

# THE RELOCATION

R E P O R T



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## Savings Realized When Corporate Clients Strike Deals Directly With Movers

Cendant Mobility will continue negotiating contracts with moving companies on behalf of General Electric because striking a deal directly with transportation providers would not be likely to produce significant savings, a GE source tells *Relocation Report*. GE said audits of company records related to employee moves revealed that switching contract arrangements would not be worthwhile.

"We are keeping the same process we have," says Ann Dzenutis from GE's global mobility services. "After we did an audit we found it would be better to improve the process (we have) rather than flip it." Cendant Mobility holds GE's domestic and international relocation contracts. The company,

she says, moves 5,000 employees domestically, and 2,000 internationally.

### Some Clients Cut Deals Directly With Movers

Many corporations, however, are negotiating contracts directly with transportation vendors to get better deals, Don Fisher, president of Fisher & Son Consulting, Inc., tells *Relocation Report*. "The third-parties have a contract rate with the van lines at a discount," he explains. "Because nobody within HR has the core competency to look at bills, they approve them and assume they are getting a better buy."

HR staff can't tell by looking at bills what the charges pertain

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## Banner Ads Good Way For Council Members To Gain Exposure

Relocation providers are increasing their visibility within the industry by running banner ads throughout local relocation council's websites. Flashing banner ads to gain more exposure has become so popular that some relocation councils are offering members different sponsorship levels, giving more play to companies that pay the most.

"It's okay for relocation councils to give the Gold sponsors more exposure than Silver sponsors because they paid more," says Kweku Sampson, an account executive with Association Management

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