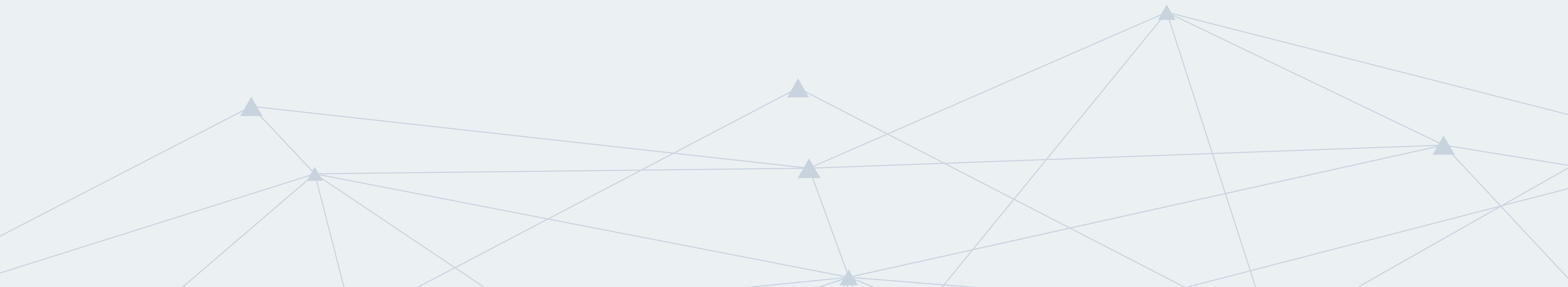




FOUR IDEAS

TO HELP ANY SIZE COMPANY IMPLEMENT
AN AFFORDABLE, COMPETITIVE
RELOCATION PROGRAM



YOU DON'T HAVE TO BE A FORTUNE 100 COMPANY TO **HAVE A SMART RELOCATION PROGRAM.**

You may relocate only a few employees each year — or even hundreds — but, to be competitive, you need to offer some sort of relocation assistance.



IF YOU'RE A SMALLER COMPANY WITHOUT A RELOCATION DEPARTMENT, **RELOCATING EMPLOYEES CAN BE TOUGH** FOR A NUMBER OF REASONS:

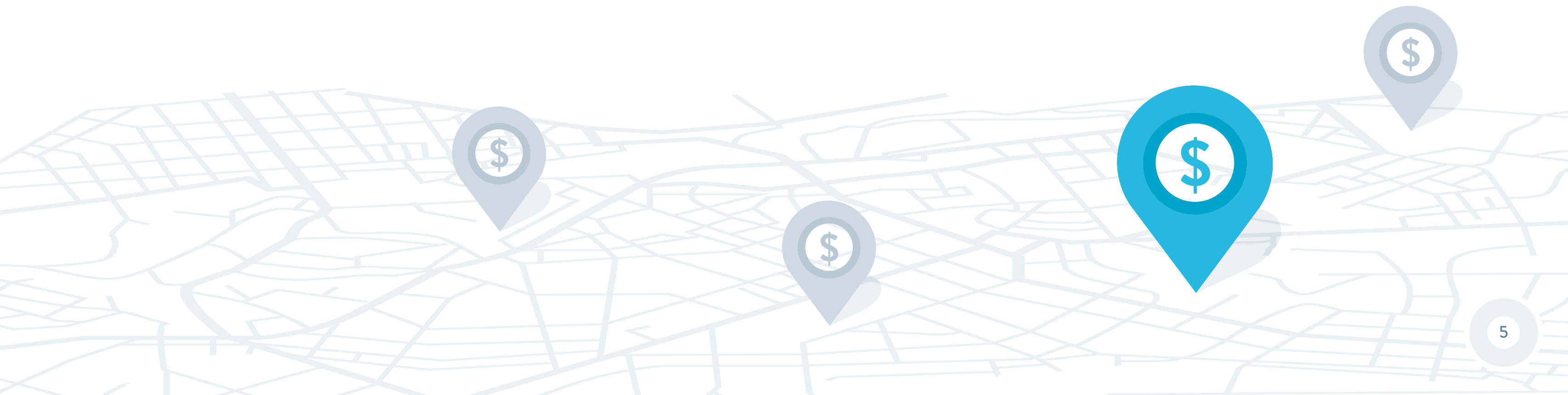
- ▶ Each time you relocate someone, **it feels like you're starting from scratch.**
- ▶ **Your budget gets compromised** because it ends up costing more than expected.
- ▶ **You can lose promising candidates or employees** because they had unmet relocation needs.

Fortunately, there are now ways for companies of any size to set up an effective and affordable relocation program.

HERE ARE **FOUR IDEAS** TO HELP YOU CREATE A PROGRAM THAT'S EFFECTIVE AND FITS YOUR BUDGET.

No. 1

MAKE SURE RECRUITERS AND HIRING MANAGERS UNDERSTAND THE FINANCIAL BASICS OF RELOCATION.





RELOCATION CAN BE EXPENSIVE, AND TAX GROSS-UP FOR REIMBURSEMENTS CAN BE A MAJOR EXPENSE.

Some moving expenses can be excluded from taxable income and save your organization money if paid by the company — but only if done correctly.



Most important, don't tell the recruit or employee, "We'll relocate you, don't worry about the cost," or, "Here's \$30,000 so you can relocate yourself."

THESE METHODS CREATE THE WRONG EXPECTATIONS AND THE WRONG BEHAVIOR – AND, FRANKLY, THEY DON'T GET THE JOB DONE.

No. 2

**ENGAGE THE EMPLOYEE
AND ESTIMATE THE COST
OF THE RELOCATION
BEFORE MAKING A FINAL
DECISION.**





AS PART OF THE RELOCATION PROCESS, GET INFORMATION ABOUT THE EMPLOYEE'S CURRENT CIRCUMSTANCES.

For example, a single employee who is renting a townhouse has very different needs than a person with a working spouse, children, and a home they own.



Once you understand the factors related to a move, you can better determine the employee's individual relocation needs, and you can estimate the significant costs involved in the move.

No. 3

MAKE A CONSCIOUS RELOCATION DECISION.





NOW THAT YOU KNOW THE COST AND COMPLEXITY OF THE MOVE, YOU CAN COMPARE THE COST ESTIMATE TO THE BENEFIT OF MOVING THE EMPLOYEE.

Most important, you can establish a budget based on the value of the relocation to the company.

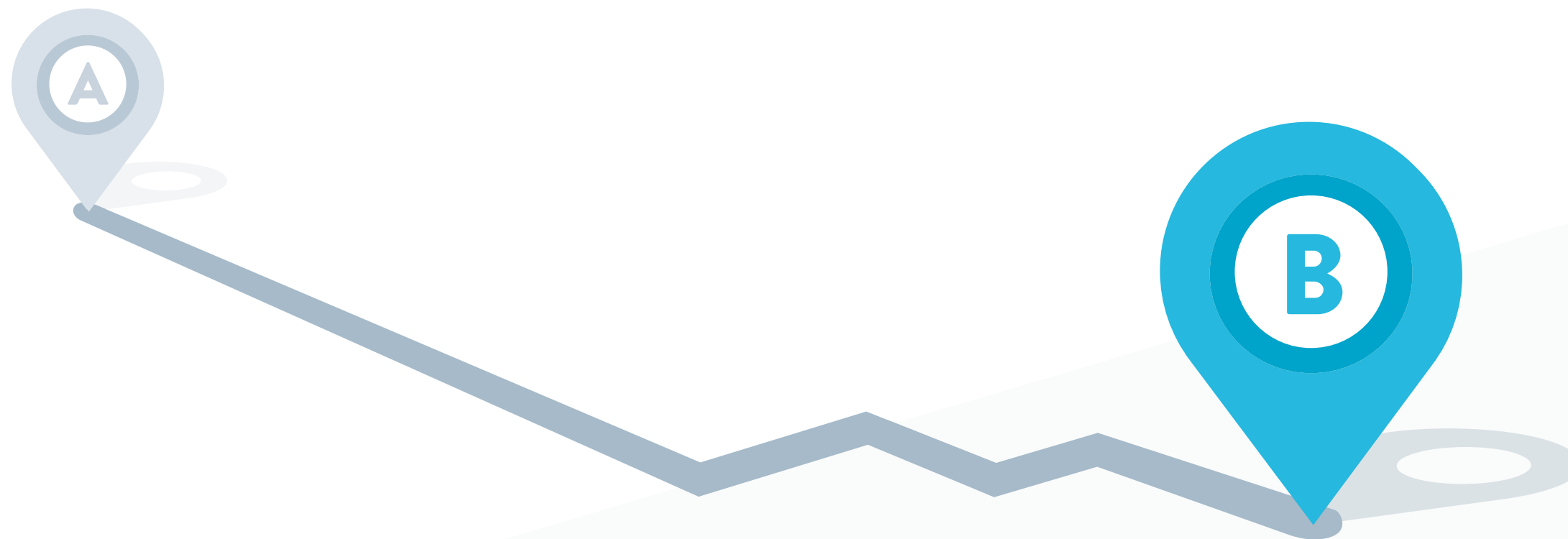


It's also critical to discuss and negotiate specifics with the employee. Some potential relocation issues might resolve themselves.

FOR EXAMPLE, A PERSON MAY DECIDE NOT TO SELL THEIR HOME OR MAY NOT WANT TO SHIP THEIR CAR.

No. 4

**ENSURE THAT THE PROCESS
GOES SMOOTHLY.**





**PROVIDE THE EMPLOYEE WITH DIRECT ACCESS
TO RELIABLE SERVICE PROVIDERS INSTEAD OF A
DO-IT-YOURSELF APPROACH.**

While DIY may be less expensive, the additional stress and problems can become a nightmare for the employee.



**REIMBURSE SPECIFIC MOVING COSTS RATHER THAN PAY
LARGE, UNDOCUMENTED SUMS TO THE EMPLOYEE.**

By doing that, you can capture the tax savings and ensure that there are no issues with your relocation budget.



FINALLY, MAKE SURE TO STAY CONNECTED UNTIL THE EMPLOYEE IS IN THEIR NEW JOB AND PERMANENTLY SETTLED AT THE NEW LOCATION.

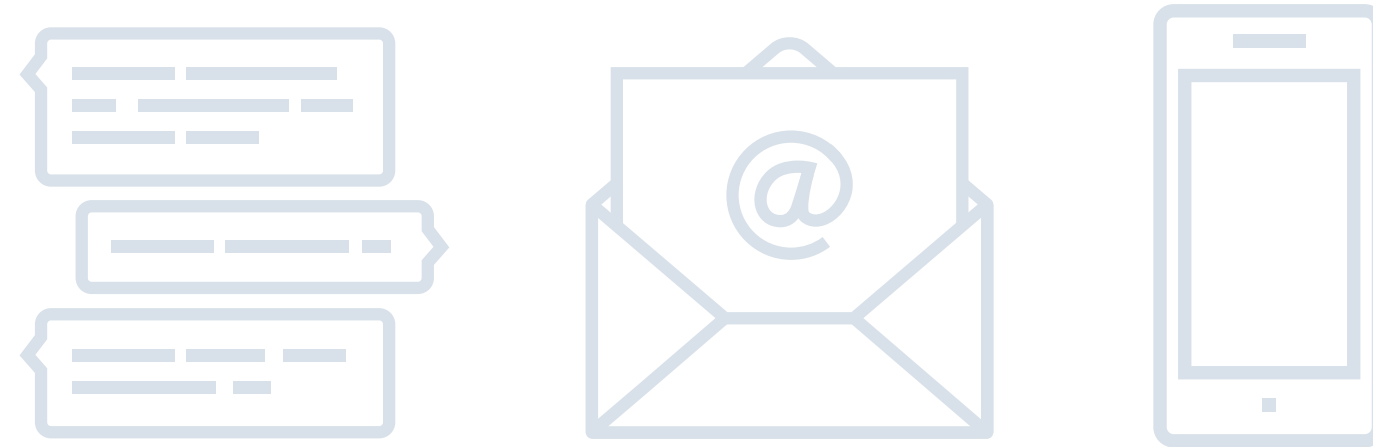
Moving is a difficult time for employees. Make sure their needs are taken care of, so the move sticks. A failed relocation can be very costly.

Though you can track your relocation details manually, it's a challenge. It's even more of a challenge to track multiple relocations at the same time.

FORTUNATELY, THERE'S NOW TECHNOLOGY THAT CAN HELP YOU ESTABLISH AND MANAGE A PROGRAM THAT DOES EVERYTHING YOU NEED.

NUCOMPASS COPILOT IS THE ANSWER. COPILOT IS AN AFFORDABLE, EASY-TO-USE CLOUD-BASED RELOCATION PLATFORM THAT HELPS YOU:

- ▶ **Access accurate cost data** to prepare a professional relocation plan and budget for every new hire or internal transfer.
- ▶ **Coordinate communications and approvals** among HR, hiring managers, recruiters, and relocating employees.
- ▶ Track all expenses and obtain payroll information to **ensure that your program is compliant** with all state and federal tax requirements.
- ▶ Connect your employees to **pre-qualified service suppliers** who are committed to competitive pricing and have extensive experience working with corporate transferees.



Once a relocation decision has been made, **CoPilot lets your employee manage their own move**, using their desktop or mobile device, 24/7, including support via online chat, email, or phone.



CREATING AN EFFECTIVE, AFFORDABLE
RELOCATION PROGRAM ON YOUR OWN ISN'T EASY,
BUT COPILOT CAN GUIDE YOU TO SUCCESS.

Learn more about CoPilot and contact us for a demo at NuCompass.com/CoPilot.