided at no cost
- ✓ Agent Dashboards- a place for agents to manage their referral caseload
- ✓ Tracking and reporting of ancillary product usage (i.e., preferred mtg., title, home warranty, insurance) for increased capture rate
- ✓ A comprehensive tracking system for client required forms and program required updates with timeliness reporting
- ✓ Communication tools for agents to improve speed, accuracy, and the quality of information delivered to relocation
- ✓ Color coded agent performance score cards and agent reviews by source
- ✓ “Best Fit” application which identifies the best agent for the referral based upon the agent’s performance history, market coverage and referral type
- ✓ Electronic document storage at no additional cost-creating a paperless environment - “go green”
- ✓ Pro-active customer service and support by experienced real estate and relocation industry professionals

To arrange for a “live” demonstration or to request additional information regarding how **eRelocation** can assist a company in exceeding their goals, please visit eRelocation.net or call Cynthia Harris at 937-705-1193.



Relocation Specialist (ReloSpec) continues as the most popular web-based software product for tracking relocation activities. Since 1995 ReloSpec has provided the tools needed by relocation professionals to manage leads, maintain excellent customer support and provide the reporting features needed to maintain a high level of proficiency.

Hundreds of companies enjoy the benefits of keeping all their leads and relocation records in one web-based database. They access their records, run reports and review agent responses from their PC, Apple or any smart phone or device.

Automatic features include the sending of update requests to agents/contacts, having all responses come right back into the database and being able to monitor the progress by agent, office, region or customer group. Other features include 'going green' with the Images option and 'drip email marketing'.

Recent innovations include the ability for agents to login and view their own records, the settings of goals and the achievement of the goals and the ability to Schedule Reports that are automatically sent when they're needed to the people you identify.

In addition there are great products available from Lantrax, a Certified ReloSpec VAR. Those products include the Internet Leads option, which is the ability to automatically import records from Trulia, Zillow, Realtor.com and others as well as records from Broker Center.

Lantrax also provides the exciting new Business Rules option that fully automates many ReloSpec features, such as generating reports and emailing them to designated individuals, as well as text/email alerts when needed. All performed without even logging in!

The Relocation Specialist website is www.ReloSoftware.com or you may reach the ReloSpec Team at 402/426-9542.



James Evans and Patrick Gaughan awaits the start of the RDC Spring Event.



Patrick Gaughan, Lisa Rhead, DJ Stephan, and Ryan Carrell at the RDC Members' Dinner.