

SUCCESS STORY SHERWIN-WILLIAMS

HOW SHERWIN-WILLIAMS REDUCED RELOCATION COSTS AND INCREASED COMPLIANCE

BACKGROUND

Client satisfaction declines with lack of home sales

Founded in 1866, the Sherwin-Williams Company is the largest producer of paints and coatings in the United States, and among the largest producers in the world with more than 4,500 stores and facilities. The Fortune 500 Company has a robust employee relocation program and a history of providing its employees with opportunities to grow and learn.

Sherwin-Williams was unhappy with the lack of home sales from its two relocation providers. Home sales were divided between the providers, but their inflexible policies left houses on the market for extended periods of time, costing Sherwin-Williams time, money and resources.

FAST FACTS

 **RELOCATIONS:
236 ANNUALLY**

 **LOCATIONS:
DOMESTIC USA AND INTERNATIONAL**

KEY SERVICES:

**POLICY COUNSELING, TEMPORARY LIVING
REAL ESTATE SERVICES, RENTAL ASSISTANCE,
PROPERTY MANAGEMENT, EXPENSE
MANAGEMENT, PAYROLL REPORTING,
HOUSEHOLD GOODS MOVING, DESTINATION
SERVICES**

PROGRAM CHALLENGES

Sherwin-Williams pays for slow providers

- Multiple relocation providers slow to sell homes rack up relocation costs for Sherwin-Williams
- Inflexible relocation policies lead to excessive delays from providers for non-standard home sales





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SOLUTION

Sterling Lexicon implements custom mobility program

With a reputation for quickly identifying problems and creating custom solutions, Sherwin-Williams turned to Sterling Lexicon to reinvigorate its home sale program. The Sterling Lexicon team customized a flexible mobility plan that made it simpler to navigate non-traditional home sales, and reduced home selling time for Sherwin-Williams. The company immediately saw a reduction in its housing inventory, and new homes spent fewer days on the market, making the entire relocation program more cost-efficient.

"The people at Sterling Lexicon who were assigned to our account became very focused on our properties and our results improved right off the bat," said Dan Solar, Director of Accounting at Sherwin-Williams. "Things got done quickly, and properties sold much faster."

Sterling Lexicon's commitment to improving the home selling program and continually presenting program improvements quickly led to program growth and improved customer satisfaction ratings. Sherwin-Williams employees gave Sterling Lexicon a 97.5% customer satisfaction rating.

Due to overwhelming success managing Sherwin-Williams' domestic program, the company decided to partner with Sterling Lexicon for its international relocation program as well. Sterling Lexicon implemented a customized mobility plan that streamlined the international relocation process and ultimately led to reduced relocation costs and increased compliance.

CLIENT QUOTE

"Sterling Lexicon delivers on what they promise. When you present a situation to them or go to them looking at different aspects of a program, they always come back with recommendations to make it better or more cost efficient. They've never not delivered. They always have a solution that's a good fit for our company."

— Dan Solar, Sherwin-Williams

BUSINESS IMPACT

- Customized relocation program tailored to Sherwin-Williams' goals delivers a better overall experience
- Reduced housing inventory and days on market for homes sold due to relocation
- Improved transferee satisfaction scores

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