



Media Contact

For Immediate Release

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## HomeServices Relocation Offers Free Pre-Decision Support for Employers and Their Relocating Employees

MINNEAPOLIS (February 17, 2021) - HomeServices Relocation (HSR), a division of HomeServices of America, a Berkshire Hathaway affiliate, and full-service global relocation management company, is pleased to share a vital no-cost service designed to enhance recruitment and retention strategies for companies who offer relocation benefits to transferring employees.

Whether recruiting from the outside or enticing an experienced player to take on a new role, transferees have many questions about relocation benefits and the destination location that must be answered.

Utilizing HomeServices Relocation's Pre-Decision Services during the offer period helps candidates make informed decisions, leading to higher acceptance rates and work engagement. Pre-decision counseling works to alleviate concerns, address objections and demonstrates the employer's attention to the care and well-being of the transferee and their family.

"The primary goal for talent management is to ensure the right people in the right place at the right time. A goal made even more difficult when relocation is part of the equation," says Steven John, SCRP, SGMS-T, President and CEO of HomeServices Relocation. "HSR's Pre-Decision Support services provides an increased level of confidence for potential employees who have a lot to consider, and it's a free service available to all of our clients."

Pre-Decision support begins with a policy review with recommendations that focus on aligning relocation benefits with employee needs. Eligible program benefits for both transferee and family will be addressed. Job search support can be customized to meet spousal career needs

based on policy inclusion. A cost estimate for the employer will be developed allowing proper budget allocation and accrual of relocation expenses.

Candidate counseling includes recommendations for a real estate partner familiar with the destination area, cost of living comparisons, access to community resources and school rankings. A broker market analysis will be conducted for home sales as well as home purchase or rental needs. If provided as part of the policy, HSR can coordinate and manage a pre-decision trip with area tours in any domestic or global location.

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**About HomeServices Relocation, LLC:**

HomeServices Relocation, LLC is a full-service relocation management company that designs flexible relocation management solutions for corporations worldwide. Through its national network of relocation associates, HomeServices Relocation offers clients integrated relocation services including brokerage, mortgage origination, title, insurance, closing and other home-related services. HomeServices Relocation is a division of Minneapolis-based HomeServices of America, a Berkshire Hathaway affiliate and ranked as the largest real estate company in the United States.

Information about HomeServices Relocation is available at [www.homeservicesrelocation.com](http://www.homeservicesrelocation.com)

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