



TransIslandProperties

# CORPORATE PROFILE



2012

Understanding all corporate and operational issues at Trans Island Relocation Services Inc.

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## CHAPTER ONE

### INTRODUCTION

#### 1.1 Organization Description

**Our Mission-** To provide a comprehensive and seamless Relocation/Destination Services program that allows employees from various markets to enter into and establish themselves in Newfoundland & Labrador.

**Our Vision-** To be the foremost provider of choice services in all matters relating to Corporate Relocation/ Destination and Property Leasing in Newfoundland & Labrador.

#### Our Values

- **Teamwork-** Combining our strengths and skills in a productive manner in order to deliver high quality services.
- **Commitment-** To satisfy market requirements, within a budgeted framework, in a consistent and productive manner.
- **Professionalism-** To present and provide our services with integrity and reliability while maintaining a level of flexibility and personalized care.
- **Corporate Communication-** Our solutions are clearly communicated with a high level of transparency.
- **Empathy-** We see our clients as people, not just as vendors and buyers.

#### 1.2 Facilities and Locations

**Corporate Office:** 55 Bond Street  
Suite 102  
P.O. Box 5202  
Station C, St. John's  
A1C 5V5, Canada

### **1.3 The History of Trans Island Relocation Services Inc.**

Originated from a passion to ease the process of relocation for assignees into the Newfoundland & Labrador area, TRANS ISLAND (formerly known as Waterford Management) was incorporated in 2010. As a Newfoundland and Labrador owned and operated firm, our client base has expanded through both referral and new business contacts.

By delivering consistent professional services, we have had continuous growth and the company has become an industry leader in corporate affairs and relocation matters.

### **1.4 Business and Management Philosophy**

Our business philosophy is targeted towards satisfying the Corporate Mission Statement, Goals and Corporate Objectives set out by the Management and employees of TRANS ISLAND. The business philosophy ensures that the primary requirements of attracting and retaining initial and new business/ clients are met, while maintaining steady growth and fostering a company culture which leads to success.

Our Management philosophy is based on responsible mutual respect for all stakeholders. TRANS ISLAND is a preferred place of employment where creativity, achievement and advancement are encouraged. We aim to become a leader in Relocation/Destination Services and Corporate Affairs. The focus of our overall operating strategy is to offer a level of client care that is superior to that offered by our competitors.

The Management team is committed to providing transparency, equity and fair conduct in the management of this company. In place are infrastructures and systems to ensure that all business decisions are not only made in the best interest of our organization but also in accordance with Federal and Provincial Laws.

### **1.5 Corporate Goals and Objectives**

- To compete and win contracts for provision of service from selected target markets.
- To have 100% customer retention.
- To increase our client base by 10% annually.
- To attract highly motivated individuals who wish to work as a team and share in this commitment, while embracing responsibility.
- To provide a work environment that is conducive to both personal and professional growth.

## 1.6 Introductory Statement

This Corporate Profile is designed to acquaint you with Trans Island Relocation Services Inc. and provide you with information about our operations, principles and policies. It describes many of our responsibilities as employees and outlines programs developed by TRANS ISLAND to serve our clients and benefit the organization.

All company activities comply with the provisions of this manual.

It is not possible to anticipate every circumstance about policy therefore, TRANS ISLAND will continue to grow and reserves the right to revise, supplement or rescind any policies or portion of this profile from time to time.

The provisions in this manual supersede all existing policies and practices and may not be amended without express written approval of the Management and authors.

**CHAPTER TWO**

**OFFERINGS AND PROCESSES**

TRANS ISLAND has various offerings in which a company can avail with respect to Relocation/Destination and Property Leasing services. These services can be combined to create a unique solution to meet different companies' or individuals' specific goals and objectives.

**A. OFFERINGS**

**2.1 Relocation/ Destination Services**

Our Relocation/Destination Services provide assistance to employees, assignees and their families when relocating to the area. We provide a point of contact for both companies and their new team members throughout the relocation process.

**2.2 Tenancy Management/Property Leasing**

Our Tenancy Management Services range from rendering the basic duty of facilitating agreements and acquiring property (Property Leasing) to day-to-day management of these properties.

**B. PROCESSES**

**2.4 Marketing**

Our marketing efforts encompass a set of processes that create, communicate and deliver our message. (More information available in the TRANS ISLAND Marketing Plan)

**2.5 Accounting**

We have a discretionary policy of communicating relevant and useful information on all financial matters. The economic health of the company is generated in the form of financial statements that are controlled by the Management (More information available in the TRANS ISLAND Accounting Practices)

**2.6 Human Resource**

We have strategies and policies to maximize Return On Investment (ROI) in the organization's human capital. The strategies allow for a work environment that is conducive for personal and professional growth. (More information available in the TRANS ISLAND Employee Handbook)

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### **2.7 Administration**

The synchronization of performance and management of the business operations with our overall goals is vital to the organization's health. The Administrative division ensures this.

(More information available in The TRANS ISLAND Code of Conduct)



**CHAPTER THREE**

**RELOCATION/ DESTINATION SERVICES**

Our Relocation/Destination Services are designed to meet companies' needs with respect to Employee transfers and placements. We assist assignees in obtaining Canadian and provincial citizen services, schooling, physicians, recreational services and lifestyle programs.

**A. Rental Home Search Services**

Our home sourcing service provides employees with a plan based on their personalized/ family needs. We ensure the widest possible selection. All viewings of properties are prearranged and transportation to each site is provided. Once a property has been chosen, Trans Island Relocation Services negotiates and secures the lease in a timely manner to allow a seamless transition into the new home.

We have homes to suit different tastes. Our properties are available furnished or non-furnished depending on the need of the client. Whether a family home or bachelor style condo, we offer a wide selection in various areas of the city. We take extra care to ensure that our clients are offered properties that match their lifestyle and intended purposes. Equally important is ensuring clients are provided with as many amenities as are commensurate to the rental level. We offer properties that have no inherent defects or conditions that may be hazardous to the health of our clients. We offer accommodations and facilities that meet socio-economic and cultural standards for Tenants.

**B. Orientation/ City Tour**

Trans Island Relocation Services connects employees to St. John's and provides a unique, personalized welcome and information kit. We find shops, visit the main commercial areas, enjoy historic sites, and identify local amenities such as schools, churches and supermarkets. We provide advice on additional facilities in differing residential areas (recreational facilities, etc.) as well as pointing out unique cultural features. Our goal is to ensure the employee has a clear picture of what is available to suit their lifestyle in any given area.

**C. Canadian and Newfoundland and Labrador Services**

We ensure that transferring employees are properly informed and counseled on Canadian and Newfoundland & Labrador citizenship requirements. We assist them throughout the process of obtaining provincial health care services (MCP), drivers' license, vehicle registrations and social insurance numbers.

**CHAPTER FOUR**

**TENANCY MANAGEMENT/ PROPERTY LEASING SERVICES**

**Tenancy Management**

TRANS ISLAND offers Tenants the benefit of effective management of their property. By utilizing the Newfoundland & Labrador Tenancy Act and operating under professional practices and procedures, we ensure quality home management services. We provide a duty of care through proper maintenance of the home, its contents and property.

TRANS ISLAND's programs are designed to create a maintenance free lifestyle for Tenants. When a suitable property has been identified, TRANS ISLAND manages all aspects of the occupancy.

The following services are available:

- Management of Tenancy Agreement
- Ensuring property is ready for occupancy, providing conditions report, inventory list, and conduct entry inspection.
- Providing additional information for recycling programs, city garbage collection procedures and information on community by-laws.
- Management of all major and minor repairs and engaging additional services requested by Tenant e.g. snow clearing, lawn care, housekeeping, etc.
- Coordinating all financial transactions on behalf of the Company and Tenant. This includes monthly rental payments, payment of third party services (utilities), secondary service providers
- Negotiation of extensions or early surrenders, should they be required
- Management of lease termination notices, exit inspections, refund of damaged deposits and other exit services.

CHAPTER FIVE

OPERATIONS

TRANS ISLAND's Operations, is summarized up by the flow chart of services shown below:

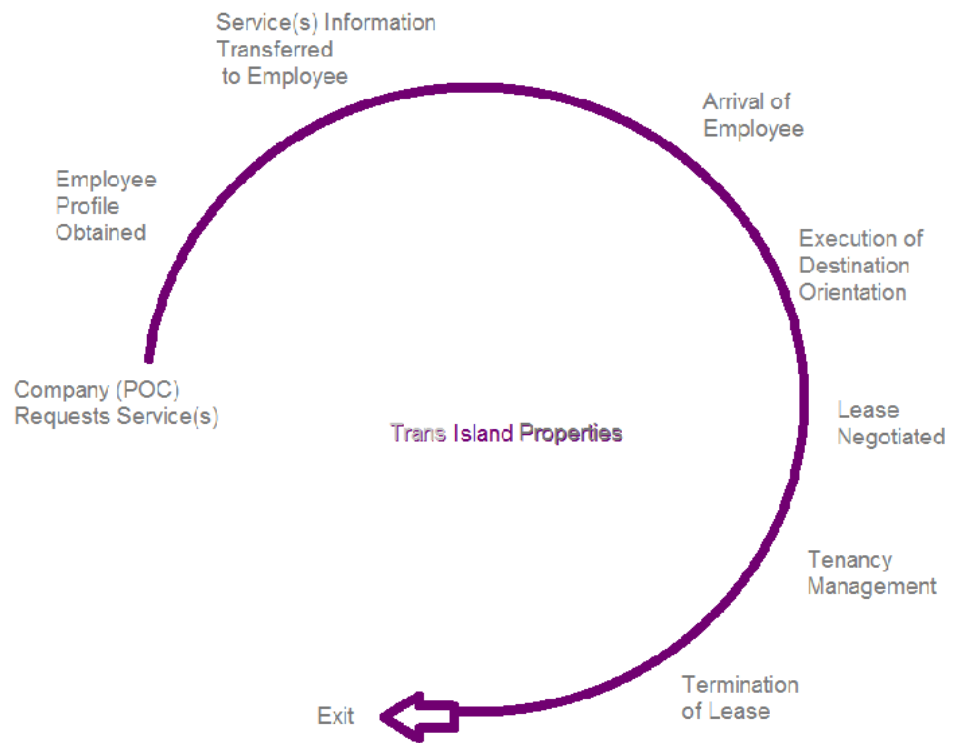


Figure 1. Flow Chart of TRANS ISLAND's Services

The process begins with a point of contact (**POC**) with the Company Requesting our Services.

This is followed by the **Employee needs profile**. (See Appendix 1-Relocation Services Form)

The **Transfer of Services Information to Employee** is done prior to employee's arrival. This enables us to educate the transferee on various aspects of their relocation ranging from housing to lifestyle programs as well as;

- area location and pictures of designated housing
- roles and responsibilities as a Tenant in Newfoundland and Labrador (NL Tenancy Act)
- list of various informational websites relating to the culture and lifestyle within our province
- local contact information for schooling, recreation and family services

Upon the **Arrival of Employee**, the scope of our Services includes but is not limited to:

Placing employee into designated housing arrangement

- Addressing any employee immediate concerns
- Coordinate Rental Property Search
- Serving as a local point of contact for information and assistance pertaining to the area
- Providing schedule of Orientation Services

When TRANS ISLAND's **Services are Engaged**, execution of Destination/Orientation Services include;

### **Social Insurance**

- Explain the purpose
- Assist with the procedure, documentation an local office location
- Accompany client if desired, or taking the documentation to local service minimizing clients' time away from work

### **Health Insurance**

- Explain the purpose and eligibility
- Assist with the application procedure and documentation
- Accompany client

### **Driver's License**

- Explain the purpose
- Provide information on application procedure, tests involved and restrictions
- Provide copy of Driver's Handbook for theory test
- Book appointment for road test

## Vehicle Registration

- Explain the purpose
- Assist with the procedure for registering a vehicle
- Provide information on documentation and requirements for plate numbers
- Accompany client

## Banking & Credit Cards

- Provide an overview of the banking system in Newfoundland & Labrador
- Assist with setting up bank accounts, setting up appointments, and providing contacts
- Accompany client
- Give advice on documentation in absence of Social Insurance Number
- Give advice on credit situation and contacts if there is no credit rating in Canada

## Schooling, Daycares or Preschools

- Research schools and setting up appointments for families to visit schools (both private and public)
- Research any special requirements based on children's needs, schedules, proximity to home, etc.
- Set up appointments and pre screening based on client specifications

## Utilities

- Provide assistance with the set up of telephone, internet, cable, hydro – set up appointments and assist with preparation for occupancy
- Research long distance phone providers – provide client with options and recommendations based on usage

## Insurance

- Provide options to enable relocating client to obtain most competitive rate
- Explain various insurance plans – car, house, tenant etc.

## Car Lease or Purchase

- Research on car dealers – provide options and alternatives to address leasing and buying challenges

## Health Care

- Research on available doctors based on special requirements. For instance, doctors accepting new patients, doctors close to home or work, specialists, etc.
- Explain procedures for medical visits, emergency wards, walk in clinics, local hospitals, and specialists
- Find a dentist based on client needs and explaining payment procedures

## Recreation

- Find appropriate facilities for fitness, clubs etc. based on specifications
- Determine and find appropriate programs for family such as swimming, dancing, skating, riding, etc.

## Household Requirements

- Find contractors based on what is needed in the home (i.e. painters, general contractors)
- Find services such as lawn care and landscaping, cleaning services, pool services, etc.
- Provide information on community recycling, garbage procedure etc.

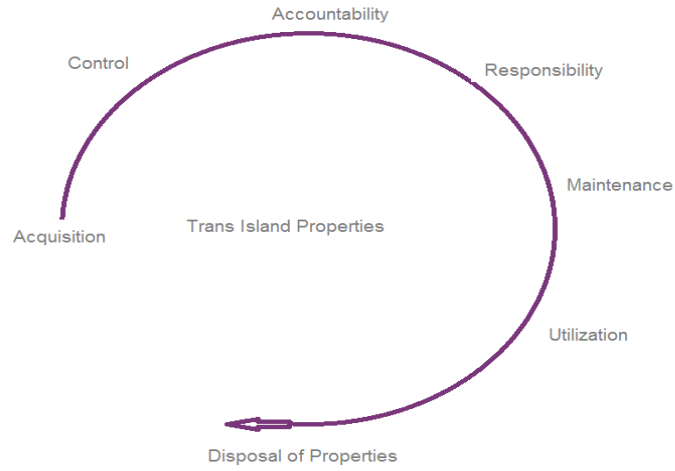
## Rental Search

- Assist with finding permanent accommodation based on the needs of the transferee
- Research private listings, property managers, and enlisting the assistance of a real estate agent.
- Assist with lease negotiation.

When the employee has decided on a particular property, the **Lease is Negotiated** and the Lease Agreement delivered.

Thereafter, TRANS ISLAND takes up **Tenancy Management**. We offer processes and manpower required to manage the life cycle of acquired property. i.e.:

- Acquisition
- Control
- Accountability
- Responsibility
- Maintenance
- Utilization, and;
- Disposition of properties.



**Figure 2 Flowchart of our Tenancy Management Process**

Our cycle of Operations ends with the **Termination of the Lease** (See Tenancy Management, Chapter Four)

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### CHAPTER SIX

#### MARKETING

This chapter highlights our process of creating, communicating and delivering the message about our services to customers, clients and the corporate market sector. Our marketing division is a major component of our business model and generates the strategy that governs our sales techniques, business communication and development.

The TRANS ISLAND Marketing Plan is a living breathing document that has been developed to facilitate our entrance into new markets, assist with our growth and identify new services and programs. The information contained in the plan aids in setting annual targets and represents a departmental report to be included in our larger strategic plan.

At TRANS ISLAND, we acknowledge that achieving our marketing goals depends on correctly identifying the needs of our target markets and subsequently educating these markets on solutions.

One of our main marketing objectives is to build strong relationships and create value added services for our customers.

More information on our marketing procedures can be found in the TRANS ISLAND Marketing Plan.

**CHAPTER SEVEN**

**ACCOUNTING**

At TRANS ISLAND, financial accountability is of key importance. Our financial transactions and monetary events are recorded, classified and summarized in a significant manner and the results are interpreted.

TRANS ISLAND carries out both management (internal) and financial (external) accounting. These accounting systems are subject to the differing needs of users in terms of structure and rules.

Our independent accountants are responsible for assessing the value of various accounts, providing financial reports and conducting financial analysis for the organization and for developing an internal control system. They also report accounting procedures and guidelines for the organization in order to provide accurate financial statements for a specific fiscal period.

Through our financial accounting program we are able to provide information to our partners when requested or required.

Our accounting systems are subject to the differing needs of users in terms of structure and rules.

The TRANS ISLAND Accounting Practices booklet contains detailed information on our Accounting procedures.

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### CHAPTER EIGHT

#### **HUMAN RESOURCES**

Our employees are vital to our corporate success and are our most valuable asset. At TRANS ISLAND our recruitment policy and program ensures all new employees are selected through a competitive, transparent and fair process. We have established programs for the empowerment of our workforce thus ensuring appropriate conduct, enhanced creativity while maximizing employee potentials.

Every employee represents TRANS ISLAND to our customers therefore performance is continuously monitored for customer satisfaction and adherence to our organizational rules.

#### **Employee Relations**

TRANS ISLAND offers work conditions, wages and benefits that are competitive. As a demonstration of its commitment to employees, TRANS ISLAND responds effectively to all employee concerns.

#### **Equal Employment Opportunity (EEO)**

Continuous employment at TRANS ISLAND is based on merit, qualifications, skills and abilities. TRANS ISLAND does not exhibit discrimination in employment practices on the basis of any characteristic protected by law.

EEO governs all aspects of employment including selection, job assignments, compensation, discipline, termination and access to benefits and training.

#### **Business Ethics and Conduct**

Each employee is expected to perform in a style that will merit the continued trust and confidence of our customers/partners. Any illegal, dishonest or unethical conduct will not be tolerated and will result in an automatic termination notice from Management.

### **Conflicts of Interest**

Transactions with outside firms must be conducted within a framework established and controlled by the Management of TRANS ISLAND. Business dealings with outside firms should not result in unusual gains for those firms. Unusual gains refers to bribes, bonuses, special fringe benefits, unusual price breaks, and other windfalls designed to ultimately benefit the employer, the employee or both. Promotional plans that could be interpreted to involve unusual gain require specific management and/board level approval.

### **Non Disclosure**

The protection of confidential business information and trade secrets is vital to the interests and the success of TRANS ISLAND. Such confidential information includes but is not limited to, the following:

- compensation/remuneration data
- computer processes
- computer programs and codes
- customer lists and preferences
- financial information
- marketing strategies
- pending projects and proposals
- research and development strategies

All employees are required to sign a non-disclosure agreement as a condition of employment.

More information regarding employee conduct, benefits can be obtained in the TRANS ISLAND Employee Handbook.

## CHAPTER NINE

### ADMINISTRATION

This chapter highlights the executive branch of TRANS ISLAND. The Administrative and/or Management arm of TRANS ISLAND comprises the individuals who direct TRANS ISLAND's workforce towards achieving the organization's goals and objectives.

The Administrative division of TRANS ISLAND handles;

#### **1. Provision of motivation for employees to achieve business and organization goals, vision and objectives**

The Management achieves this by creating a culture that values and recognizes performance, creativity and innovation. For example, pay bonuses, employee benefits, flexible schedules, job responsibilities and duties, promotions, changes in status, supervision of others, good leadership, praise and feedback, healthy relationships, meaningful work and competence building.

#### **2. Feedbacks, recommendations and developing strategies on how to improve service quality and quantity**

Management is diligent in delivering feedback constructively, with respect, dignity and positive reinforcement as a means of improving performance quality and quantity. Inversely, we encourage employee feedback and suggestions on improvement of services.

#### **3. Employee selection, career development, succession planning and periodic training**

The administrative arm of TRANS ISLAND manages employee issues. Management reserves its discretionary right to advance employees within the organization and clarifies employment classifications so that employees understand their employment status and benefit eligibility.

#### **4. Compensation and Remuneration**

Compensation for a position is determined by several factors, including job analysis and evaluation and the essential duties and responsibilities of the job. TRANS ISLAND periodically reviews its salary administration program and restructures as necessary.

**5. The Management is responsible for the growth and increase of the organizations finances and earnings.**

The Management representatives endeavour to procure and foster further business development and partnership acquisitions. Management's goal in growth is to identify problems, create solutions and provide alternatives and courses of action.