



Make the Right Moves

Corporate Relocation Programs Can Help Deploy Talent Where It's Needed Most Under Our 'New Normal'

The 'new normal' we are facing today is vastly different from the world of a few short months ago.

We've gone from a robust, employee-driven job market where companies were struggling to find qualified local talent to a job market that favors employers. Our current unemployment rate – largely the result of coronavirus-related business shutdowns, layoffs and furloughs – means a sudden abundance of available talent. Even in these tough times, sourcing and attracting good talent is an investment that will pay dividends – now as the economy reopens and over the years as businesses recover and thrive.

Maximizing your return on that investment will require a flexible approach to optimizing productivity, across a strategic mix of work from home and office work environments. And, where business and economic conditions warrant, a well-managed corporate relocation program can help your business deploy its talent where it's needed most.

Eighty percent of companies surveyed by Worldwide ERC in 2019 said they've moved talented individuals to different departments and locations to achieve the best job fit. Almost a third of respondents move employees and new hires frequently enough to suggest it's a business imperative.

Companies looking to source and attract top talent in these tough times need to explore every possible advantage. And they are finding a powerful ally in corporate relocation specialists.

Talent Mobility Drives Productivity

Even for one person, relocation is a time-consuming, expensive and complicated endeavor with seemingly countless moving parts. Play that out across multiple employees and locations, and the logistical complexities alone quickly become overwhelming.

Perhaps that's why three out of four companies in 2019 outsourced their relocation services, according to an Atlas Van Lines survey. Experienced relocation partners enable HR leaders to develop and deliver talent mobility solutions that align with their productivity goals, boost the company's reputation and incorporate best practices for attracting candidates.

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Source: Worldwide ERC (2019)

Elements of a Winning Relocation Benefits Package

Half of the companies responding to a 2019 Worldwide ERC study said their U.S. domestic permanent relocation policies vary between a package of services and a lump-sum payment. Lump-sum offerings certainly help with the financial component of a relocation, but alone they do very little to ease employees' overall stress. To minimize disruptions in satisfaction and enable productivity, a seasoned relocation partner becomes vital.

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Experts maximize the investment in relocation benefits by working with HR managers and company leadership to:

- Develop tiered policies based on industry benchmarks, home ownership and job level
- Forecast, project, track and manage costs
- Remain competitive in recruiting and talent retention
- Enhance the employee onboarding experience
- Help employees to acclimate quickly and be more productive
- Provide tax assistance and compliance reporting
- Access a vetted network of service providers with preferential pricing

Talent mobility helps organizations retain their best talent.



Younger Workers Crossing Borders

Whether or not international relocation remains popular among younger workers after the pandemic remains to be seen. For mid-size organizations that relocated talent globally prior to the pandemic, the percentage of employees 35 or younger transferring abroad reached 42% in 2017, a 4% increase from the prior year. Smaller organizations reported the same increase, reaching 47%, while large organizations saw an increase from 31% to 34% in transfers of that age group.

Relocation experts can make international moves less daunting by managing paperwork, meeting country-specific requirements, consulting on health and safety measures and supporting community and cultural orientation.

Source: Atlas Van Lines 2018 Corporate Relocation Survey

Productivity Meets Peace of Mind

For transferring employees, corporate relocation specialists are more than a nice perk—they're an ongoing source of support and stability during tough times, like the ones we're facing now. Relocation professionals can help employees find the right team to orchestrate their move from start to finish, including real estate agents, mortgage companies and movers.

To win over employees and candidates, relocation packages should offer a variety of services at the points of departure and destination, including:

- Home marketing
- Home sale programs
- Home finding assistance
- Household goods move management
- Property management
- Travel assistance
- Cost of living analysis
- Mortgage/financial services
- Temporary housing
- Rental assistance
- Language and cross-cultural training
- Spouse employment assistance

Since every move is different, companies benefit from customizable relocation benefits packages and policies. Hence, it is critical to balance the level of relocation support with business, talent and financial objectives to avoid disruptions in employee productivity.

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Getting Ahead with Interstate Relocation Services

Family owned and operated since 1943, Interstate Relocation Services offers customizable talent mobility and other services to support organizations of all sizes and industries.

Each year, Interstate handles more than 19,000 moves with a 97% customer satisfaction rating. The average industry tenure of the team is 17 years, so Interstate has the depth and breadth of experience to manage the intricacies of relocating individuals, businesses and government agencies.

Interstate's renowned corporate relocation experts work with HR decision-makers to customize benefits packages and consult on policies that align with business, financial and talent management objectives. They use advanced technologies for seamless communications and logistics management, while tailored cost-containment strategies help minimize the impact of moving on the bottom line.

Whether your new or existing employees are crossing state lines or entering a new hemisphere, Interstate's personal, customer-centric approach makes employees and families feel valued. At the same time, you'll realize the efficiencies of a single-source, full-service provider committed to maximizing productivity before, during and after every move.

About Interstate Moving | Relocation | Logistics

The Interstate family of companies encompasses five distinct companies that provide global transportation, supply chain logistics and relocation management solutions to individuals, corporations and government agencies across town or around the world.



Put Your Mobility Plan in Motion

Talent mobility drives productivity. Make sure you have the right talent in the right place with comprehensive, custom relocation solutions from the talent mobility experts at Interstate. Visit MoveInterstate.com/Relocation.

Navigating the Hurdles

Though relocation is a boon to productivity, especially as businesses reopen, not all employees welcome the idea with open arms. About 60% of companies claimed to experience problems related to reluctance, most of them minor, according to Worldwide ERC Research.

Common forms of resistance to relocation include:

- Family concerns, such as changing schools and elder care
- Spouse's/partner's reluctance to leave a job
- Moving costs
- Cost of living in the new location

Moreover, the U.S. Tax Cuts and Jobs Act eliminated the moving expenses deduction for 2018 to 2025. And, on the international front, Brexit has created an atmosphere of uncertainty around the United Kingdom.

Interstate works with HR managers to anticipate concerns and address them with beneficial solutions.