

MINUTES OF SARA'S ANNUAL GENERAL MEETING

March 10th 2026, Bern

Start of AGM 17h15, End 19h00 – *participants list at the end*

1. Welcome from the President

2. Approval of the [Minutes from the AGM 2025](#)

- No comments received
- Unanimously approved

3. Annual Report from the President's – [see attachment](#)

Presented by Guillaume Bédât

- Review of the economic, geopolitical, and housing market environment impacting the relocation industry in 2025
- Overview of industry trends, including market pressures, consolidation, and mobility challenges
- SARA's activities in 2025, including AGM, networking events, and industry representation
- Board meetings, governance update, and reflections on association engagement
- Sponsorship and support, with thanks to Swisscom Expat Services
- Industry advocacy and stakeholder engagement with authorities, media, and international relocation associations
- Development of future member initiatives, including the planned AI training programme
- Outlook for 2026, including Board renewal, increased member engagement, and continued support of the relocation industry

4. Report from the Executive Officer

Presented by Sabine Baerlocher

- Review of the yearly events in 2025
 - Board meetings and changes within the board
 - AGM
 - EuRA Breakfast
 - 2 Summer Apéros in Zurich and Geneva
 - End of Year Apéros pushed to January 2026
- Special thanks to Swisscom, our only sponsor in 2025 and all the members who sent pictures for the different events
- New member acquisition:
 - Moving Animals
 - Fraser Suites Geneva

- 2 departures
 - F&Co – Bankruptcy
 - Practical Services – End of Activities
- Looking for new members – specifically Full Members

5. Report from the Treasurer and the Auditors

Presented by Treasurer Gaël Constantin

- Auditors: Eric Pislér and Dominique Mundia
- Total assets by 31.12.25: CHF 45'870.68
- Income 2025: CHF 4'884.85
- Revenue decreased by 12.56%
- Executive Officer total costs CHF 8'081 decreased by 37.78% vs.2024
- Auditors Report read to all by Dominique Mundia

Discharge to the board

- Both reports unanimously approved with no abstention
- Discharge to the board granted unanimously with no abstention

6. Election of the Board

Prior to the Board elections, the Assembly unanimously approved a waiver of the bylaw provision limiting the maximum period of service on the Board, thereby allowing Guillaume Bédât to stand for election as Co-President.

Micaela Paz, ReloNest, and **Guillaume Bédât**, Welcome Services, are both unanimously elected as Co-Presidents. Guillaume raised concerns regarding the recognition and legitimacy of professional relocation companies within the housing market, particularly in comparison to apartment-hunting services. He further reported that some real estate agencies in Geneva are increasingly refusing to collaborate with relocation companies, creating additional challenges for the profession.

Daphné Stauffer, La Boutique Relocation, and **Arthur Napoly**, Lodge Services Relocation are unanimously newly elected to the board after shortly presenting themselves and what they expect for SARA: promoting best practices, reputation of the Relocation Industry and specifically the members of SARA, implementing a new Code of Conduct.

The Assembly expressed its sincere gratitude to the outgoing Board members **Myriam Gaillard**, Auris Relocation and **Eric Napoly**, Lodge Services Relocation for their longstanding commitment, dedication, and valuable contribution to SARA over many years.

7. New member presentations

- **Moving Animals** – presented by Marcel Brozius
- **Fraser Suite Geneva** – presented by Sabine Baerlocher

8. Miscellaneous

Relations with Real Estate Agencies and Industry Recognition

- Guillaume reported increasing difficulties in Geneva, where certain real estate agencies and landlords are becoming less willing to work with relocation companies. Several members confirmed facing similar challenges. Wincasa Geneva was cited as an example, having reportedly adopted a policy of handling tenant searches internally and limiting collaboration with relocation agencies to higher-end properties (above CHF 4,000 per month). He also mentioned increasing challenges in the Geneva rental market, including agencies requiring applications prior to property viewings and a growing reluctance to work with relocation companies.
- Other members noted that similar issues have been encountered in Zurich.
- Members discussed the need to better communicate the added value of professional relocation services and address the reputational impact of unqualified individuals presenting themselves as relocation agents.
- It was suggested that SARA explore the development of a Code of conduct to strengthen the industry representation, and establish closer dialogue with real estate stakeholders, including SVIT and individual agencies.
- The possibility of undertaking lobbying and public relations initiatives to support the recognition of the relocation profession will be further considered by the Board.

Artificial Intelligence and the Mobility Industry

- Members discussed the impact of AI on the relocation and mobility industry and noted that its implications vary across different service areas and depending on the size of companies.
- Interest was expressed in facilitating exchanges between members and AI experts, as well as exploring future training opportunities through SARA.

End of AGM 19h followed by networking apéro

Participants *(in bold board members until AGM):*

Agoodday relocation	Roberta Genini
Atlas International Movers	Dominique Mundia
Auris	Sjoerd Broers
Cityus	Bella Nokes
Cityus	Nicolas Bauer
Helvetia	Marcus Vinti
Henri Harsch	Catherina Stier Neumeyer
Henri Harsch	Jean-Sylvain Nicoud
Homenhancement	Gaël Constantin
Homenhancement	Laura Abdelli
In-Lease Switzerland	Marc Hul
La Boutique Relocation	Daphné Stauffer
La Boutique Relocation	Patricia Gros-Piron
Lodge Relocation Services	Arthur Napoly
Lodge Relocation Services	Eric Napoly
Merillat Consulting	Joachim Merillat
Moving Animals	Marcel Brozius
Packimpex	Damian Aebischer
ReloNest	Micaela Paz
Santa Fe	Séverine Piller
SARA & Active Synapses	Sabine Baerlocher
Swisscom	Frédéric Brantschen
Swisscom	Nicolas Carruzzo
Swisscom	Guilhem Croizeau Meynadier
Welcome Services	Guillaume Bédât

Excused

Bridging Cultures	Roswitha Van den Berg
Fraser Suites Geneva	Emma Labry
Keller Swiss Group	Lorenz Amiet
Solid Relocation	Samantha Solida
Welcome Services	Laetitia Papilloud