

Raleigh Real Estate Co Introduces Employee Incentive Program to Help SMBs Compete for Talent

Small and midsized businesses in Raleigh will soon be able to offer prospective top talent a no-cost incentive package to help them relocate to NC. As the company wraps up its planning stage, Buyer's Advantage Group is asking local area companies for their input on strengthening the incentive package for their employees.

August 28, 2007 (FPRC) -- (Raleigh, NC) Raleigh real estate buyer's agency Buyer's Advantage Group is planning an Employee Relocation Program for small to midsized businesses to offer as an incentive to attract top talent and get them excited about the possibilities when they relocate to Raleigh NC.

While larger companies regularly offer relocation incentives for new employees, smaller companies can rarely afford the expense of such programs. A refreshing change to the high priced programs offered by other relocation companies, The Buyer's Advantage Group employee incentive program will cost nothing for employers.

In addition to providing value to a company's new employees, the program is also designed to help companies attract top talent by selling them on the value of Raleigh real estate and the benefits of relocating to NC.

"We want to get into the game before employees have made their final decision on a job offer and work in conjunction with companies to sell prospective employees on the benefits of Raleigh while employers focus on selling the benefits of working for their company," says AJ Ferguson, one of three founding members of Buyer's Advantage Real Estate Group LLC.

"It is a very stressful time when someone relocates. There are a lot of questions; a lot going on, and the process of relocation can significantly affect how they perform at work. Our goal is to get them performing at top notch quickly," explains Ferguson.

The Raleigh relocation employee incentive package will include:

- A tour of activities and amenities in the Triangle area that are tailored to the individual's interests and that of his or her family.
- Home tours of Raleigh real estate to show potential employees what they can expect for their money in the area
- A professional recommendation on a reliable, professional, marketing and real estate agent in the area where the employee is moving from
- Exclusive representation from an exclusive Raleigh real estate buyer's agent
- Waiver of retainer fee

Additionally, Buyers Advantage Group is in the process of securing partnerships that will provide a company's employees with

- Discounts with moving companies

- Lender discounts
- At least \$1000 in total relocation incentives

Because the program is still in the final planning stages, the founders of Buyers Advantage Group would like to extend the opportunity for Triangle area employers to share their ideas on ways to add even more value to the 'relocate to NC' incentive package.

To share your company's challenges faced with relocating employees or to offer ideas on ways to enhance the employee relocation incentive package, please contact Buyer's Advantage Group at by phone at 919-573-6150 or fill out the online contact form at http://www.buyersadvantagegroup.net/contact_us.php.

About Buyer's Advantage Group Realty LLC: Buyer's Advantage Group is a Raleigh real estate agency committed to representing the needs of local area buyers. Since 2004 the agency has refined the art of service excellence across all facets of the home-buying process.

Contact Information

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