



SPREADING THE WORD: The Celebrity team has learned how to turn the Greek economic downturn into positive opportunities.

Growth in a crisis: avoiding a Greek tragedy

I M'AM OFTEN asked: "How is your business coping with the crisis?" My answer is always: "Celebrity is determined to remain positive." And positive is not the easiest thing to be when the words synonymous with Greece today are negative: debt, economic crisis, political instability. However, we are set on continued success and plan to adapt our relocation business to whatever changes may come.

My husband, George and I started Celebrity International Movers in Athens 27 years ago. Over the years, we've enjoyed the good and tackled the bad. No matter what the situation, we've sought opportunities. That's why we're standing tall today and providing the value and professionalism our clients seek. Through teamwork, persistence and hard work, Celebrity is still experiencing steady growth. In addition to moving, we are now known for top quality relocation services.

In the current economic climate, there is no doubt that more people are thinking of leaving Greece than coming to it. So for those who do come to live and work in our country, our staff take their needs especially to heart. We understand that we play a very important role in the lives of these assignees. We also believe our positive disposition helps them adjust. We are committed to our responsibility by not only earning their satisfaction through our care and attention, but also the satisfaction of their employers, by offering quality services coupled with competitive rates.

Now, more than ever, we are committed to providing the best relocation services. Many different elements must synch together to ensure an excellent relocation

Kathy Chrisovergis, Managing Director of Celebrity International Movers, puts her perspective on the tough economic challenges effecting Greece and its relocation industry – providing lessons in survival and positive forward planning.

experience in our country. Getting the right paperwork in order, finding specific homes and searching for quality schools are key to ensuring a seamless transition. Celebrity specialises in efficiently customising and organising the best packages to get these important details in order.

The market may be slower. Strikes may inconvenience everyday life. Economic policy changes are more common. However, we won't stand back and just wait for the bad times to pass. We're approaching this economic downturn with the most positive attitude we can. It's not about revising budgets or reducing overhead expenses; it's about adding value to our services.

Now, more than ever, it's important to seek the following opportunities:

Repeat Business: Follow up with satisfied clients and let them know we have other moving and relocation services to help them out next time around.

Networking: Growing a business can't happen by sitting behind a desk all day. We focus on new relationships, business partnerships and referrals. We are proud of our national accreditations as well as our industry memberships in FIDI, IAM, BAR and of course, EURA.

Education: Industry events give us new ideas and knowledge to help Celebrity

stand out in this competitive industry. Credentials and accreditations are awarded to ensure quality of service. At Celebrity, relocation specialists earned the CERP relocation industry certifications.

When times are tough, the strongest businesses reveal themselves. Our priority is to maintain the value we built over the decades as we continue to help people relocate in and out of our beautiful country.

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