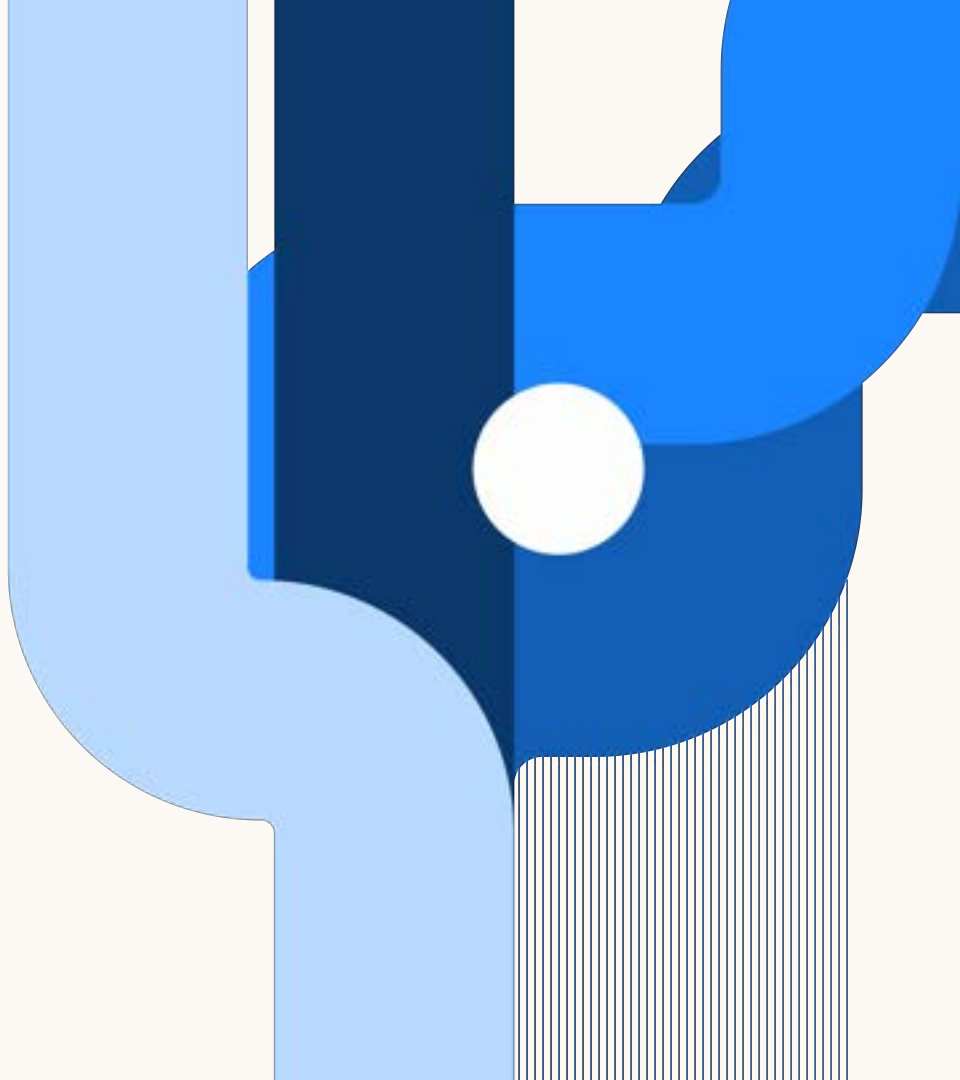


• FOR PARTNER TEAMS

Relocity Guide, at a glance

What it is, who it's a fit for, and how we'll support you on these deals.

The product · the fit · the proof · the finish



• THE PRODUCT

What Relocity Guide is

A mobile app that guides an employee through their whole move, end to end.

A guided move, in the employee's pocket.

Housing search, settling-in help, local know-how, and a real place to ask questions, from accepted offer to settled.

- Self-serve, out of the box

We'll align on pricing with you at the deal level.

IF A CLIENT NEEDS MORE

Advisor A remote relocation expert for people who want a real person.

Concierge Someone on the ground in the destination city.

One The full enterprise setup for managed moves and connected systems.

— Relocity Guide is the simplest starting point.

• THE FIT

Who it's a fit for

Relocity Guide fits the people most relocation programs leave on their own.

01 US domestic lump sum

02 Interns and early-career

03 Volunteer and work-from-anywhere

04 Departure support

SIGNS THERE'S SOMETHING HERE

They get little or no support today.

The company is hiring and moving more.

The mobility or HR team is stretched.

• WORTH A LOOK

A quick read on [the opportunity](#)

A couple of things tend to tell you early how big it might be.

01

Volume

A handful of moves a year with no growth is usually smaller than a program that's scaling.

02

Timing

If they aren't looking to change anything this year, it tends to sit. Good to know early.

03

Headroom

More than one of these populations, or a growing intern class, often means more over time.

— **You know your clients best. This is a gut check, not a gate.**

• THE QUESTIONS

Questions that help surface it

Light touch. These tend to open up the conversation, so use what fits.

- 01 How many US domestic lump sum, intern and early-career moves a year, and is that growing?

- 02 When these employees relocate, who do they call if something goes wrong?

- 03 Do you see how those moves actually go, or just that the payment went out?

- 04 How often do these folks come back for exceptions or extra money?

- 05 Are you looking to change anything here in the next year?

• WHO FEELS IT

Who usually cares about this

A few people feel this gap. Lead each with what matters to them.

Mobility & HR

Lives with the exceptions and the missing visibility.

CARES ABOUT

Support without the cost of a managed move.

Talent acquisition

Owens intern and campus programs.

CARES ABOUT

Candidate experience and return offers.

HR leadership

Owens the brand, feels it when a move goes wrong.

CARES ABOUT

A license is small next to a bad move.

Finance

Looks at cost and budget.

CARES ABOUT

Funding from the existing lump sum.

— **Start with whoever feels it most. The others follow.**

- IF THEY ASK

A way to frame it

These come up a lot. Framing, not a script, you'll know which fits the client.

“Our RMC already handles lump sum.”

The RMC cuts the check, but it was never asked to support these people. Relocity Guide adds the experience and the visibility for about the same per employee, and they keep their RMC.

“We don't have budget for it.”

It can often come out of the lump sum itself. Trim the stipend by a small amount, it's still competitive, and now it comes with real support.

“Nobody's complained.”

People without support don't usually complain. They struggle quietly, and it shows up later as an exception or a rough first few weeks.

“Why not just give them more money?”

More cash doesn't help someone find housing or learn a new city. The money was rarely the gap. The support was.

“We don't have time to set it up.”

It's self-serve and ready to go, with no integration project. It's a policy choice, not an IT one.

• THE PROOF

Proof that **lands**

Real outcomes from a Guide client, backed by the wider picture.

~2/3

Lower cost per move, and satisfaction went up

EV manufacturer on Guide · client-reported

80%

Chose the lump sum over a managed move

EV manufacturer on Guide

THE WIDER PICTURE

Thousands of five-star reviews from employees using the app.

Across Relocity programs

Pure lump sums tend to mean worse experiences and failed moves.

Cartus Global Talent Mobility Survey, 2024

• AFTER THE DEMO

Keeping it moving

A good demo, then quiet. That's what stalls these. A few small things keep it moving.

01

Next step

Agree the next step before the demo ends. A date on the calendar beats a vague follow-up.

02

Keep momentum

Book the next conversation while you're together, so it doesn't drift.

03

Real timing

Tie it to something real, like an intern start, an arrival season or a budget window.

— We're glad to run a demo with you whenever you're ready.

- WHEN A SANDBOX MAKES SENSE

Run it with a purpose

A sandbox isn't a standard step. Offer one when a demo can't close the gap and the client needs to see Relocity Guide in their own environment, then set it up deliberately and run it to a decision.

SET IT UP RIGHT

01	The trigger	A demo and proof points can't close the gap. The client needs it in their own environment.
02	The setup	A clear reason, a defined outcome to prove, and a fixed window with an end date.
03	The cadence	Scheduled check-ins keep it on track, closing on a clear go/no-go decision.

RELOCITY RUNS IT WITH YOU

- On the calls alongside you.
- Materials and enablement, supplied.
- Check-ins driven throughout.
- Aligned on the go/no-go call.

— Used deliberately, a sandbox closes the deal. It doesn't just fill the calendar.

.Relocity