



FOR IMMEDIATE RELEASE

September 24, 2009

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Diane Howard, Vice President of Relocation is a guest speaker for the Detroit Regional Relocation Council's Great Lakes Conference.

The presentation is on 'How market changes bring new opportunities'. The discussion starts with a look at the current Michigan market and continues with topics covering market statistics, challenges and opportunities. Diane reviews the effectiveness of a relocation department as a central point of contact within a brokerage. Since Real Estate Brokers are instrumental in completing the sales process. Their internal processes are paramount to the services that are provided to our client's relocating employees.

There must be continuity between all service providers to guarantee a seamless and satisfying relocation experience. Diane suggests considering the following 4 key factors within a brokerage relocation department:

- Create a *New Identity*, re-invent your department systems and infuse your services.
- Power your department *eServices*, create a marketing campaign utilizing popular search engines.
- Expand brokerage services with *Home Services*, introduce additional services to your customers through vendors.
- Stay *In touch* with continuity programs; promote repeat business through drip email marketing.

To advance within today's economy, it can be a challenge to work within the resources you already have. You may need to shift people and processes around to place talent where it is needed. Surviving takes creative thinking and process implementation. Consider reorganizing and enhancing your services to expand your company's opportunities.

Diane can be reached at dhoward@relocationamerica.com or 248-208-2958.

About Relocation America

Relocation America is a full service relocation management company located in Southfield, Michigan dedicated to providing innovative relocation services, value-added support, and superior customer service to clients relocating families domestically and internationally. Visit www.relocationamerica.com for more information about their services or contact us at mobility@relocationamerica.com.