



Modern Mobility ★ 33rd Annual Conference ★ April 28, 2017 ★ The Depot Minneapolis

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# Relocation Industry Alignment

# Providing An Exceptional Experience



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# What is an Exceptional Experience



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# By The Numbers

- 61% of Sellers were very satisfied with the transaction.
- 59% of Buyers were very satisfied with the transaction.
  - 88% of these said they would use the agent again.

Very satisfied customers are 3 times more likely to refer their agent and other service providers

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Source: NAR 2016 Profile of Buyers and Sellers



# The Impact on Your Client

- Happy Employees are 12% more productive.
- Productivity goes down by 37% when the employee is in transition ( housing, or family).
- A stressful experience is results in a snowball effect, causing issues at work and at home that can hamper the transition further.

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Source: NAR, YPN Lounge, Mobility Magazine



# How to Provide and Exceptional Experience

- Picking the right team.
  - Your Affiliates are an extension of you and will impact your success and referrals. Have you discussed mutual expectations?
    - Realtors
    - Mobility Specialists
    - Mortgage
    - Title
    - Movers
    - Inspectors
    - Etc...



# Ideas to Achieve the Exceptional Experience

- Communication **COMMUNICATION COMMUNICATION**
  - In your initial contact with the client ask their preferred form of communication.
- Transparency
  - This is key with Millennials
- Education
  - Teach them about the process from the big picture to the smallest detail



# Going the Extra Mile

- Bi-weekly Check in's.
- Written Status Reports
- Skype or FaceTime From the build site
- Community Info
- Tank Goodness
- In-depth Survey regarding the entire process.
- Welcome Home Package with Necessities





Thank You!

Nick Dreher

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