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Worldwide ERC® and Primacy Relocation Rate "Best Cities for Relocating Families"
Relocation experts team with Sperling's BestPlaces to reveal cities that make for easier transitions

LAS VEGAS – [May 12, 2004] - Ever wonder about the thinking behind the various "best cities" surveys that appear in magazines so frequently? Are there really best sites for relocation?

Among employee relocation professionals, conventional wisdom holds that while a given city is a nice place for a family to visit or live in, it also could be a challenge during the transition period so critical to successful relocations.

Worldwide ERC® (also known as the Employee Relocation Council) and Primacy Relocation have identified Austin, Texas; Boulder, Colorado; and Yolo County, California, metro areas as the best large, medium and small cities for family relocation.

Worldwide ERC® and Primacy Relocation teamed with Sperling's BestPlaces (www.bestplaces.net) to produce "Best Cities for Relocating Families." This survey lists the top 50 large, mid-sized, and small U.S. cities based in part on indicators familiar to all city rankings, such as cost of living, taxes, home costs/appreciation, schools, and climate. The rankings also consider criteria often overlooked, but helpful to have, once a family actually moves to one of these "best cities."

Worldwide ERC® Executive Vice President H. Cris Collie, CAE, said, "Relocations occur for business reasons, but more and more often, they succeed because of a combination of family needs that are met."

Primacy CEO Matt Spinolo agrees. "Even the best relocation benefit programs can't ease all the burden of bureaucratic hassles and unexpected fees. So we factored in such elements as commute times, out-of-state tuition rules at local universities, customer service levels of utility companies—even the costs of new auto tags."

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"I was impressed by the depth of the ERC-Primacy team's research," said Bert Sperling, whose firm is the foremost provider of the popular BestPlaces studies, and the author of the new book *Cities Ranked and Rated*. "For example, they found a way to rate a city on how easily residents can make new friends, since most newcomers must overcome 'transitional shyness.'"

Worldwide ERC® and Primacy announced the results of the survey at the National Relocation Conference in Las Vegas. Full results of the survey are available from Primacy and Worldwide ERC®, and excerpts also will be published in *MOBILITY* magazine and online at www.primacy.com this summer.

Worldwide ERC® provides leadership, advocacy, education and networking to global workforce mobility professionals and stakeholders through specialized training, credentialing, meeting events and information exchange. Formed in 1964 and with offices in Washington D.C. and Brussels, Belgium, it is the membership association of choice for more than 10,000 corporate and government relocation managers, real estate companies, appraisers, and a range of service firms and individuals from industries that address relocation-related workforce issues. Worldwide ERC®'s programs and publications help relocation professionals continually increase their expertise in relocation issues, and allow corporations relocating employees (and the companies that provide services to them) to communicate more effectively and to conduct transfers more efficiently. To learn about Worldwide ERC®'s membership opportunities, products and services, call 202/857-0857 or visit www.erc.org.

Primacy Relocation is a full-service relocation provider, addressing both U.S.-based and global needs for companies around the world. Primacy offers the full range of global relocation and assignment management services, providing turnkey support in home sales, destination services, household goods move management, program administration, and international assignment support. In addition to its Memphis headquarters Primacy has offices in London, Dallas, Sacramento, Omaha, Chicago, Los Angeles and Singapore. Primacy is online (in eight languages) at www.primacy.com.

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