

Time for a change?

6 Commitments
Relocation Managers
Count On When
Choosing PorchLight
as a Rental
Relocation Partner



In the past 10 years, dynamic changes in both the general profile of who rents rather than purchases homes, as well as the overall landscape of the rental market itself, have created a paradigm shift in the rental assistance and settling in services industries.



Fran 
Rental Success Manager
Making your experience less stress and more smiles.



Millennials continue renting long after starting their careers in order to have flexibility in their housing situations. Boomers are entering other professions and often renting as they test the waters of their new geographical locations. Many of those choosing to rent now are more experienced and sophisticated than those just graduating and therefore, require a more comprehensive level of service. Ever increasing globalization brings another key population into the equation, which is made up of expats coming to the United States for assignments, most of whom prefer to rent rather than purchase.

This significantly increased number of renters has consequently decreased rental property inventory. This in conjunction with the demographic shift of renters to those having more heightened demands concerning the level of rental properties for which they are searching, has made the rental assistance industry much more challenging.

As experienced relocation professionals, you're aware of the above-mentioned trends and likely aware that since the time ERC began tracking transferees by category of home buyer vs. renter, renters have comprised 48-67% of the corporate relocation population. How are you serving this renting population?

As Relocation Managers, you're wise to the pitfalls of rental assistance:

Rental/destination suppliers can't consistently deliver great results

Rental/destination suppliers are only paid for a certain time frame to perform duties so if the job isn't finished, meaning a lease isn't secured, there's no accountability beyond that initial day

Rental/destination suppliers aren't capable of supporting remote locations or challenging personal family situations related to securing a rental.



Kristen 

Accounts Payable

I value our supplier partners with prompt payment, and gladly expedite required funding so our transferees can move into their new home without delay.

You don't have to accept the pitfalls. Talk to your industry peers, talk with your relocation management companies and you'll learn how PorchLight revolutionized the rental finding industry by making six critical commitments that we call our PorchLight Promise:

Commitment #1:

We will deliver consistently great results through a controlled and time-tested service process that **manages the transferee experience with superior rental market counseling, proper preparation and expectation setting. We create personally tailored experiences based on transferee schedules, visitation trips and needs, pro-active interactions that engage transferees** and let them know they're important and valued. We know that their success finding a home they love helps them love the fact that they moved!



Lina 

*Accounts
Receivable Manager*

*Listening to you,
responding to your
needs and respecting
our partnership through
accurate and on-time
invoicing and reporting.*





Linda 
*Success Manager,
International Inbound
Services*
*Here even after you and
your family are settled in.*

Commitment #2:

We will provide rental finding support beyond a tour day. We commit to supporting transferees until they have an address! We uphold this commitment through our proprietary service process that includes our own on-site research department, a well architected system, and (just as important) is our culture of measuring success not only on survey scores, but on the most objective outcome — did the service result in an address.

Commitment #3:

We will support transferees moving to any destination across the U.S. and Canada. Through our on-site research department, transferees will always have the support they need regardless of their location. This unique role and critical department is the difference between suppliers who take the “easy locations” and suppliers like PorchLight who are all-in and fully committed to serving the rental finding industry as it should be served with full-throttled expertise and support for all transferees not just the easy ones.



Jamie 

Marketing Manager

I enrich our customers' lives by keeping-up on current industry trends, the state of the rental market and other helpful information that I share through social media!



Commitment #4:

We commit to providing a personal touch because you are valued here. And you'll feel, see, and enjoy the difference we can deliver with our proven and intuitive approach to your unique rental and destination services needs. Not everyone wants a rental tour as a rental finding solution. PorchLight is uniquely equipped to manage the rental finding process through our on-site rental research department to qualify the best rentals in the market and deliver them to transferees' mobile devices. Comprehensive, skilled rental finding support delivered the way transferees want it!

Commitment #5:

You'll experience passion like no other! It's amazing what happens when you interface with our expert team of enthusiasts, who make your objectives a priority.



Hilda 
*Manager of Service &
Team Development*
*I support and develop
the team to create
superior service
outcomes for our clients
and transferees.*





Commitment #6:

We commit to providing predictable performance. Predictable performance through dependable, quantifiable service results provides the confidence, comfort, and trust relocation managers should demand when moving their most valuable assets. Through tailored reporting, you'll know first hand how effective PorchLight's services are at securing an address for your transferees. We promise!

If you want to revolutionize your rental relocation program, we'd like to help. Please contact us at 888-622-4325

We hope this information was beneficial to you!

We'd love to talk with you! Whether you have four relocating renters or 400, let's talk about what's working - and not working - with your current policy. Click below to schedule a convenient time to talk soon!



Schedule a Free Consultation

