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## Letter from RDC® Board President, Vicki Hamp, SCRP, SGDS, SGMS-T

Dear RDC Members,

During our Business Meeting at the Fall Event we talked about the three core components of the RDC Promise: **Collaborate, Educate and Innovate**. Shortly after our event, I had the opportunity to attend the Delaware Valley Relocation Council (DVRC) Fall Summit. Their keynote speaker, Pat Schaeffer of Talent Strategy Partners said, “To be innovative you have to be self-aware of your gaps and surround yourself with people who can help fill those gaps”. In other words, you have to collaborate and seek education. Isn’t it quirky how it all intertwines together?



Now is the time for you to begin thinking about how you want to engage with RDC and your fellow members in 2018. Who, what, when, why and how do you need to interact with membership to close the gaps in your professional growth and accomplishments within your real estate brokerage? [Click Here](#) for a fun video to help you solve the mystery.



*May you and your family be blessed on Thanksgiving  
and throughout the rest of the year.*



**PEOPLE with great  
PASSION can make the  
IMPOSSIBLE happen**

And here’s my personal guidance:

- Who in RDC is doing something successfully that you haven’t yet mastered but want to?  
[Click Here](#) for the RDC membership directory.
- What RDC committees, task force, or volunteer opportunities do you want to become involved with?  
[Click Here](#) to contact us.
- When will you attend RDC event(s) in 2018?  
[Click Here](#) to view our upcoming events.
- Why will you renew your membership for 2018?  
[Click Here](#) to renew your dues.
- How will you maximize membership to achieve your 2018 goals?  
[Click Here](#) to investigate the offerings of our RDC Sponsors. Sponsors are wonderful resources for filling gaps in our services.

Together we **Collaborate, Educate and Innovate!** I do hope you will not only join us for 2018, but you will take your membership to the next level!!! Ask any Board Member for help on how to do that.

## RDC Fall Event Recap

We enjoyed seeing all the Relocation Directors Council members in Chicago at our Fall Event, and a big thanks to everyone on the planning committee who worked so hard to provide a day full of educational opportunities mixed with networking and fun. We started our day with **Peggy Smith, SCRIP, SGMS-T**, President and CEO, Worldwide ERC®, who provided some thought-provoking questions on technology and what the next five years could look like for mobility. Did you know 41% of companies are making progress in cognitive and artificial intelligence technologies for their workforces? Peggy's insights on technology and its impact on mobility are sure to help our members better prepare for challenges we may face in the future.

Our keynote speaker for the day was **Tom Dempsey, SCRIP, SGMS-T**, Divisional Vice President of National Sales, Quicken Loans Business Development, responsible for leading the sales, marketing and business analysis teams at Quicken Loans. Tom spoke to us about the ISMs that Quicken Loans has developed to define the company's core values and how the ISMs are the secret ingredients that keep Quicken Loans competitive and a fun place to work. Quicken Loans lives by nineteen ISMs, and Tom spoke to us about a few of his favorites. "Every client, every time, no exception, no excuses" is one that Tom lives by in his role as Divisional Vice President of National Sales. Tom shared personal stories about implementing the ISMs in his own career and the impact they have had on his success. "Yes, before no" was an ISM that seemed especially to resonate with our members. As relocation directors, a large part of our job revolves around customer service, so hearing about the use of ISMs and the art of creating a compelling culture was a topic of interest to all in attendance. RDC members received a copy of the new release, Quicken Loans' *ISMs in Action*, to take back to the office and begin implementing some of their favorites.

The first panel of the day was *Getting Your Arms Around Global Business*. **Kate Reisinger, CRP** coordinated a panel of experts that included **Brent Williams, CRP** and **Erika Labutka** from Leading Real Estate Companies of the World, **Tom Colucci, SCRIP, GMS** from Tippetts Worldwide; **Christine Haney, CRP, SGDS, GMS** from Douglas Elliman; and **Michi Olson, SGDS, SGMS** from Alain Pinel Realtors.

This panel discussed the increasing need for an understanding of everything involved in a cross-border relocation. We heard about common issues that Leading Real Estate Companies of the World experiences when placing cross-border referrals. **Christine Haney** discussed her experience in developing Douglas Elliman's partnership with Knight Frank, and **Michi Olson** shared her strategies for increasing their opportunities with international buyers. **Tom Colucci** added some personal insight from his recent cross-border move to Canada and the challenges he faced. This panel gave members an in-depth look at placing cross-border referrals, developing international relationships and the impact of the move on the transferring employees.

Following our first panel we quickly moved into the *RDC Relo Challenge*, which was lovingly dubbed The Newlywed Game. **Jon Kiser, CRP** of Coldwell Banker Residential Brokerage came dressed in his best suit from the 1970s and challenged our "newlyweds" with some fun relocation questions, such as: What is one item that was once excluded from a household goods move but today is allowed? The spouses that didn't answer correctly with "wine" were definitely in the doghouse. Ultimately, **Joe Benevides, Jr., SCRIP**, Plus Relocation and **Anne Bartoloni, SCRIP**, Wells Fargo Home Mortgage, tied with **Mike Adkins, CRP**, Janet McAfee Real Estate and **Lois Johnson, CRP**, ADP and had to split the magnificent trip around the windy city. Thank you to our other contestants; **Craig Anderson, SCRIP, SGMS**, AECC Mobility; **Allison Rybarczyk, CRP**, Arizona Best Real Estate; **Jo Lay, SCRIP, SGMS**, of Baird & Warner Real Estate; and **Darren Wagner, CRP, GMS**, Lexicon Relocation.

We had terrific feedback from the attendees with regard to the roundtable topics offered and information shared at the Fall Meeting. The Roundtable Committee consisting of **Shane Bronson, CRP**, Greenridge Realty; **Anne Gioe, CRP, SGDS, GMS**, Berkshire Hathaway HomeServices Indiana Realty; and **Jane McWilliams, CRP, GMS-T, SGDS**, Julia B Fee/Wm Pitt Sothebys Realty did a fantastic job with topics, titles and most importantly table moderators who so graciously shared great insight on Business Development, Relocation Department Structures and Education to Trends Affecting the Relocation Industry.

A sincere “Thank You” to all our roundtable moderators:

- **Ryan Carrell, CRP, GDS** – Carpenter Realtors
- **John D’Ambrogio, CRP, SGDS, GMS** – @properties
- **Kathy Denning, CRP, GMS** – NRT West
- **Tonya Krebs, CRP, GDS** – Shorewest, REALTORS
- **Eileen Mitchell, CRP, SGDS, GMS** – Berkshire Hathaway HomeServices AZ Properties
- **Staci O’Sullivan** – Coldwell Banker McMahan
- **Kelley Nisbet** – CB McMahan Co.
- **Catharine Pappas, CRP, GMS** – Dickens Mitchener & Associates
- **Judie Parks, CRP** – Berkshire Hathaway HomeServices Parks & Weisberg, REALTORS
- **Sharon Sapp, CRP** – Berkshire Hathaway HomeServices Florida Realty
- **Claudine Tahan, CRP, GMS** – NRT LLC
- **Jo Lay, SCRP, SGDS, SGMS-T** – Baird & Warner Real Estate, Inc.
- **Anne Incorvia, SGDS, GMS** – John Daugherty, Realtors
- **Karen Greene, CRP** – Ebby Halliday, REALTORS
- **Marjean Richmond, CRP, GMS** – LIV Sothebys International Realty
- **Betsy Roche, CRP, GDS** – Weichert, Realtors
- **Shane Bronson, CRP** – Greenridge Realty, Inc.

The afternoon panel, *Knowledge Sharing from Industry Experts*, was moderated by **Lisa Rhead, CRP** and consisted of **Kathy Connelly, SCRP, SGDS, GMS**, BHHS Georgia Properties; **Jenny Blechl**, WHR Group; **Freddy Paxton, III**, Paxton International; and **Michelle Coughlin**, CarMax. **Jenny Blechl** discussed what characterizes a good real estate partner for WHR Group and gave members tips on how agents can communicate better on exceptions, rush orders or VIP referrals. Jenny also shared a personal story of a transferee who only met with one agent who was a family friend and recommended listing where the transferee said they needed to sell instead of the actual market value. Once they realized how far off the price was it didn’t make financial sense for the transferee to move but he was already committed to the new home and position. Jenny’s story was a great take away that our members can share with agents to help them understand the importance of pricing a listing properly. **Kathy Connolly** and **Freddy Paxton** had interesting discussions about how their services

impact one another and ways that industry partners can work together to benefit the transferee. **Michelle Coughlin** talked about the in-house program at CarMax and how their policies differ from many relocation companies. She also discussed effective communication styles that agents can use when working with an in-house program. The afternoon panel provided great discussion on the relocation process and helped increase awareness of each person’s role in making the relocation process successful.

Thanks again to everyone who attended for helping to make the Fall Event both fun and productive. By sharing our stories and experiences, we gained a lot of insight and some new tools for improving our services and our workplace cultures.

- [Click Here](#) to obtain the CRP form.
- [Click Here](#) to access the top three ideas from each roundtable.
- [Click Here](#) to access photos of the event.

### Upcoming Events

We look forward to seeing everyone at the RDC 2018 events. You may now register for one or both events.

- Spring Meeting, Tuesday, May 15<sup>th</sup>  
Mentors and Masters Program, Wednesday, May 16<sup>th</sup>  
Dallas, Texas [Click Here](#) to register.
- Fall Meeting, Wednesday, October 17<sup>th</sup>  
Seattle, Washington [Click Here](#) to register.

### Mark Your Calendars for 2019 and 2020

#### 2019

- Spring--May 7<sup>th</sup> Atlanta, Georgia
- Fall--October 16<sup>th</sup> Boston, Massachusetts

#### 2020

- Spring--May 12<sup>th</sup> Houston, Texas
- Fall--October 28<sup>th</sup> Washington, DC

## RDC Membership Report

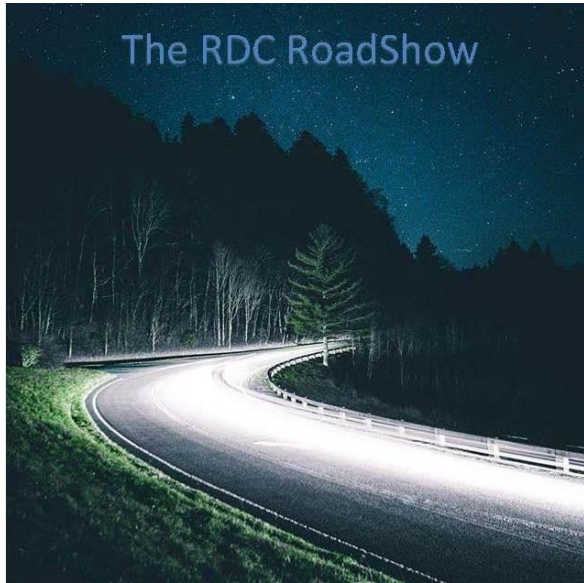
RDC is very excited to report that as of November 1<sup>st</sup>, the Membership Committee has approved 41 new members since January 1, 2017. With this addition, RDC has record high total of **300 members**.

The Membership Committee has been very busy and appreciate all who have made membership recommendations. **Here is a quick tip regarding recommendation letters:** When asked to provide a recommendation letter, take a look at the bylaws which contain the criteria for membership. [Click Here](#) for a copy of the bylaws. You will then quickly recognize what qualifies your recommended candidate for consideration. Mentioning the years of experience, if they have the CRP or GMS certifications as well as why you feel they would be a valuable contributor to our organization will assist the committee greatly in making the best decision as we grow.



### Please join us in welcoming our 2017 new members:

- [Kristen Brown](#), Better Homes and Gardens RE Gary Greene
- [Shannon Brown](#), Fazendin Realtors
- [Karin Burkey](#), Realty Executives Associates Relocation
- [Jill Carpenter](#), Coldwell Banker Weir Manuel
- [Pat Carroll](#), Century 21 Premier
- [Morena Cohan](#), Vista Sotheby's International Realty
- [Jonathan Cohen](#), RealtySouth
- [Sue Craske](#), BHHS Preferred Real Estate
- [Paul Dunkle](#), Latter & Blum Famil y of Companies
- [Jo Enkelmann](#), BHHS Premier Properties
- [Jason Exley](#), Kentwood Real Estate
- [Phyllis Fukuda](#), REALTORS
- [Beth Graham](#), F.C. Tucker Company, Inc.
- [Kathlene Hanick](#), Century 21 Absolute
- [Thomas Hilmar](#), Coldwell Banker Residential Brokerage
- [Kathleen Hollerbach](#), The Group, Inc.
- [Jocelyn Lavoie](#), Better Homes and Gardens RE, The Masiello Group
- [Jill Lopez](#), Coldwell Banker Paradise
- [Shalini Madaras](#), Silver Pine Real Estate
- [Leigh Massey](#), Atlanta Fine Homes Sotheby's International Realty
- [Christine McCambridge](#), Berkshire Hathway HomeServices Texas Realy
- [Brenda Morgan](#), RE/MAX Property Professionals
- [Michael Morley](#), Coldwell Banker Residential Brokerage New Jersey and Rockland NY
- [Robin Morris](#), Phyllis Browning Company
- [Eric Nelson](#), ERA Grizzard Real Estate
- [Patty Olson](#), Berkshire Hathway HomeServices Innovative Real Estate
- [Delihla Rivera](#), Houlihan Lawrence Real Estate
- [Debbie Schreppel](#), Berkshire Hathway HomeServices Anderson Properties
- [David Sherrin](#), Coldwell Banker Heritage Realtors
- [Jason Smith](#), Coldwell Banker Residential Brokerage Mid-Atlantic
- [Miki Smith](#), Restaino & Associates Realtors
- [Nikki Smith](#), The Steele Group Sotheby's International Realty
- [Barbara Springer](#), Weichert Wayne Murray Properties
- [Lindsey Sutherland](#), Laura McCarthy Real Estate
- [Stephanie Symonds](#), Berkshire Hathway HomeServices Beazley, REALTORS
- [Nanci Tilley](#), BHHS Fox & Roach
- [Georg von Greiff](#), VON GREIFF REAL ESTATE GROUP
- [Jennifer Wagner](#), Century 21 Affiliated
- [Lisa Wagner](#), Century 21 ProLink
- [Janet Weldon](#), Windermere Relocation Mountain West
- [Tracy Young](#), Berkshire Hathway HomeServices The Preferred Realty



### The RDC RoadShow, a.k.a. National Real Estate Market Trends & Topics

RDC is always advocating on behalf of its members. The **RDC RoadShow** presents national market trends to relocation management companies, corporations, and at regional relocation meetings.

We have completed multiple presentations during 2017; including at the Worldwide ERC Event in Atlanta and Chicago this past year. We have one more presentation scheduled before year end at the Portland Relocation Group.



### Global Destination Specialist (GDS) Certification Updates

*Please note: Each designee is required to earn three re-certification credits every three years*

**Save the Date - Upcoming Webinar--**Developing a Business Plan for Starting up an International Settling-In Services Program

Wednesday, November 29<sup>th</sup> at 2:00 pm CT

Moderator:

- Kirsten Abney, CRP, GDS, RDC Education Chair

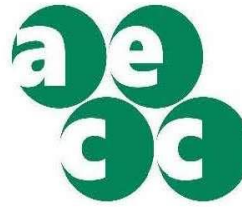
Presenters:

- Karen McRae, SCRIP, SGDS, SGMS, Harry Norman Realtors
- Pandra Richie, SCRIP, SGMS-T, Long and Foster

This webinar is available **ONLY** to the GDS designee.

[Click Here](#) to register.

## Thank You to Our Sponsors



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### RDC Member Reminders

With so many things to do near the end of the year, we wanted to be sure you didn't neglect to complete some tasks for your RDC membership.

#### 1 RENEW Your Membership Dues

Please take a moment to renew your commitment to RDC. Plans for 2018 are well underway and we know you won't go wrong with your choice to continue your membership in RDC!

[Click Here](#) to **RENEW!**

#### 2 ADD a Duplicate Listing

RDC is offering a duplicate member listing for your official licensed operating branch office.

[Click Here](#) for additional information and to **ADD** a duplicate listing!

#### 3 VOLUNTEER and Get Involved

We have board members already working on plans for 2018 and we are eager to include you! Check out the list of our committees and let us know if you have any interest participating. We love to have you join us--and don't forget your get extra credits for the Member Excellence program.

[Click Here](#) to **VOLUNTEER** today!

#### 4 YOU Ought to be in PICTURES!

Don't forget to upload your photo when you renew your 2018 member dues. The RDC Membership Directory is put in the hands of over 1,000 relocation decision makers. Be sure that you and your company are included.

[Click Here](#) to add your **PICTURE!**

#### 5 PROMOTE Our Organization and Show Your Professionalism

Add the RDC logo to your e-mail signature and show everyone that you are an industry leader in corporate relocation!

[Click Here](#) to get the logo and **PROMOTE** both!

#### 6 SUBMIT Quarterly Market Data Reports

If you want your company to **STAND OUT**, make sure to submit quarterly statistics on your market along with supporting data. Remember this reporting reflects on your market place and on your company.

[Click Here](#) to obtain the blank form and **SUBMIT** to HQ today!