DEPARTMENT OF THE ARMY
INSTALLATION MANAGEMENT AGENCY
2511 JEFFERSON DAVIS HIGHWAY
ARLINGTON, VA 22202-3926

REPLY TO
ATTENTION OF

IMAH-HRD-C

JUL 2 7 2006

MEMORANDUM FOR ALL US Army Installation Management Agency Personnel

SUBJECT: US Army Installation Management Agency Policy, Memorandum #40, Home Marketing Incentive Payment

1. REFERENCES:

a. 5 USC Section 5756, Home Marketing Incentive Payment.

b. 41 CFR Part 302-14, Home Marketing Incentive Payments, July 1, 2002.

c. Joint Travel Regulation, Volume 2, Chapter 14, Real Estate Transaction and Unexpired Lease Allowances, 9 December 1997.

d. Joint Travel Regulation, Volume 2, Chapter 15, Use of Relocation Service Companies, 1 April 1999.

e. Department of Defense National Relocation Program (DNRP) Handbook, June 2002.

2. PURPOSE. To supplement Department of Defense and Department of the Army policy, to delegate approval authority, and to provide the Installation Management Agency processing procedures for the home marketing incentive program.

3. APPLICABILITY. This policy applies to all appropriated and nonappropriated fund employees who transfer from one official duty station to another in the Government interest (e.g. RIF, TOF, agency career development, or directed placement). This memorandum supersedes IMA policy memorandum #40, November 12, 2004.

4. POLICY.

a. The Defense National Relocation Program provides employee assistance to relocate promptly, to minimize family separations, to reduce employee relocation costs, and to encourage early productivity at the new duty station. The Home Marketing Incentive Payment is a discretionary incentive used together with DNRP.

b. The Director, Installation Management Agency delegates the authority to approve a Home Marketing Incentive Payment to Region Directors This authority may be further delegated to Garrison Commanders. Note, CFSC centrally funds PCS costs for NF-05 positions.

5. PROCEDURES.

a. The Defense National Relocation Program provides a variety of services to relocating Department of the Army employees. Some such as Homefinding and Mortgage Counseling are free services available to all relocating Department of the Army employees. Others such as Guaranteed Home Sale and Property Management are discretionary and must be specifically authorized and recorded on travel orders. Department of the Army pays a fee for these services. See the DNRP Handbook at reference 1e, above, for a full discussion of the program. The Handbook is available at http://www.nab.usace.army.mil/whatwedo/DNRP/DNRP.pdf.

b. A Home Marketing Incentive Payment may be authorized in conjunction with the Guaranteed Home Sale Program. A Home Marketing Incentive Payment is paid to a relocating employee to encourage the employee to independently and aggressively market their residence and to find a bona fide buyer, thereby reducing the fee/expense the Department of the Army must pay the relocation company.

c. Director, Installation Management Agency, Region Directors, and Garrison Commanders/Garrison Managers will review and approve meritorious requests for a Home Marketing Incentive Payment.

d. An annual report is required on any activity in this program. The report is due to IMAH-HRD-C on January 15 every year for the previous calendar year. Regions should report the number of employees who received the incentive and the cost associated with the incentive. For each incentive paid, compare the cost of the incentive to the calculated savings from the efforts that earned the incentive resulting from a difference between the regular fee home sale and the amended fee home sale.

6. PROPONENT. The Human Resources Division is the proponent for this IMA policy. POC is Chief, Staffing Section at commercial 703-602-3320, DSN 332-3320, or the Nonappropriated Fund Section at commercial (703) 602-7438, DSN 332-7438.

JOHN A. MACDONALD
Brigadier General, USA
Director