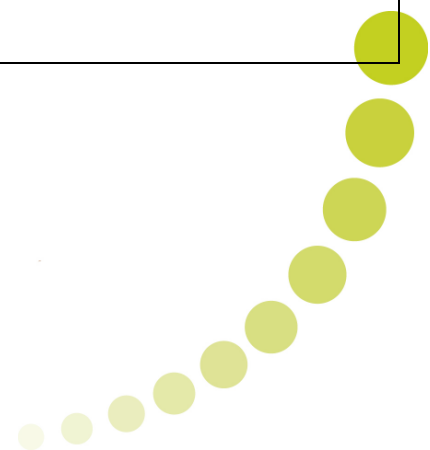


Case Study Domestic Permanent Move

Client	
Scope:	<p>Grade 14 Manager (Andrew), his wife (Jane) and two children moving from Watford to Grimsby.</p> <p>Children: girl (Katie) age 4: pre-school (interest: ballet) boy (Michael) age 14: Grammar School (interest: rugby, violin)</p> <p>Jane requires walking distance to a gym.</p> <p>Commuting distance for Andrew maximum 40 min drive from work.</p> <p>Property requirements: 4 bedroom house, 2 bathrooms, garden and garage.</p>
Critical:	<p>If the family is unable to sell their home, they are unlikely to have the cash flow to purchase a new house in the Grimsby area. Renting a property will need to be considered.</p>
Services:	<p>Core:</p> <p>Home Search (accompanied) Expense Management</p> <p>Optional</p> <p>School Search/Education Advice (GCSEs for Michael needs to be taken into account) Removal of Household Goods (as per policy the assignee can choose their own removal companies) Pre-move visit (Look See) Rental Home Search, Lease Checking and Negotiations, Check-in, Tenancy Management, Welcome Pack, Area Guide, Grocery Pack, Settling In, Check out, Tenancy termination/negotiations of damages Like for Like report, Managed Sale and Marketing Assistance Report</p>
Touch point	<p>Single point of coordination</p> <ul style="list-style-type: none"> - one in-house Move Adviser - one Local Area Consultant (PA)
Problematic/Risk:	<p>Buying a house in the new area will probably depend on the sale of the property in Watford. To enable Andrew to start his new position he could either</p> <ul style="list-style-type: none"> - rent a one bedroom furnished property and stay away from the family during the week (approx cost £475 pcm.) or - move the family into rented accommodation (approx £750 pcm). (budget to be obtained from Client) <p>Useful Information: The minimum rental period is six months after which at least one month's notice is required to terminate a rental agreement, there could therefore be a continuing rental obligation once the new purchase has completed. The family would have to return regularly to ensure that the property is being marketed efficiently and maintained (garden should be maintained to ensure 'kerb appeal').</p>

	<p>As outlined in the Domestic Relocation Policy, Assignee is expected to have a day visit (returning the same day) to the new area as long as the mileage does not exceed 250 miles. The distance from Watford to Grimsby is approx 200 miles, but it would take at least 3.5 hours to drive one way. A total driving time of 7 hours would not allow enough time in the day to view all the areas and suitable properties. Our recommendation is that at least one overnight stay is accounted for.</p> <p>Payment of expenses: As per policy it is unclear if Client pays for Stamp Duty (quote "stamp duty needs to be considered"). We would suggest that a Like for Like report is established from the Watford area in order to determine if there is an increase in stamp duty obligation (we believe that in this case study the move will be from a high cost to a low cost area and there are no higher obligations). Policy clarification with Client in terms of payment of stamp duty is required.</p> <p>Removals of household goods: The timing of the transport of the household goods will need to be planned. If the family transport their furniture immediately into rental accommodation the old home in Watford would be unfurnished and empty. Buyers traditionally prefer to look at furnished properties that they can imagine the layout of the home. Alternatively if the family decides to transport the household goods at a later stage to maintain that homely feel, furnished accommodation in the Grimsby area would need to be considered.</p> <p>As, at this stage we are unfamiliar with the exact family circumstances it is a possibility, that Andrew and Jane have elderly parents in the Watford area who require care or family members currently assisting with childcare. Will need to explore this in more detail.</p>
<p>Approach:</p>	<p>Initiation Authorisation and detailed matrix of allowable expenses supplied by Client.</p> <p>Selling of old property: Our recommendation would be to engage HCR for the Managed Sale Programme. This would ensure that the family does not have to return to Watford to oversee the sale, look after a vacant property and liaise and push the Estate Agent. HCR's involvement would manage all these aspects and ensure that the family can concentrate on their new job and lifestyle. As the Guaranteed Sales Price is not offered, it should be decided what route to take with regards to the 'dual outgoings'. The family is unlikely to afford to pay two mortgages, thus temporary rental accommodation might be a good way forward that allows the family to really familiarise themselves with the new area in order to make an educated decision of where to purchase.</p>



Start Conversation

- Should be ideally held with Andrew and Jane.
- Housing options will be explained and compared to their current living arrangements as housing is less expensive in the Grimsby area enabling them to improve their living standards although they may want to live in one of the surrounding villages.

For example it is possible to purchase a good sized family home in the village of Wrawby (12 miles from Grimsby) for around £350k.

- Schooling: Wrawby has a primary school and there is a Grammar School in the village of Brigg just two miles down the road.
- Special interest: Violin tuition for Michael can be obtained in Brigg as can access to the gym for Jane. Ballet classes for Katie are available in Immingham 12miles away and Grimsby has a choice of rugby clubs.
- Furniture – we can address the furniture transportation with the family
- enquire about any other family questions and concerns

Look See Pre-move visit (optional)

If authorised by Client we suggest showing the family various suitable areas within the max of 40 minutes drive of Grimsby. There are many lovely villages with schools, sport, art and music facilities to accommodate the needs of all family members.

Home Search (authorised)

At this stage it is uncertain if this will be a rental or a purchase home search. If rental is something Client wishes to consider a one day home search could result in finding the temporary accommodation until a home is purchased (and the old one sold).

Should this be a purchase home search most likely more than one day will be used as the 40 miles radius offers many choices. Areas could be narrowed down during a Look See visit.

Managed Sale (optional)

A Marketing Assistance Report will give feedback on the saleability of the property. We will appoint the most appropriate Estate Agent in the area to find a buyer quickly. This service also includes, Market Appraisal, Vacant Property care and insurance, gardening visits, Mystery Shopper, vetting and screening of potential buyers, appointing solicitors. Should HCR take on the Managed Sale we will report to Client as soon as the sale on the property is due to complete. This would ensure that Client is informed that the family now has no more dual outgoings and thus should be paying for their own rental.

Solicitors (optional)

As per policy the expenses for solicitors are capped at GBP 400 per transaction. If the family finds their own solicitors most likely these fees will be higher. HCR has pre-negotiated rates which are usually not found on the 'High Street'.

	<p>Expense Management To be out of pocket is always the biggest problem when relocating. We will pay all submitted expenses on behalf of the family within 48 hours of receipt and charge back to Client. A clear matrix will need to be established with Client for eligible expenses.</p> <p>Desktop School Search (if authorised) Information on local pre-schools, primary and grammar will be sent to the family. It is important that Michael begins his new school before the start of his GCSE course.</p>
<p>Reporting</p>	<p>Reporting on all milestones Expense Management Managed Sale – update on marketing and progress, reporting on sale Home search – property found in what time frame Reporting on milestone achieved (i.e. Look See, School Search, Home Search etc.). Reducing the cost of employee occupancy: Reduction / elimination for deposit, letting agency fees and rent Maintenance Issues, Help line Completion reporting to Client Monthly Reporting on costs (rent/utilities/council tax) Reporting on any Maintenance issues Reporting for P11D</p>
<p>Relo Policy</p>	<p>If Assignee does not purchase immediately – Client will consider 'relo assistance' for 3 months <ul style="list-style-type: none"> - no explanation is given what support that means (i.e. rental?) Transport of Household goods Home Owner has 60 days for storage <ul style="list-style-type: none"> - discrepancy 3 months relo assistance versus 60 days storage Removal paid by assignee and reclaimed, 35 days for payment <ul style="list-style-type: none"> - long time to be out of pocket Stamp Duty Capped at 1 % <ul style="list-style-type: none"> - No Housing Cost Disparity report Pre-Move visit – entitlement for all family members</p>

