

RECN Employer Benefits Guide

This guide helps HR teams implement and manage the RECN real estate concierge benefits program for employees.

1. Program Overview

- Define RECN benefits: commission savings, concierge services, home support.
- Highlight no-cost model: funded via agent partnerships.
- Outline lifetime access for employees, family, and friends.

2. Implementation Steps

- Onboard process: sign-up form, branded benefits portal setup.
- Communication plan: email templates, posters, flyers.
- Training HR: overview session, portal walkthrough, concierge roles.

3. Portal & Branding

- Customize portal with company logo and colors.
- Upload branded materials: brochures, FAQs, contact info.
- Configure access: employee groups, self-service login.

4. Employee Engagement

- Launch campaigns: kickoff emails, webinars, lunch-and-learns.
- Track participation: portal logins, concierge requests, benefit usage.
- Gather feedback: surveys, focus groups to refine program.

5. Reporting & ROI

- Metrics to track: utilization rate, commission savings, employee satisfaction.
- Monthly/quarterly reports: dashboards on portal usage and cost savings.
- Share outcomes with leadership: retention impact and financial benefits.

6. Concierge Support Workflow

- HR escalation point: concierge contact, service request handling.
- Concierge deliverables: coordination summaries, project timelines.
- Issue resolution: process for handling service provider disputes.

7. Best Practices

- Promote success stories: case studies of employees who saved with RECN.
- Update marketing materials: seasonal campaigns, new service highlights.
- Continuous improvement: regular reviews and program updates.

Download this guide to efficiently launch and manage your RECN employer benefits program, delivering high-value real estate perks to your team.