

Brookfield Global Relocation Services



Success *Stories* SM

Policy Revisions for the Current Real Estate Market

Industry: Manufacturing

Client Profile

A global leader in packaging solutions with over 24,000 employees located in more than 30 countries

History

In 2007, Brookfield GRS assisted this client with a group move that included home sale benefits. The client's policy required homeowners to market their homes for 120 days before they were eligible to accept a guaranteed buyout. The homeowners also had opportunity to earn incremental marketing incentives for a sale within the first 45 and 90 days from their initial list date.

Due to the softening real estate market, the transferring employees embarking on the group move expressed their frustration with the marketing time in which they were eligible for an incentive. The Director, Global Operations, took the issue from the group move back to the client and made a recommendation that the company extend the full bonus for a sale within 120 days.

The company enacted the change for the group move and saw improved satisfaction among transferring employees as well as an increase in employee-generated sales. Based on the success of the group move and the fact that this was an exception request that was being seen more frequently among regular transferring employees, the client revised their policy to extend the bonus period for all eligible transferring employees.

Anticipated Benefits

- The company expects that transferring employees will be more aggressive in marketing their home and keeping the selling price closer to the fair market value
- Based on experiences during the group move, Brookfield GRS expects that the client will see an increase in the client's Amended Value sale rate.
- Brookfield GRS anticipates that due to the increased Amended Value sale rate, the client will see a reduction in inventory properties and lower carrying costs.
- Increased customer satisfaction due to more employee-generated sales

To learn how Brookfield Global Relocation Services can help your company, please contact us at 1-800-589-7858.