



-specialists in turning your relocation challenges into success

Relocation Experience Is Not Expensive – It’s Priceless!

This month our member company in focus is relocationUSA; a relocation service provider that specializes in relocating employees and accompanying families to California, on behalf of Scandinavian businesses. DACC recently talked to the owners, Pia Munck and Christina Fuglsbjerg, about their dedication to turn all the frustrating challenges of expatriate transfers into a much more pleasant experience.

When designing their business concept, Pia Munck and Christina Fuglsbjerg, to a great extent, used their own hard-earned experiences with relocating their families to the US some years ago. Christina says: *“Experience is priceless when it comes to relocating and the reason why we also have paid close attention to the stories, challenges and frustrations other newcomers have gone through. Their reflections and real-life stories have been a valuable inspiration to us as well. In addition, attending seminars and conferences has been a great way to stay up-to-date with the latest trends within the industry and provides us with direct access to research and studies that helps improve the ways we support our customers, which, needless to say, is very important to our business”.*

In fact, next month they are planning to attend the upcoming International Conference, Families in Global Transition, held in Houston, Texas. Besides this, Pia and Christina are also participating in the National Relocation Conference taking place in Las Vegas in May. Christina adds: *“We are very excited about attending both events and having the opportunity to explore, discuss, and share practical ways of optimizing the common goal of all relocation experts, namely helping families make smooth intercultural transitions. Actually very few first time international expats and families realize what it entails in practice to move overseas. The process often turns out to be much more complicated and time-consuming than expected and as a consequence people give up and move back prematurely. The aim with the services we offer through relocationUSA is to help reduce risk of failure and improve return on the investment made by all parties involved”.*

“Having the right mind-set is definitively crucial when going abroad”, Pia points out, “however, equally important is having the right conditions in place. An increasing number of corporations are realizing the benefits of offering their employees expert advice and qualified support in connection to a job posting abroad. Research shows that customized relocation services increase assignee work efficiency and productivity by far. Having experienced people to guide the employee(s) through the process and practical procedures makes all the difference and help maintain focus and energy on the core business. At the same time, services such as area orientation, housing and school search, settling-in services, pre-tour and orientation trip, 24/7 hotline support etc. all create a greater comfort for the accompanying family and help them integrate much faster”.

So far, Pia and Christina have received only positive feedback. One of the companies who recently took advantage of their expertise was Danish AMC-SCHOU. Regional Sales Manager, Mr. Henrik Kjeldsen, highly recommends anyone who wishes to establish themselves in California to contact relocationUSA. Their services, provided him and the company he represents with a fast, smooth and trouble free start-up when relocating to the US. The busy Sales Manager was very pleased with the fact that he was able to start working and living in San Diego within a very short period of time. Thanks to the effort of Christina and Pia, the company also saved a considerable amount of money and time, which of course is of great importance as well.



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Turning the subject to what activities relocationUSA are currently working on, Christina explains: *"Right now our main focus is promoting our company. The challenge for us is to create awareness about our areas of expertise and the benefits they bring. We strongly believe in the concept we have developed and our credentials confirm that others have faith in us too."* Now they only need the message to come across in the various markets they address, emphasizing their Scandinavian expertise. *"Needless to say", Pia continues, "our network is very important in this process, and we are continuously expanding our partnering activities with other businesses and organizations – this is a great way to get the word out as well as adding value to or supplementing the services we offer our clients.*

Pia and Christina realize that it takes times to build a profitable business and long-lasting relationships with partners, suppliers and customers. That is not something that happens overnight. They believe, however, that the future looks promising and feel confident that the prospects and exciting plans they are currently working on, will help their business grow further. relocationUSA is definitely moving forward!

For more information on relocationUSA and services they provide, please visit their website at www.relocationUSA.dk or send them an e-mail at info@relocationUSA.dk.

About Company In Focus

As part of the new DACC Newsletter, the monthly issue will feature an article on a member company. Should you have an interesting story to share, please contact Trine Fogtmann Hansen at tfh@dtcla.org.