



AFTER THE JOB OFFER:

Four Ways to Improve the  
Candidate Relocation Experience

# LET'S FACE IT: HIRING ISN'T GETTING ANY EASIER.

Overall, unemployment is down, and for many skill sets, the competition for talent is intensifying.

SILICON VALLEY + SAN FRANCISCO  
UNEMPLOYMENT

<4%

TECH UNEMPLOYMENT

=2%

Although it's good news that the economy has improved, companies need to deal with their talent shortages.

More and more, they need to relocate new employees — pulling the talent they need from other areas of the country.



# ***YOUR JOB ISN'T OVER WHEN THAT NEW RECRUIT SIGNS THE OFFER LETTER.***

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You now need to ask that person to relocate before starting work. Just imagine what a huge challenge it can be for the employee to change where they live while they are also changing jobs.



There are serious problems that can come up between the day a new employee receives an offer and the day they actually start work:

- ▶ The relocation check your company writes won't cover all of their moving costs
- ▶ The moving company damages or misplaces some of their household goods
- ▶ Your new employee falls behind schedule and can't start on time
- ▶ The relocation experience is so horrible, the employee is already dissatisfied on their first day at work

**And this is just the short list.**



# COMPANIES HAVE TO DO MORE.

## **BUT WHAT EXACTLY SHOULD THEY DO?**

Here are four ways companies can create a better relocation experience for every new hire who has to move.



# NO. 1: STOP CUTTING CHECKS FOR NEW HIRES TO MOVE

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You think you're being helpful by giving a new employee cash and the flexibility to move on their own terms. It also seems like it would take the pressure off of you to have to make relocation arrangements for the employee.

**CUTTING A CHECK  
MAY SOUND LIKE A  
GOOD IDEA, BUT IT'S NOT.**



Most people only move a handful of times in their lives. It's one of the basic stresses of life — next to marriage, the death of a family member, or the birth of a child. When the employee has a family, it's even more difficult to move.

## **IT'S NOT EASY TO MANAGE A RELOCATION ON YOUR OWN.**

Financial support is only part of the equation and, by writing the employee a check, your company is losing out on tax benefits.





## **NO. 2: INSIST YOUR NEW HIRES AND RELOCATING EMPLOYEES USE VETTED SERVICE PROVIDERS**

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Anyone with a truck and a dolly can claim they are a moving company. Low costs can certainly be attractive, especially if the new employee is managing their budget on their own.

**BUT WHAT IS THE TRUE COST OF USING CUT-RATE SUPPLIERS?**



Damaged goods, missing items, and not getting moved in time are just some of the risks.

**THOUGH PROBLEMS SOMETIMES OCCUR WITH VETTED PROVIDERS, THERE ARE ALWAYS BUILT-IN PROTECTIONS, GUARANTEES, AND REMEDIES.**

With a fly-by-night provider or a do-it-yourself move, it's up to the employee to figure it all out.



## NO. 3: CONNECT YOUR NEW EMPLOYEES WITH HELPFUL RESOURCES

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Moving to a new town is tough. Your employees need temporary housing, a place to store their belongings until they find a permanent place to live, and guidance from a local housing expert who can help get the family up to speed on the new area quickly.

**EVEN IF YOUR NEW EMPLOYEE AND THEIR BELONGINGS ARRIVE IN ONE PIECE, THEY STILL NEED TO GET SETTLED QUICKLY.**

Temporary housing situations that stretch from days into months can cause undue stress as your employee tries to be productive at work.



## NO. 4: BE AVAILABLE BEYOND 9 TO 5

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New hires are often winding down at their current jobs while also trying to manage the details of the move for their new position. Questions are likely to come up when you might not typically expect them.



**YOU NEED A QUALIFIED RESOURCE AVAILABLE 24/7 IN CASE ANYTHING COMES UP DURING THE MOVE.**

You can't just assume that a new employee has the help they need to manage the many things that need to go right during a move.



# RELOCATION REQUIRES A SIGNIFICANT INVESTMENT BY THE NEW EMPLOYEE.

When relocation goes wrong, it can lead to a terrible first impression of the company during one of the more stressful times in a new employee's life.



Not only that, *a mismanaged or poorly supported relocation* postpones the time that your new employee can become focused and fully productive at work.



## You don't have to do all of this on your own. Affordable technology from NuCompass CoPilot™ can help you:

- ▶ Develop a budget and manage the logistics of an employee relocation
- ▶ Give new hires access to vetted service providers
- ▶ Provide the employee with a mobile app to manage their move and track their expenses
- ▶ Ensure full transparency and payroll accounting for your organization
- ▶ Lower your costs by taking advantage of relocation tax benefits

Companies of nearly any size and any number of relocations can benefit from this innovative technology to improve the candidate relocation experience.

**LEARN MORE ABOUT COPILOT TODAY**

**TO SEE HOW AFFORDABLE AND EASY YOUR NEXT  
NEW-HIRE RELOCATION CAN BE.**



# CoPilot™

by NuCompass

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