

CERTIFIED RELOCATION PROFESSIONAL: A FOLLY OR A BENEFIT?

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If you become involved with any group of professionals within the relocation industry, one of the topics of discussion is the merit of the

Certified Relocation Professional designation. As with any discussion there will be presented the full width of opinions. On one side you will

find those who will claim that going after the designation makes no sense because it a) costs too much; b) it is nothing but a money maker for ERC

and c) it covers material that makes no difference to them anyway. We can remember one relocation professional stating after the 1990 exam, that he

did not understand why he had to understand what the profile was of a typical transferee since he was only a broker.

Before we take a look at the question at hand, a retrospective of the industry is probably in order. When I started in the industry back in

1983 the general feeling of the segments of the industry was that the other segments should not tell any transferee about the various other

parts of the industry since we were not in that business. The problem was that we created little islands of expertise. The person receiving the

poor customer service was the transferee. Late in 1989, Jon Featherston and others began to look at a professional designation for this industry.

Its purpose was to create a standard body of knowledge necessary for any professional in this industry to gain a better knowledge of the process.

At the same time, the Employee Relocation Council began to include topics about customer service in their programs for the national convention in

May.

In 1990, the Employee Relocation Council offered their first examination for their newly introduced designation. Since that time the body of

knowledge required to successfully pass the exam has increased 35%. As this business of ours continues to become more complex the body of

knowledge continues to become also more complex. Is this designation of any benefit ? In talking with our clients a number

of trends have been created. First, the concept of isolated little islands of expertise has more or less disappeared. With the picture of

the general procedures of the industry being more clearly understood the feeling of needing to put the various segments off in a corner is not a

requirement. Second, more and more service providers are now telling their staff that your having or not having the CRP will effect your

performance evaluations in the future. I will state that I do not agree that telling an individual in this industry that their job is dependent

on getting the designation is the right path. Our number one goal is to make sure that the needs of the transferee are met. This can only really

be accomplished by every segment of the industry understanding the entire process. Further, when ERC changed the membership levels for the broker

members it changed the criteria for broker selection. Prior to the change, if I needed a broker I would look for the Associate Broker rather

than an Affiliated Broker in a new market. Today the only way I have to distinguish between two brokers is whether the Relocation Director has

the CRP designation.

After 8 years the Certified Relocation Professional designation has more than proved it's benefits. This industry has reached the point where we

can no longer operate on the basis of each little entity or segment working off in a world of it's own. The CRP designation creates a

standard by which an industry professional can gauge their degree of knowledge of an industry that changes every time the wind blows in a

different direction.

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