



Bobbie Stone International, LLC

BSI Recruiting News & Views

FROM THE DESK OF
BOBBIE STONE...

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To Our Friends and Colleagues,

Welcome to our *third edition* of BSI RECRUITING NEWS & VIEWS.

Spring time is often thought about as a good time to consider relocating.

Our guest author, Dale Gold, brings us up to date on the topic of *candidate relocation* and gives us a better understanding of the employer / new employee role and how the relationship with a corporate real estate specialist can be beneficial in providing the most current information to all parties.

We ask that you please share this newsletter with HR Team members in your organization to keep them in the loop.

We welcome comments and suggestions for Articles of Interest. Please contact me via e-mail: bstone@optonline.net

Think Spring!

Best wishes,

Bobbie Stone

Bobbie Stone
President

m&m's Are Not Just A Candy

By Dale Gold, Weichert Realtors

News reports predict a continued rate of high unemployment, yet there are those fields where talents are in short supply. Recruitment and retention are identified as one of the greatest challenges in building a profitable organization with a good reputation. The International Society of Employee Benefits Specialists revealed that employee retention was even a bigger challenge than health care costs.

When valued employees are asked to relocate, employers offer them varying relocation packages to minimize the disruption to the organization, keep productivity steady and encourage the candidate to move. There are a whole range of services available to the candidate from an introduction to a reliable real estate agent with vendor contacts to generous allowances and assumption of the total costs of the relocation.

The employee has to overcome certain hurdles that impact his bottom line:

1. The difference in the standard of living in different parts of the country
2. Family resistance to change
3. Emotional stresses and the cost of moving
4. Arranging for special needs of family members, i.e. schools, daycare, spousal employment, etc.

5. Differing real estate market conditions

6. Restrictive credit guidelines for mortgage money (There are some specialty loans available, such as loans for medical doctors. Currently, Suntrust offers such a product)

7. Differences in the real estate process and protocols of different jurisdictions

Growing up we thought m&m were those small colorful candies that "melted in your mouth not in your hands." Employers think of m&m as money and moving.

Some organizations refer the transferee to real estate agents they know personally or who have a track record handling transferees. Others hire a relocation company that will refer trained agents. Our brokerage relocation subdivision requires special training and identifies these agents by the title Corporate Relocation Specialist. In either case the relocation specialist will be familiar with the area, the process and serve as a guide to the transferee. Additional services offered by relocation companies are

1. Real estate purchase assistance with closing costs, mortgage buy downs, pre-paid property taxes, home improvement allowances

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2. Buyout of a current home with a bonus for closing the sale within a designated period of time as well as closing help for the seller transferee. With the down turn in most real estate markets, the calculation for the buyout price for the seller's home has changed from an average of 2 appraisals of the property to a portion of the value of the two appraisals. In addition, the written opinion of two licensed real estate agents in the local jurisdiction may be required. This process is also necessary to advance the transferee money for his new home prior to the settlement of the sale of his former home.

3. Temporary housing – A client of mine was just offered a generous eighteen month rental allowance by a federal agency to facilitate his move.

4. Assumption of the costs for breaking a lease
 5. Support for the transferee's domestic partner's job search
 6. Provision for travel expenses for the transferee and his family to visit the new area, including hotel accommodations, meals, rental cars and transportation
 7. Expense allowance and miscellaneous out of pocket expenses
 8. Information about demographics, educational institutions, special needs for family members
 9. Referrals to reliable vendors such as locksmiths, movers with full packing and shipping services
- Making some of these services available to the relocation candidate actually saves money for the employer by keeping the

transferee productive and focused on work instead of his spending time on the Internet searching for vendors. Employers are willing to foot some expense for the transferee to retain and attract needed talents. "m&m" is not just a candy.

Dale Gold is a top producing real estate agent with Weichert, Realtors in the DC/Maryland area. Her expertise has served the surrounding communities for many years. She holds the national designations Senior Real Estate Specialist and GRI from the Graduate Realtor Institute as well as the company designation of Corporate Relocation Specialist. For questions relating to real estate including the current tax credits which are available for a limited time only, contact her at dalegold@mris.com or 301-718-4100 X129



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Have You Ever Wondered....

Shouldn't I Expect an
Accountable
Executive Search Firm?

Bobbie Stone International knows that your needs require quick and attentive responses. Our direct communication approach prevents silos as we stand to serve as an extension of your HR Department. Listening to your "needs and wants" allows us to identify the proper candidates in a timely manner which saves you time and money.

Our success is measured by your 100% satisfaction.

If you are tired of working with search firms that work in a silo, contact Bobbie Stone of Bobbie Stone International, LLC.

Contacting us is easy.

Call us toll free at # 866-750-1500

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www.bobbiestoneexecutivesearch.com
to find out how executive search can be tailored to meet your specific needs.