

# MARKETING WITH IMPACT

Your Single Source for the Knowledge and Tools You Can Use

This edition of Marketing With Impact will be posted on Livewire.

Week of July 15, 2013

## GENERAL ANNOUNCEMENTS

### Industry Articles on Current Trends in Global Housing

A <u>HVS report</u> presents an overview of the European serviced apartment sector. The report highlights the trends, opportunities and challenges the sector faces and gives an overview of the general environment. It explains the three sub-categories - branded residences, corporate housing and aparthotels - you find in the region, and includes their view of Oakwood's role in the European serviced apartment market.

<u>Cartus</u> identifies the top 15 international relocation destinations and offers career survival tips for expats.

A <u>Workforce featured article</u> discusses how a steadily improving economy and a rebounding housing market have turned employer uneasiness about relocating employees into cautious willingness to move personnel domestically. International transfers are increasing at a quicker pace.

#### Social Media

#### Consulting Industry Poised for Growth Through 2013

The 2013 Consulting White Paper is now posted to the ExecuStay <u>LinkedIn</u> and <u>Facebook</u> pages. Be sure to share it within your networks.

#### LinkedIn



#### Facebook



## **GOVERNMENT TEAM UPDATES**

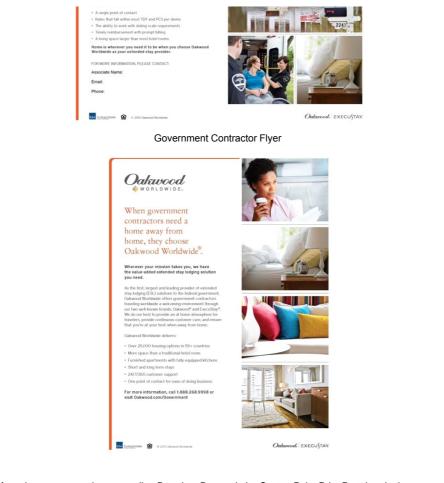
## Coming Soon! Disaster Recovery DPC and Government Contractor Flyer

The following marketing materials are the NEW Disaster Recovery DPC and the NEW Government Contractor Flyer. Each has the new brand elements incorporated and will be loaded on Brand on Demand soon. For any questions please contact <u>Terri Jean-Charles</u>, Marketing Manager.

## Disaster Recovery DPC



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If you have any questions regarding Brand on Demand, the CustomPoint Print Portal and other general marketing inquiries, please reach out to the Marketing Team at <a href="mailto:ExecuStayMarketing@oakwood.com"><u>ExecuStayMarketing@oakwood.com</u></a>.

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