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Cartus Launches WeChat for Growing Chinese Relocation Market

Cartus survey finds increased relocation support in China

DANBURY, Conn., (July 2, 2018) – [Cartus Corporation](#), a leading provider of global relocation services, announced today that it is launching the WeChat platform to clients and customers in China, where there is a growing need for relocation support according to a recent Cartus survey. The WeChat platform surpassed the one billion users per month mark in March 2018, and continues to grow.

The Cartus WeChat platform, presented in a bilingual format with Chinese and English, incorporates features including updates to immigration reform, overviews of Cartus services such as intercultural and language training, destination services, and a careers section for anyone interested in working at Cartus.

Survey findings:

Cartus recently completed a survey of Chinese clients entitled “Perspectives on China: The Evolution of the Relocation Market,” and found that Chinese relocation needs and support are in demand, evolving and increasing.

- 51% increase in outbound moves from China
- 41% indicated short-term assignments will increase
- 43% support allowances for frequent home visits if the assignee moves without their family

For survey results in an easy to read infographic [click here](#)

Quotes:

David Pascoe, Interim Managing Director of EMEA/APAC said, “At Cartus we recognize the value of providing bilingual content in Chinese and English to reach a broader audience in China. We recently conducted a survey which told us Chinese nationals are being relocated on either short-term assignments or extended business travel in increasing numbers. With all this movement of Chinese talent out of, and eventually back into China, communicating easily with our clients has become essential and WeChat helps us facilitate our messages.”

Kenneth Kwek, General Manager of APAC said, “Cartus has a great deal of information to share with clients and customers. WeChat is an excellent platform to share and communicate new programs and services that Cartus will offer now and in the future. With the ability to keep everyone updated in real time and be able to contact us for information, we will be able to service our clients more effectively and stay on top of emerging trends in relocation services in China.”

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About Cartus

For more than 60 years, Cartus has provided trusted guidance to organizations of all types and sizes that require global relocation solutions. Providing the full spectrum of relocation services, including language and intercultural training, Cartus serves more than half of the Fortune 50 and has moved employees into



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and out of 185 countries. Cartus is part of Realogy Holdings Corp. (NYSE: RLGY), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services. To find out how our greater experience, reach, and hands-on guidance can help your company, visit www.cartus.com; read our [blog](#); or click www.realogy.com for more information.