

( WE'RE INVESTED IN YOU<sup>SM</sup> )

## Prudential Relocation



**DELIVERING A SUPERIOR RETURN  
ON YOUR GROUP MOVE INVESTMENT**

*Prudential Relocation's Global Consulting*



## Are you making a **sound** investment?

*This year*, thousands of senior executives will make a strategic decision to move their people. Altogether, they'll invest hundreds of millions of dollars in group moves.

What will separate those who succeed from those who will fail? What will help *you* ensure a desirable return on *your* investment?

It starts with the understanding that a group move is unlike any other investment you make, involving money, technology, physical assets, real estate, human emotion, and other variables. Even a short-distance move is riddled with complexity and requires skills your organization may not possess.

That's why you call on Prudential Relocation. Our Global Consulting group is your strategic alliance, guiding you through an effective move and optimizing the return on your financial investment.

But more than that, we're focused on delivering the kinds of returns that don't appear on a balance sheet, like higher retention, better morale, or increased worker productivity. We understand that these and other factors are what help you achieve and sustain superior operational performance.

That's what we mean when we say, "We're invested in you."

So, choose Prudential Relocation for your group move. Let us prepare a customized proposal showing how your organization can capitalize on the strength of The Rock.<sup>®</sup>



## STRATEGIC BUSINESS SUPPORT

When you work with Prudential Relocation, you collaborate with consultants who are fully dedicated to group move management. Our consultants average more than 20 years of industry experience and offer expertise in a broad array of disciplines—from project management to human resources and finance.

### Project Planning

The complexity of a group move requires expert project management. And that's just what we deliver. Using the latest project management tools, we'll thoroughly assess your needs, facilitate strategy meetings and manage critical time lines. We'll help you anticipate problems before they arise, analyze the risks and benefits of potential decisions, and offer fact-based recommendations.

### Employee Retention and Attrition Estimates

It's often the most critical factor in determining the success of a group move. So, employee retention is at the heart of our planning process. Using our proprietary *Employee Action Model*, we'll analyze internal data—as well as external factors and demographics—to provide retention and attrition estimates prior to your move. Following a move announcement, we'll use confidential employee surveys or interviews to fine-tune our estimates, to identify issues most likely to impact retention, to refine budgets, and to develop responsive communications and assistance programs. Like all of our services, retention and attrition estimates are tailored to fit your needs.

### Budget Development

Prudential Relocation gives you the tools you need to plan your budget with confidence. Our forecasting models take into account all aspects of move-related expenses—including provisions for relocation, transition (dual staffing, training, recruiting, etc.), separation, and tax gross up impact—and provide detailed cost projections by scenario and line item.

### Policy and Program Design

Whether it's relocation, separation, transition or commutation, we'll design policies that address the needs of all employees—those who move, those who do not, and those who are recruited in the new area.

### Benchmark Analysis and Comparative Assessment

Prudential Relocation provides unmatched resources and the most up-to-date information available regarding trends, issues and best practices. Our assessments are specific to industry, employee levels, geographic area, or group move situation. And they support our fact-based recommendations for final policy and program components.

### Policy Booklets and Administrative Guides

Our policy recommendations are tailored to your specific group move needs and designed to improve retention, manage costs and drive overall satisfaction. They often include provisions such as employee pre-decision services and activities, job posting and eligibility criteria, and separation benefits.

*“With your experience and careful planning we have been successful in assisting our employees with their blizzard of issues and concerns—addressing each one of them with accuracy, personal attention and speedy communications.”*

—A client testimonial

*“The familiarization tour was above and beyond my expectations. Prudential Relocation's attention to detail was flawless, which showed the amount of preparation that was done ahead of time. I will not hesitate to use their services in the future.”*

—A client testimonial

### Communications

How employees and customers view your move can have a lasting effect on your business results. Prudential Relocation develops communication programs that positively influence employee attitudes, help maintain productivity, and clearly explain the business rationale behind your move. We'll provide a detailed plan of schedules, activities and responsibilities, from announcement through transition. That way, you can reach the right audiences at the right time—with the right messages and the right media.

### Online, On-Demand Solutions

It's an online world, and Prudential Relocation is at the forefront of technology with powerful Web-based tools for businesses and employees alike. You'll appreciate the way our *Pre-Decision Registration System* simplifies administration, provides real-time reporting, and simultaneously manages thousands of individual and group requests relating to your move. The system is available to your employees 24/7.



## SHORT-DISTANCE MOVES: LONG ON COMPLEXITY

Decision-makers often underestimate the demands of a short-distance move. But the fact is, moves within metropolitan areas or between city and suburban offices are frequently the most difficult to navigate. Employers and employees face difficult questions for which there are no clear-cut answers:

- Is the new facility within a reasonable commute for all?
- What is the impact on commuting time and expenses?
- How many employees will be positively or negatively affected?
- Will assistance be needed with commute costs, relocation, telecommuting, or other flexible work arrangements?
- Who should be eligible for each type of assistance?

*Prudential Relocation has the experience and skill to help our clients face each of the challenges with tried-and-true solutions.*

## EMPLOYEE/FAMILY PRE-DECISION SERVICES

Group moves are often accompanied by other significant changes in your organization. This can leave employees and their families feeling overwhelmed. Prudential Relocation provides employee and family services that not only help employees make informed decisions, but find peace of mind in a time of uncertainty.

### Employee Relocation Briefings

These customized briefings play a vital role in informing employees of eligible programs and assistance. Along with the Q&A sessions that follow, they provide an open forum for consistent and clear communication and reassure employees that a well-managed process is underway.

### City-on-a-Disk CD-ROM

This innovative tool saves time for employees and families, eliminating the need to search for Websites that provide meaningful information. The customized CD-ROM offers comprehensive research on housing, taxes, communities, and school information, plus links to related Websites. Content can be downloaded to Intranet sites to support ongoing recruitment and future relocation needs.



### Resource Centers

Resource Centers act as a multimedia library for your employees. Relocating employees will find a wide range of information on their destination, including maps, newspapers, videos, school statistics, community and housing profiles, cultural and recreational opportunities, and professional services in the area.

### Destination Area Orientation Meetings

These informative sessions provide valuable details about the new location, while dispelling common myths. Formats include multimedia presentations, meetings with area representatives and Q&A sessions. Prudential Relocation's consultants help ensure that program content is on-target, and create flexible scheduling to help maximize employee and family participation.

### Area Familiarization Trips

Structured tours provide a first-hand look at local communities, including housing and education, cultural and recreational facilities, plus an objective lifestyle overview of the destination. Agendas may be customized for groups or individual employees. Prudential Relocation's consultants develop the agenda and cost estimates for budget preparation. Destination area resources are identified and briefed, and experienced staff is provided to manage logistics.

*“Everything you do fits my needs. Communication is critical to any project and you make it so easy on me. Thank you! Of all the people I have on this project, you are the best. I can count on you to give me what I need the first time!”*

—A client testimonial



*“Prudential has proven to be world-class... poised, dependable, flexible, amicable, knowledgeable, creative — just a few words that come to mind to describe your team... the service was impeccable... they have earned our sincere gratitude and ultimate respect.”*

—A client testimonial

### **Prudential Relocation, Your Provider of Choice**

For nearly four decades, Prudential Relocation has offered a comprehensive range of outsourced group move services. Companies choose us for our experience and unique ability to provide services and planning models that address their business needs, as well as the pre-decision needs of their employees and families.

Our clients expect creative, cost-effective solutions. They rely on our ability to identify best practices based on their situation, to execute plans quickly, to minimize business disruption and ultimately deliver a better return on their relocation investment.

**Receive a greater return on your global strategy investment. Contact us today.**

Prudential Relocation has offices in North America and around the world. Please contact Prudential Relocation for a customized fee quote by calling **1-800-356-6834**. Outside the U.S., please call **1-480-778-7901**. You may also visit [www.prudential.com/consulting](http://www.prudential.com/consulting) for more information and for office contact information.