

RENTAL &amp; DESTINATION SERVICES



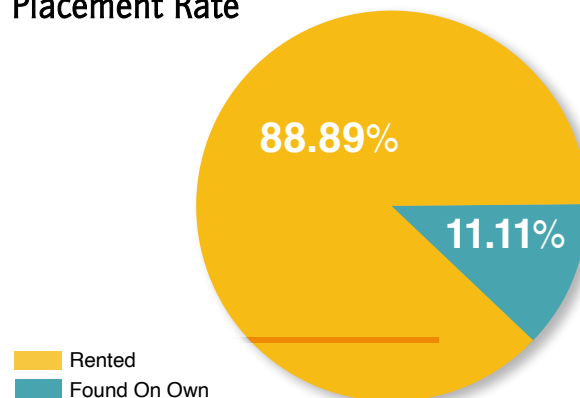
Managing Mobility means managing the mobility needs of all relocating employees. Seems simple enough, right? When we asked mobility leaders the last time their renters had glowing service scores and key performance indicators around their home finding service, they paused. After some reflection, the consensus was they didn't have good information regarding renters and their home finding experience.

- 1 Early career new hires receiving modest lump sum payments to support the move.
- 2 Renters in the origination market who are middle management and above receiving a covered home finding benefit.
- 3 Homeowners in the origination market choosing to rent in the destination market receiving a covered home finding benefit.

### KPI #1:

How many of your transferees secure their rental as a result of the DSP service?

## Placement Rate

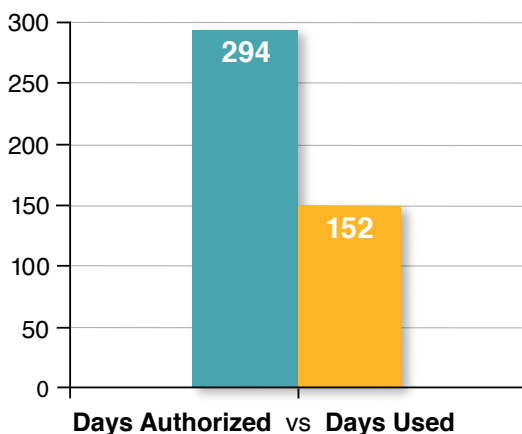
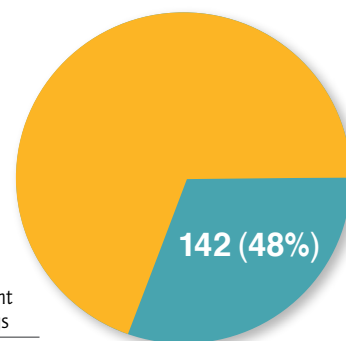


**KPI #2:****Cost Savings Opportunity**

For years, employers asked for cost savings reports that tallied money saved for their employees through negotiation, reduced deposits, etc. The truth is, unless there's a preferred employer discount offered at a property, apartment communities can't negotiate. It is a fair housing violation to offer different prices to different people. Private landlords will negotiate. Quality DSPs know that and will support transferees in that effort. The real opportunity for cost savings comes from reducing temporary housing expense by effectively managing the rental search.

- With corporate housing averaging \$161 per day (as reported by Corporate Housing Association) or \$4830 per month, saving 10 days or \$1610 is significant over 50, 100 or 200 renters.
- \$1610 savings x 100 renters = \$16,100 savings from corporate spend

Helping transferees secure their lease more quickly means they settle-in and begin acclimating more quickly. Capturing days saved in lodging as a result of effective DSP service delivery is a KPI companies want to understand.

**Temporary Housing****Number of Days Saved**

	Average Cost	PorchLight \$ Savings
Corporate Housing	\$161.00	\$22,862.00
15 Day Hotel	\$130.71	\$18,560.82

NOTE: 73% of renters preferred to avoid Temporary Housing

**KPI #3:****Customer Feedback**

Ensure that survey questions are relevant to rental finding services and that the reports are easily accessible. Quality DSP services are measured by satisfaction scores and net promoter scores which help employers determine if the investment is returning high satisfaction.

**Surveys**

	Rental Tours	Area Tours
Overall Satisfaction	4.94	5.00
Total Surveys Sent	103	1
% of Surveys Completed	34%	100%

**KPI #4:****Service Exceptions**

Family dynamics can be complicated and require more time and support than the policy initially provides. Understanding how many exceptions took place, and the reasons, will help to determine underlying issues with the provider or the policy. DSP services are the lowest priced relocation benefit usually falling below \$1000. An exception is not usually budget breaking but should be reviewed to avoid excessive spend or lack of accountability in the process.

For more information or consultation on Renter Analytics or service programs for renters, contact Diane Ayres at [diane@porchlightrental.com](mailto:diane@porchlightrental.com)

