

CASE STUDY



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NISSAN NORTH AMERICA MOVE MANAGEMENT PROJECT

Challenge

Provide Move Management services to Nissan North America, Inc. (NNA) for the relocation of approximately 1,500 employees from their temporary downtown Nashville offices to their new Headquarters building in Franklin, Tennessee. CBRE was also required to manage the decommissioning of their Nashville office, including the removal of all furniture. The project consisted of moving to a newly constructed state of the art facility as well as backfilling two existing locations. The challenge was to create and execute a seamless process, allowing NNA to continue to conduct business with minimal impact on its 1,500 associates and complete the move on time and under budget.

QUICK FACTS

- Location: Franklin, TN
- Project type (Scope):
Headquarter Relocation
- Project Size: 450,000 SF
1,500 Moves
- Services Provided:
Relocation Management
Logistical Planning
Communications
Budget Development
Physical Move
Procurement
Post Move Follow-up
- Duration (January 2008
- September 2008)

Solutions

In concert with the CBRE Account team, CBRE Move Management worked directly with NNA, to create a seven phase move plan for the successful relocation of all associates while allowing for construction to continue on unoccupied floors within the new Headquarter Building.

Fifty NNA employees were assigned as Move Coordinators to assist in communicating move related information to their departments throughout the relocation process. Meetings were held weekly between CBRE and NNA to discuss any issues that could impact the upcoming relocations.

Request for proposals were sent out to move vendors (including physical mover, move crate vendor and technology support vendor) asking for a 'per move cost.' In doing this we were able to secure services at a reduced cost for NNA, which in turn lowered the total move costs.

A detailed Move Database was created to capture all pertinent information and then provided to each vendor. Change Management procedures were established which included the weekly distribution of updated reports confirming all internal and external vendors had the most current information.

Results

- NNA employees were successfully moved at the end of business on the Friday of each phase, reducing the impact to their daily production.
- CBRE realized a cost savings of 20%+ on the physical move, 35%+ on technology support and over \$100,000 in cost avoidance per the approved client budget.
- Employee's contents were securely stored and transported providing them with the assurance that their items were not tampered with.
- Post move survey results showed over **94%** of NNA employees are satisfied with their move experience.

