

OUR ANNUAL RANKING OF THE TOP RELOCATION PROVIDERS

The Baker's Dozen: Relocation

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.

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.

Company

Employees Transferred* (2008)

URL



1 PRIMACY RELOCATION

51,067

www.primacy.com

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 *Fortune* 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 within 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.

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.

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

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