

# THE RELOCATION REPORT



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## Cendant Mobility Wins Shell Oil Account— Takes Over from Prudential Relocation

Cendant Mobility takes over the Shell Oil domestic relocation account from Prudential Relocation, which has serviced the contract since 1983. The transportation piece will go to three moving companies including Graebel and Sudduth. Loss of the \$4 million account repre-

sents a blow to Prudential and leaves realtors handling Shell Oil transferee moves in limbo as Cendant turns over referrals to its own preferred agent network and other brokers of choice.

Pamela Braun from Shell Oil confirmed that the contract was awarded to Cendant but would not comment on why the switch took place.

Prudential Relocation officials also declined comment. Sources familiar with the RFP process, however, say both companies tied in ratings for customer satisfaction and Shell Oil was happy with Prudential services, but Cendant won the bid because of its call center

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## Prudential Brokers Step Aside As Cendant Network Takes Over

Prudential realtors and independent brokers are not likely to get referrals to move Shell Oil transferees once Cendant takes over the account from Prudential Relocation. "Prudential agents will lose business," says a relocation director, "because Cendant will feed its own brokers. They own a franchise so why give the business to anyone else? Cendant probably gets 6 to 8% of every transaction as a franchise fee on top of the referral fee. They won't get that if they go to a Prudential broker."

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### Lessons Learned

- ➔ Be proactive by finding out what other companies are offering
- ➔ Arm yourself with knowledge about the latest technology available
- ➔ Don't assume that the lowest rock bottom price will guarantee business
- ➔ Don't wait until an RFP comes out to offer clients better deals.
- ➔ Listen to what the company says it wants.
- ➔ Give the company what it wants not what you think it needs

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