

# 13 Questions

to Ask a Potential  
Rental Finding Partner



Since the beginning of Worldwide ERC's reporting on transferee volume, renters have always comprised 45%-67% of the corporate transferee population. In today's market place, renters are well over 50%. Identifying the best rental finding partner would be top of mind for any employer who has this volume or for any Relocation Management Company (RMC) looking for a competitive edge. Here are 13 critical questions and deliverables you'll want in your wheelhouse so you can find the best rental finding partner for your company and offer your transferees a successful rental program.

1.

**How long has your company been offering Rental Assistance?  
What is your geographic coverage? How much of your business is Domestic  
vs. Global (in-bound US)?**

It's important to take into consideration what your needs are. If you offer policies that cover both domestic and in-bound U.S. transferees, you'll want to make sure your rental finding partner is versed in both. Or if you only need domestic coverage now, but may have a need for global assistance in the future, you'll want to make sure you settle on a partner that can meet your future needs.



2.

**Has your company historically provided products/services to relocation management companies, and /or individual companies? If yes, for how many years?**

Are they capable of working with the range of clients that suits your company best? Are they able to adapt to customize services for various sizes and types of businesses? Some may be qualified to handle individual volume, but what if you have larger, group moves to one specific area? Can they adapt to your needs?



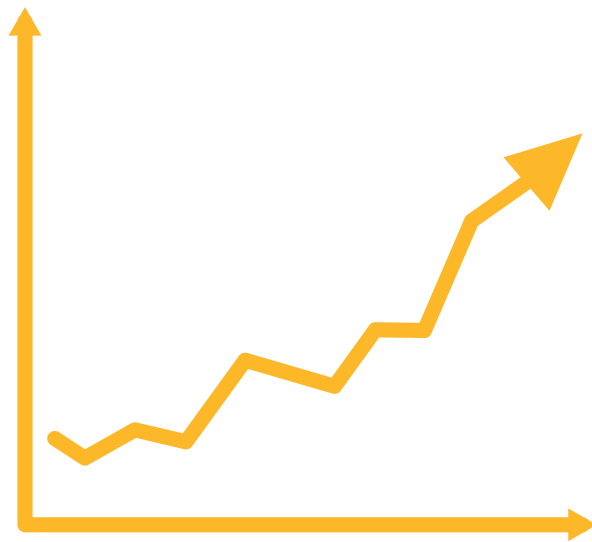
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3.

### What metrics/key performance indicators do you regularly track?

Do they have the ability to analyze and provide you with on-going data and reporting that substantiates service outcome, success rate, and metrics that will support you? As an RMC, this can be especially helpful with regard to your own client relationships and a beneficial tool that demonstrates the effectiveness of the rental assistance program. Clients who offer no rental finding benefits often do so because they aren't aware of the rental market challenges for renters or they aren't aware of the cost savings they can experience in other areas if they offer a quality rental finding benefit that expedites securing a lease. They need data that demonstrates the value of offering rental finding. There are few rental suppliers who can offer this. As the RMC, you know this and helping clients receive tangible value, through quality, quantifiable metrics, creates the value clients need to make policy changes.

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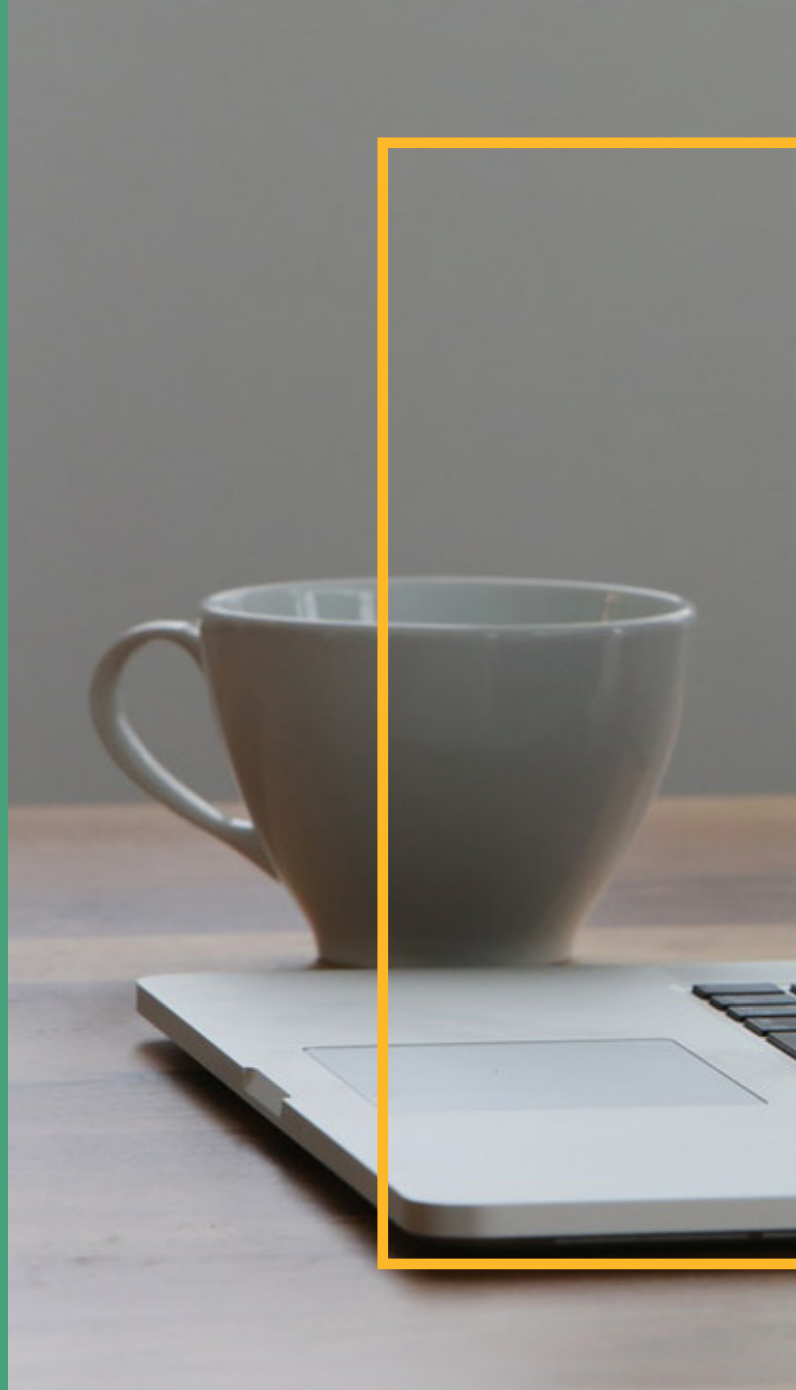


4.

#### **What are your average transferee satisfaction scores for the last 3 years?**

Did you know that many RMCs and clients don't even ask renters about their experience finding a rental?

Again, understanding that over half of corporate transferees are renters, you can improve your value by actually having feedback to substantiate service effectiveness. It's important to demonstrate effectiveness to determine flaws in the program, and opportunities to be proactive and determine if you want to suggest a program to management or to clients.





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5.

## **What types of technology does your company employ that will add value to you? To assignees?**

With technology at the forefront of many mobility management discussions, it's important to understand what rental finding partners offer. Be sure to dig deep. Ask for engagement factors, success rates and references from those users having experienced the technology. You'll find that flashy technology doesn't always equate to quality results! There are a number of technology tools in the market because companies have felt pressure to produce something that transferees can access electronically. Few offer the type of functionality and information needed to help renters really be effective in their search. This is partially because few suppliers are in-tune with this specific segment and what renters need. They may know the apartment management market but they don't know the customer moving to a new city, busy with a transition and having to search for a place to live. It's critical that you partner with a company and understand all the dynamics involved before you pay an access fee for technology that doesn't meet the needs of your transferees.

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### Traffic Sources Overview



- Direct Traffic  
3,097.00 (40.49%)
- Search Engines  
2,910.00 (38.04%)
- Referring Sites  
1,642.00 (21.47%)

### Visitors Overview



### Content Overview

Page	Visitors	Pages
...	...	...
...	...	...
...	...	...
...	...	...

6.

## How do you manage the communication process with the transferee once assigned throughout the service process?

Are they hands on, managing the process or is it outsourced to someone else? Are they directly in contact with the transferee throughout the assignment and during the service process, advocating for their success? If they're not actively involved with management of the process, how are they adding value?





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**7.**

**How does the supplier manage the communication with the RMC or mobility manager once a transferee is authorized for service?**

What process do they follow to keep you informed along the way?

Are systems in place to provide you key status updates? Are the updates providing valuable information about the experience and rental finding outcome? If you're always asking for updates from your supplier, you may want to ask why that is. That's a sign that key process management components are missing. If the status updates contain little substance, it can be a sign of a supplier's culture of low accountability in terms of performance expectations, policy changes.

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8.

## What is the process if a rental isn't found within the initial service agreement?

This is by far one of the biggest differentiators between rental finding suppliers. Does the supplier continue to support the transferee until a rental is found? Or, once the agreed upon service is complete are transferees on their own to find a rental? The added support may cost more but it provides the best overall success rate of any rental finding program. If the metrics, satisfaction ratings and identifiable value are important to your decision, this question and what you learn will be key for you.



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9.

### What is your operational team structure?

Do they have the team members in place to provide the assistance to meet your requirements from the primary leads, research and customer care and accounting functions that your company requires?

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10.

### What are your pricing policies? Is it “one-size fits all” or do you customize plans based on the intended outcome and needs of the service?

It's good to know what service options are offered: area tours, professional rental tours-full and/or half days, self-tours and lump sum policy only options. What are the range of services offered and can they be customized?

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**11.**

**What measures and/or processes do you have in place to ensure**

**your supply chain is offering the appropriate level of service and meeting the needs of the transferees at every level?**

Are there policies and procedures that suppliers are expected to maintain? Make sure that the work ethic of your supply chain aligns with the same standards as the rental finding company. Is there a teamwork approach? Are suppliers trained with an expectation of service outcome results? Left alone the supply chain may have their own agenda, but with strong procedures and sound expectations from the rental finding company you can expect the best service and ethical behavior for the company and transferee.





**12.**

**Describe your company culture and the policies in place to be certain all associates understand and follow ethical behavioral guidelines and anti-corruption and bribery policies.**

Do they follow a company playbook or have a mission statement? Do they appear to follow that statement? What drives their employees to do what they do? Do they have passion for their work, seek to provide best-in-class service and have a genuine empathy and concern for others? The core values of the company should be apparent and speak to you once you begin talking about service needs with a rental finding company.







**13.**

**Describe your internal policies and procedures to ensure all systems are maintained operable to manage your business and that data is secure at all times.**

Security is a major concern on most levels in today's business world. Do they have what you need to offer comfort that your information is secure? Are they regularly maintained?

All of these are key questions to use to guide you as you begin to consider, review and talk with potential renting finding partners. If you are still looking for a partner that meets all of this criteria, consider PorchLight Rental & Destination Services.

Contact us today to discuss your needs.

[www.porchlightrental.com](http://www.porchlightrental.com) | call: 330-400-2797 | email: [diane@porchlightrental.com](mailto:diane@porchlightrental.com)

**We hope you enjoyed 13 Questions to Ask a Potential Rental Finding Partner.**



You might also like to learn more about the dynamic changes of the rental market, in our e-book entitled, **“Time for a Change? 6 Commitments Relocation Managers Count on When Choosing PorchLight As A Rental Relocation Partner.”**

Inside you learn more about the rental market landscape and the reasons why you don't need to accept the pitfalls in today's economy. Plus, you'll gain insight on what to expect when choosing PorchLight as a Rental Relocation Partner.

