

Become a Preferred REFERRAL PARTNER of our Expanding Relocation/link Service

The Official
Relocation Guide
for York County



REALTORS® ASSOCIATION
of York & Adams Counties, Inc.

Our Mission:

To be the
essential link
between the
community and
new residents

Get Direct Leads When Consumers *Need Your Services*

Imagine... getting a profile on an incoming resident, getting specific information on their needs and just at the right time when they are in need of your specific service.

Launching in September, 2009 – Relocation/link will transform from just a welcome communication message to a full service consumer relocation service.

Through individual consultation and custom designed technology, leads will be provided to prequalified and interested referral partner vendors. This free service to individuals will be provided throughout their process of relocating and acclimating into the community, whether it takes 3 months or 12 months.

Want to learn more? Give Genesis Publishing a call today!



Approximately 4.7 people relocate to York County every day!

Source: U.S. Census Population Division, 2000

Relocation/link™



Relocation simplified.™ www.relocationlink.com

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Relocationlink Will Provide a RELOCATION SERVICE Not Just a Relocation Message

Consumers will receive the following:

- Initial consultation and fulfillment of materials
- Sign-up for our FREE service by sending in their profile form
- Account setup and counselor assigned who calls with introduction
- Resource support for an unlimited amount of time through their relocation and thereafter
- Weekly or biweekly calls with follow up emails
- Needs requests facilitated to prequalified vendors
- Ongoing invitations to ongoing community orientation meetings on varying topics
- York County touring information & a library of additional information
- Reduced stress in the relocation process!

Consumers will be provided referrals to businesses in levels or stages until they are completely satisfied in their matching:

Must be Prequalified: 3 standards of testing*

- Financial & Fiscal Soundness
 - Integrity with customers
 - Industry peer reputation
- * *Additional requirements will be required for licensing and insurance bonding, etc.*

Preferred Referral Partners: (advertisers) get the notification first free of charge and unlimited



Standard Referral Partners: when needed, a secondary matching will occur with firms with forms and qualifications on file



Tertiary Referral Partners: when needed and not satisfied, a tertiary matching with firms with specialization not covered or a geographic focus are given 48 hour to turn forms around in order to get the referral



Satisfied New Residents = Sales!

Fees for Receiving Customer Matching Leads

- FREE for Relocationlink advertisers
- A fee per lead will be charged depending upon the industry. Consult your Genesis representative. Fee increases per industry will have prior written notification before going into effect, giving you an option to discontinue

Relocationlink™



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