



Offer real estate options that skyrocket your employees into their new home. *With their family – and productivity – intact.*

### business challenges:

Helping your relocating employees sell their homes can pay off big time – in lower relocation costs and happier employees. It also can be the most expensive and complex element of your mobility program.

- The price tag of your real estate program may be unnecessarily high due to taxes, lingering inventory and higher temporary living costs.
- If your employees are distracted with a lingering home sale, they aren't giving their full attention to their new role.
- Working with a mortgage provider who isn't familiar with the nuances of mobility and the specialized needs of relocating families can further complicate the experience for your employees – and you.

*Picture a better way:  
the smooth coordination of selling your  
employee's home on one end and buying a new  
one on the other end, all with your relocation  
expenses staying on track.*

### how this affects you:

With or without monetary benefits, your employees need support and strategy to sell their homes. Without those elements, a home that sits on the market costs you, whether in resources, efficiency or goodwill.

If your employee's home isn't selling, uncertainty, anxiety and fear can set in, which keeps them from focusing on the new job.

### what if you could:

- Help your employees avoid this emotional detour, stay focused on their work and even enjoy the moving process?
- Offer your employees a purposeful strategy, clarity on the market, and a sense of the buyer to help them sell their home as quickly as possible and at the best possible price?
- Squash the confusion and make sure every one of your employees receives personal, expert mortgage assistance from a single point of contact from start to close?

if:

- You're incurring high benefit costs for your home sale program because your employees' homes aren't selling, or your employees aren't getting the price they want.
- You need your employee to be productive amid all the stress and distraction of selling a home and possibly buying a new one.
- Your employees aren't getting the specialized, direct support they need from experts in home sale and mortgage.

then:

You need a relocation partner who offers a robust range of home sale expertise to your employees to sell their home faster and for the best possible price.

what's in it for you:

- The smooth coordination of selling the family's home on one end, and buying a new one on the other end with a calm employee who can enjoy the excitement of their new job, free from housing worries.

- Lower relocation costs as a result of helping your relocating employees sell their homes and find a new community to settle into.
- A simple mortgage process, with a single point of contact from start to close.

what it is:

Plus Relocation's real estate marketing assistance, called Day One Marketing, is designed to ensure that your employees sell their homes with minimal stress and find their perfect homes in their new location. We offer a comprehensive menu of home finding, mortgage and home purchase assistance.

- Provide a full team of experts to your employees including a dedicated Plus home sale counselor, an appraisal reviewer and a marketing specialist.
- You get a full broker market assessment prior to listing, assistance selecting an agent, pricing recommendations with an overall marketing strategy, monthly marketing reviews, and additional recommendation throughout the listing period until the property is sold.
- Eliminate confusion for your employees by working with on-site lending specialists who work closely with Plus Relocation's team.

For employees not receiving home sale or purchase benefits, Plus Relocation offers our exclusive Plus REwards program, which provides support and a cash-back bonus for employees.

This no-cost program gives your employees great advantages – brokerages and agents with relocation experience, and access to our in-house experts who will guide them from listing through closing.

Visit [www.plusrelocation.com](http://www.plusrelocation.com) to learn more about real estate marketing programs from Plus Relocation. You can even check out a nifty video that explains the process!



*When you work with Plus Relocation Mortgage, your employees will receive personal, expert mortgage assistance from day one to signing on the dotted line. Our team of experienced, relocation-specific mortgage professionals knows the ins and outs of mobility, not just traditional home purchase benefits.*

