Coldwell Banker Relocation Program Implementation for CALS

Cornell University has contracted with Coldwell Banker Relocation Services to offer an enhanced set of relocation services to key hires to improve our competitive position and services.

Historically, departments were responsible for working directly with Cornell preferred moving companies as well as dealing with PO's and direct payments, this service replaces those prior responsibilities.

With the contracting of Coldwell Banker Relocation Services, we are now able to offer a range of enhanced Pre-Hire Services, along with Services to assist in both selling a home and purchasing a home in the transition to Cornell.

The below memo outlines the process, provides pointers for forms, and has an enhanced letter for candidates that detail the services that Cornell will provide as a standard offering.

CBRB Relocation Program Consultant:

Monica Varea, CBRB RC  
Phone: (781) 684-4930  
Email: monica.varea@nemoves.com

CBRB Relocation Account Manager:

Diane Olson, Account Manager  
Phone: (781) 684-4928  
Email: diane.olson@nemoves.com

Monica will be able to provide access to all of the following services for candidates.

Pre-hire Assistance

Candidate Area Familiarization Tours

CBRB Relocation provides personalized community tours to help prospective new hires become familiar with the Ithaca area and its surrounding counties. Prospective faculty and staff have the opportunity to tour the area to see some of our communities, understand more about our lifestyle, and see representative housing to help promote a positive decision. Please advise your candidates not to contact any realtors until they speak with the CBRB Relocation program consultant, Monica Varea.

Assistance during the Pre-Hire/Pre-Decision Period

The CBRB Relocation program consultant will conduct a "needs analysis" and use the candidate's feedback to coordinate the area tour, providing specific town, housing, private/public school information, as well as transportation options for communities that are within a reasonable distance from the University.

Monica will email, or send in hard copy, information about Ithaca, NY and the surrounding counties and connect the candidate with a real estate agent in the area who will conduct the tour. The agent will meet the candidate at a hotel or University location, and provide an escorted tour of the designated communities, housing, schools, shopping, and other points of interest.
Post-Offer Assistance

The CBRB Relocation program provides a substantially enhanced set of services to eligible prospective candidates which are summarized below, additional details of these services can be found in the CALS CBRB Standard Relocation Offer Letter Template.

Consistent with our prior practice the following services will be funded and paid for by the College for Faculty Hires, however CBRB will coordinate the activities with the candidate:

- Shipment of Household Goods - Relocation expenses will cover normal household items not exceeding a maximum weight limit allowance of 5,000 pounds of belongings per person, up to a total of 25,000 pounds.
- Storage of Household Goods, max 30 days.
- Automobile Shipment for one automobile if the distance is greater than 1,000 miles from old home.

In addition CBRB Relocation Program makes the following services available to candidates, at no additional charge to the College:

- Home Marketing Assistance - Assistance Selling Home and Opportunity for a Cash Rebate. If the candidate works with CBRB to identify a realtor to sell their home, the candidate will be eligible to receive a cash rebate upon closing of the home sale that ranges from $300-$1,500 depending on the sale price of the home.
- Assistance Locating a New Home in Ithaca or the Surrounding Area – CBRB Relocation Program will work with our local realtors Audrey Edelman, Warren, etc., to identify a full-time qualified real estate broker to assist with a home search.
- Community Information – CBRB will work with the candidate to better understand the Ithaca area, and will be there to provide references to resources that will assist them in acclimating to our community.

Please note that the implementation of this program does not impact the manner in which departments support candidates in traveling to interviews, or in completing house hunting visits. These should continue to follow prior practice, and be directly reimbursed through the FTC.

Additionally, we recognize that in some hiring situations departments and the college may support the use of a lump sum payment to the employee to offset incidental relocation expenses. That practice does not change with the implementation of this program. You will notice that CBRB does request that we share with them these expenses in the Cornell University Relocation Form that we describe in further detail below.

CBRB Relocation Process and Steps

When you are in the process of making an offer to a prospective candidate, below are the steps that should be followed to engage CBRB Relocation:

1. Prior to the offer being made - You may engage CBRB to support you in the Pre-Hire services listed above by completing the Cornell University Relocation Assistance Form. a. Please check the box candidate area tour under the Pre-Hire Services. This form may be completed and sent by the Department Chairs Assistant.

2. Creating the offer letter – The standard faculty offer letter template has been updated to include a reference to the CBRB Relocation program. That template may be accessed here:
3. **Once the offer letter is signed and accepted**, the Department should complete the Cornell University Relocation Assistance Form. For standard offers to faculty, here are a few tips to make sure that the form matches what the College budgets for Relocation:

a. Complete the General Information regarding the candidate and hiring department i. For the Billing Contact please insert: Kathy Teeter, kwt2@cornell.edu, (607) 255-1504.

b. The Misc Allowance box is for informational purposes only. If the offer letter is providing a lump sum payment to help offset incidental moving expenses, you may choose to share that with CBRB at your discretion. CBRB will not handle these payments.

c. Under the Relocation Package Section i. Check the box FLEXIBLE PACKAGE

   ii. Check the box Automobile Shipment

   iii. Check the box Storage in Transit

   iv. Check the box Home Marketing Assistance

d. **Do Not Check Or Select Any Other Items without consulting with Human Resources to understand the cost implications.**

4. **Coldwell Banker will send an invoice to Kathy Teeter** for the direct payment of moving expenses, and thus there is no requirement for the department to initiate PO's to support this process as would have occurred in the past.

**Form**

Cornell University Relocation Assistance Form