



THREE WAYS TO DRIVE BETTER RECRUITING RESULTS WITH RELOCATION

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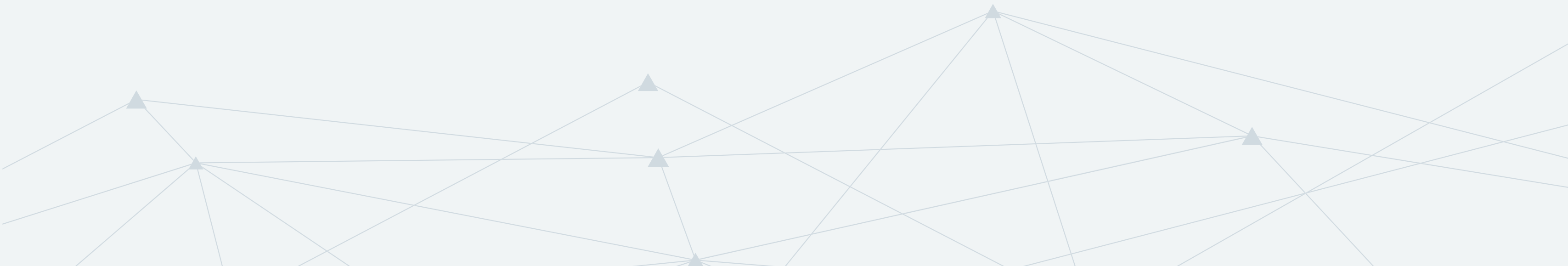
Practice Leader

The Starr Conspiracy



WHAT WE'LL COVER

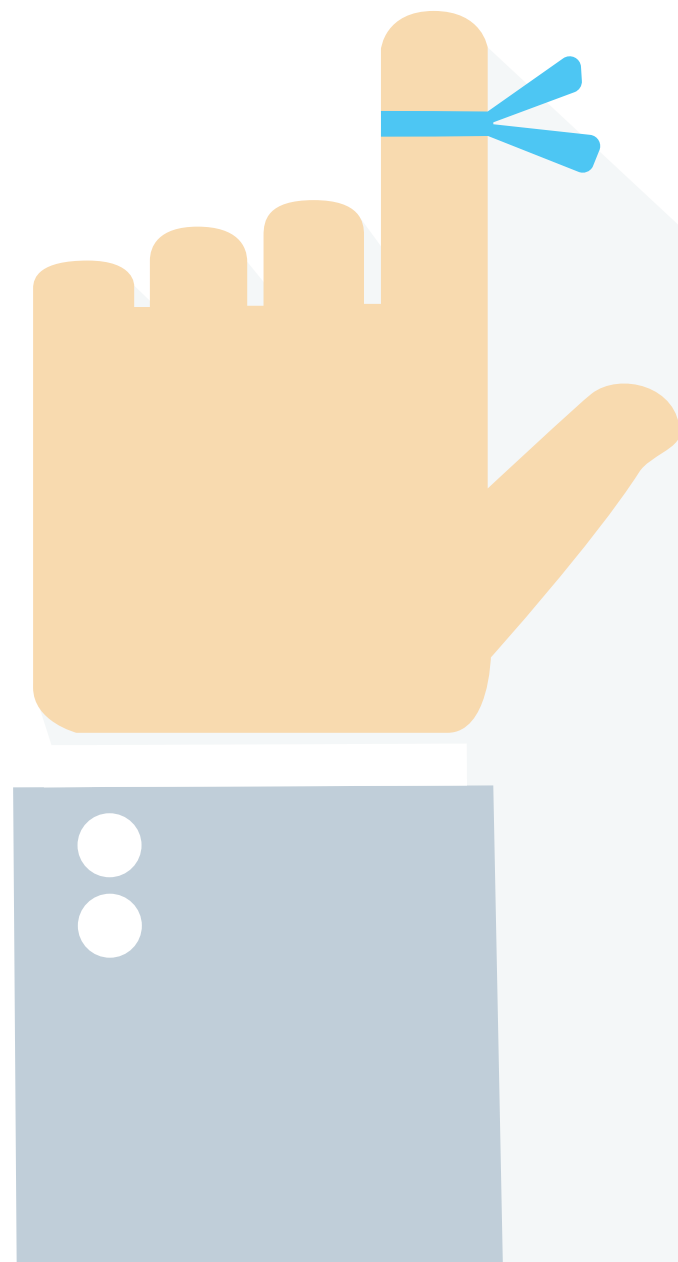
- ▶ Introductions
- ▶ Relocation, recruiting, and the candidate experience
- ▶ Current relocation approaches
- ▶ Three-step framework to improve the relocation experience
- ▶ Technology that can assist
- ▶ Questions



REMINDER

- ▶ This webinar is being recorded
- ▶ We'll have time for questions at the end
- ▶ To ask a question...
- ▶ If you need technical assistance...

**WE'LL BE SENDING AN E-BOOK ABOUT
RELOCATION AND RECRUITING WITH
EVEN MORE INFORMATION LATER.**





INTRODUCTIONS

OUR PRESENTERS TODAY

- ▶ Kyle Lagunas
- ▶ Frank Patitucci

YOUR MODERATOR

- ▶ Lance Haun




hello.

RELOCATION, RECRUITING, AND THE CANDIDATE EXPERIENCE



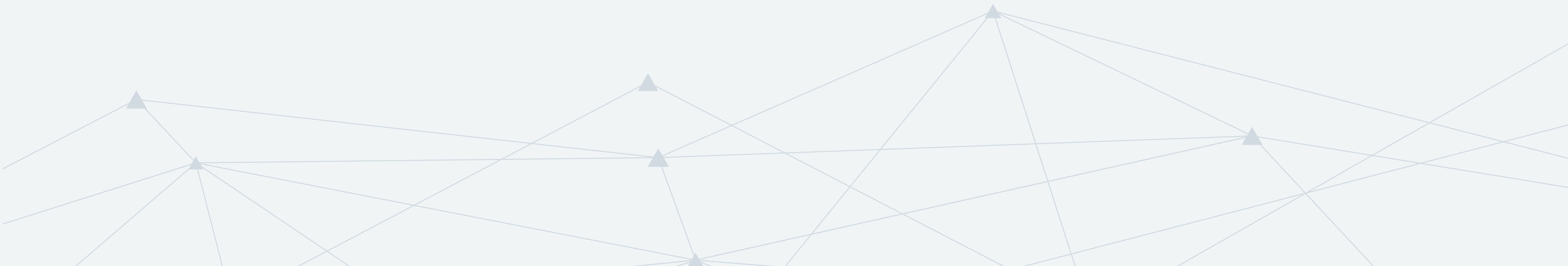
JOB MARKET REALITY

- ▶ Unemployment = 5.1%
 - ▶ Average monthly job growth = 221,000
 - More than double the number of new employees entering
 - Constrained talent supply
 - ▶ Worse in certain geographic or skill-based areas
 - Silicon valley + SF unemployment < 4%
 - Tech unemployment = 2%
 - College graduate unemployment = 3.2%
- 



NEW CANDIDATE EXPECTATIONS

- ▶ Candidates have more employment choices
- ▶ Companies are struggling to find candidates in the market
- ▶ Candidates are looking at more than just dollar figures:
 - Quality of life
 - Cultural fit
 - Ease of transition to a new employer






RELOCATION HAS TO BE A CONSIDERATION

FOR EMPLOYEES

- ▶ Disruptive, stressful event
- ▶ Inexperienced
- ▶ Unanticipated financial and social costs

FOR EMPLOYERS

- ▶ Understanding cost vs. benefit
 - ▶ Avoiding risks
 - ▶ Considering tax and compliance issues
- 

CURRENT RELOCATION APPROACHES

TWO APPROACHES

MONEY

- ▶ Cash payment or lump sum
- ▶ Can be negotiated
- ▶ Treated as compensation/
tax implications
- ▶ Employee is in charge of details

POLICY

- ▶ Relocation services provided
within guidelines
- ▶ Exceptions address needs not met
by policy
- ▶ Tax issues addressed by employer
- ▶ Employer bears more responsibility

ADVANTAGES

MONEY

- ▶ Simple to administer
- ▶ Total costs are known
- ▶ Employee has control and can pocket any savings

POLICY

- ▶ Great value to the employee
- ▶ Prequalified suppliers
- ▶ Consultant assistance usually provided

BUT... NOT ALWAYS SO CANDIDATE-FRIENDLY

MONEY

- ▶ New employee has to manage a stressful move all on their own
- ▶ Homeownership and families add complexity
- ▶ If amount is inadequate, employee has to pay the difference or ask for more
- ▶ Bad experience can leave a bad taste in their mouth before they even start

POLICY

- ▶ Not tailored to what employee may actually need
- ▶ Managing exceptions can be awkward for employee

NOT EASY TO MANAGE FOR EMPLOYERS

MONEY

- ▶ Company has to manage tax issues, by either grossing up or withholding
- ▶ Can overspend if amount is greater than what's needed
- ▶ Must deal with additional requests if amount is less than what's needed

POLICY

- ▶ Exceptions happen and have to be managed
- ▶ You have to either manage relocation internally or use a relocation management company
- ▶ Business units footing the bill usually have little say

IMPROVING RELOCATION

ANY COMPANY CAN DO RELOCATION BETTER

- ▶ Relocation has to become better
- ▶ It's an imperative if you're going to attract the best talent
- ▶ Current approaches aren't cutting it
- ▶ A new framework is needed



MODERN RELOCATION FRAMEWORK

1

Address relocation during the recruiting process

2

Make a conscious business decision

3

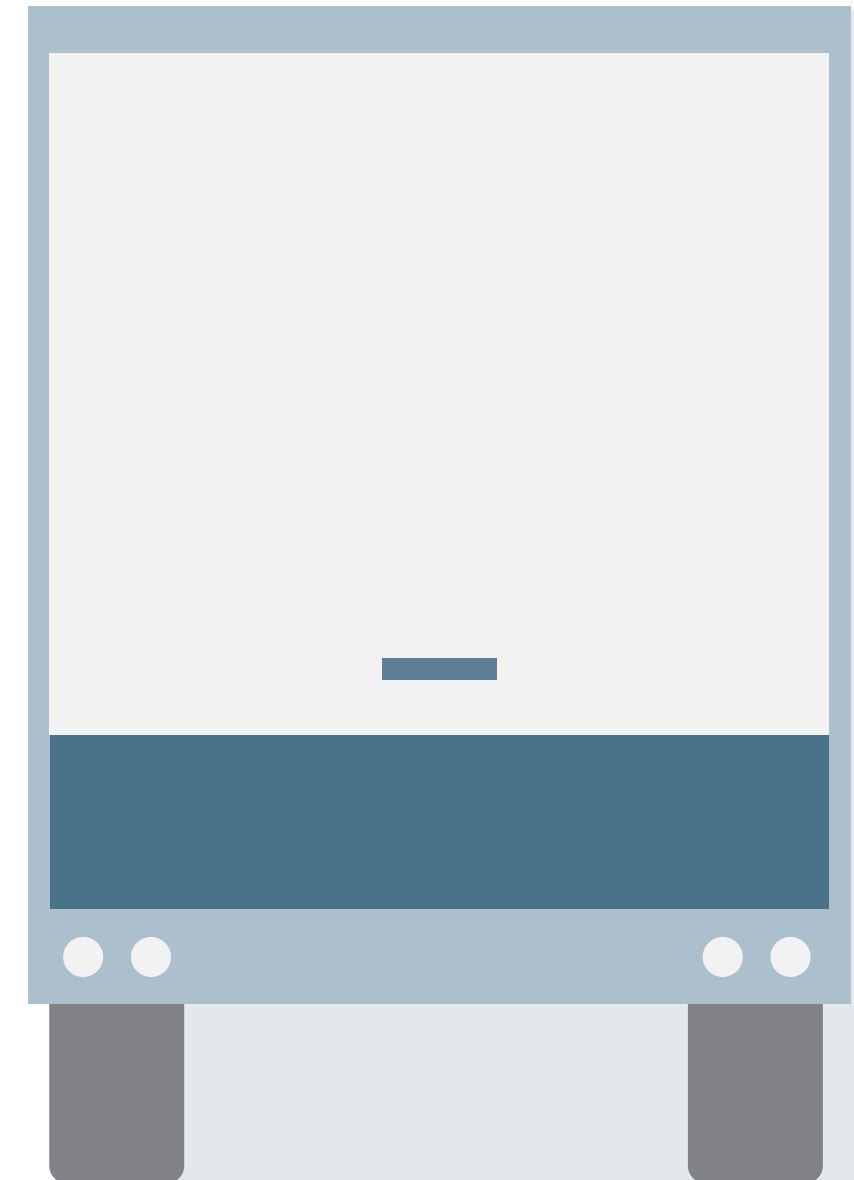
Provide resources for the new employee

1

Address relocation during recruiting

IF RELOCATION PLAYS A FACTOR IN AN OFFER, NOW IS THE TIME TO FIGURE IT OUT

- ▶ Ask the candidate about relocation
- ▶ Figure out what factors may drive cost
- ▶ Make sure relocation is viable

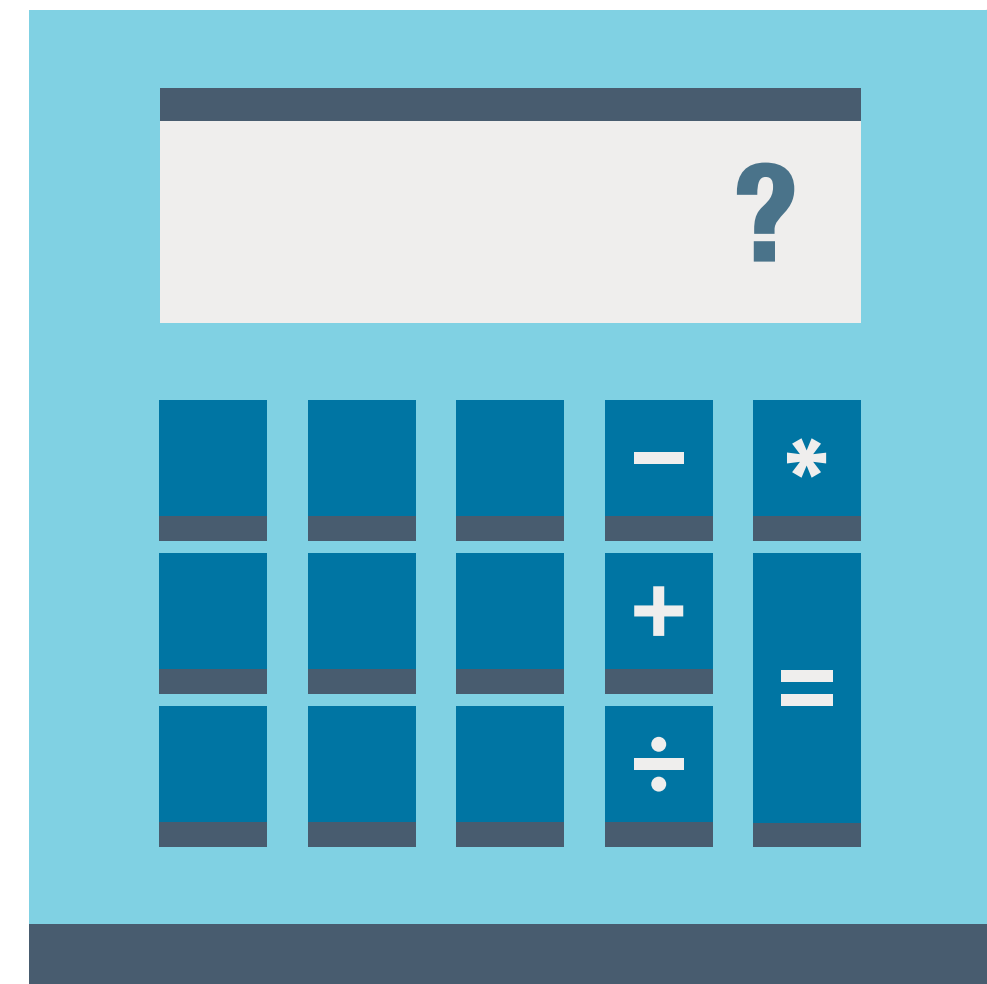


1

Address relocation during recruiting

DO A COST ESTIMATE

- ▶ Determine what it will cost
- ▶ Share that information with the recruit
- ▶ Explain possible tax consequences



1

Address relocation during recruiting

DO A COST-BENEFIT ASSESSMENT AND FINALIZE THE OFFER

- ▶ Determine if the cost of the relocation makes sense
- ▶ If it's not worth it, don't make an offer
- ▶ If costs are out of line, go back to the candidate and explain
- ▶ Sometimes costs can be reduced or eliminated to make a move happen

2

Make a conscious business decision

PREPARE A PLAN

- ▶ Create a specific relocation plan
- ▶ Convert the cost estimates to a budget for the services the company will pay for



2

Make a conscious business decision

GET APPROVALS

- ▶ Circulate the specific plan to the budget stakeholders
- ▶ Get sign-off from the hiring manager
- ▶ Have the employee sign a relocation agreement



3

Provide resources for the new employee

HELP THE EMPLOYEE WITH PROFESSIONAL RESOURCES

- ▶ One of the most stressful events
- ▶ Assistance can come from:
 - Outside consultant
 - Internal assistance
 - Technology support

3

Provide resources for the new employee

OUTSIDE CONSULTANT

- ▶ Relocation management company
- ▶ Expertise: overseen thousands of individual moves
- ▶ For high-level, complex moves
- ▶ 5 percent of total relocation spend
- ▶ Minimal burden on staff



3

Provide resources for the new employee

INTERNAL ASSISTANCE

- ▶ A key contact inside the organization
- ▶ Approves costs, manages payments
- ▶ New employee manages move
- ▶ Time-consuming for the organization



3

Provide resources for the new employee

TECHNOLOGY SUPPORT

- ▶ Self-service
- ▶ Employee gets support, manages costs using online tools
- ▶ Prequalified suppliers
- ▶ Less expensive than outside consultant
- ▶ Still minimal burden on staff



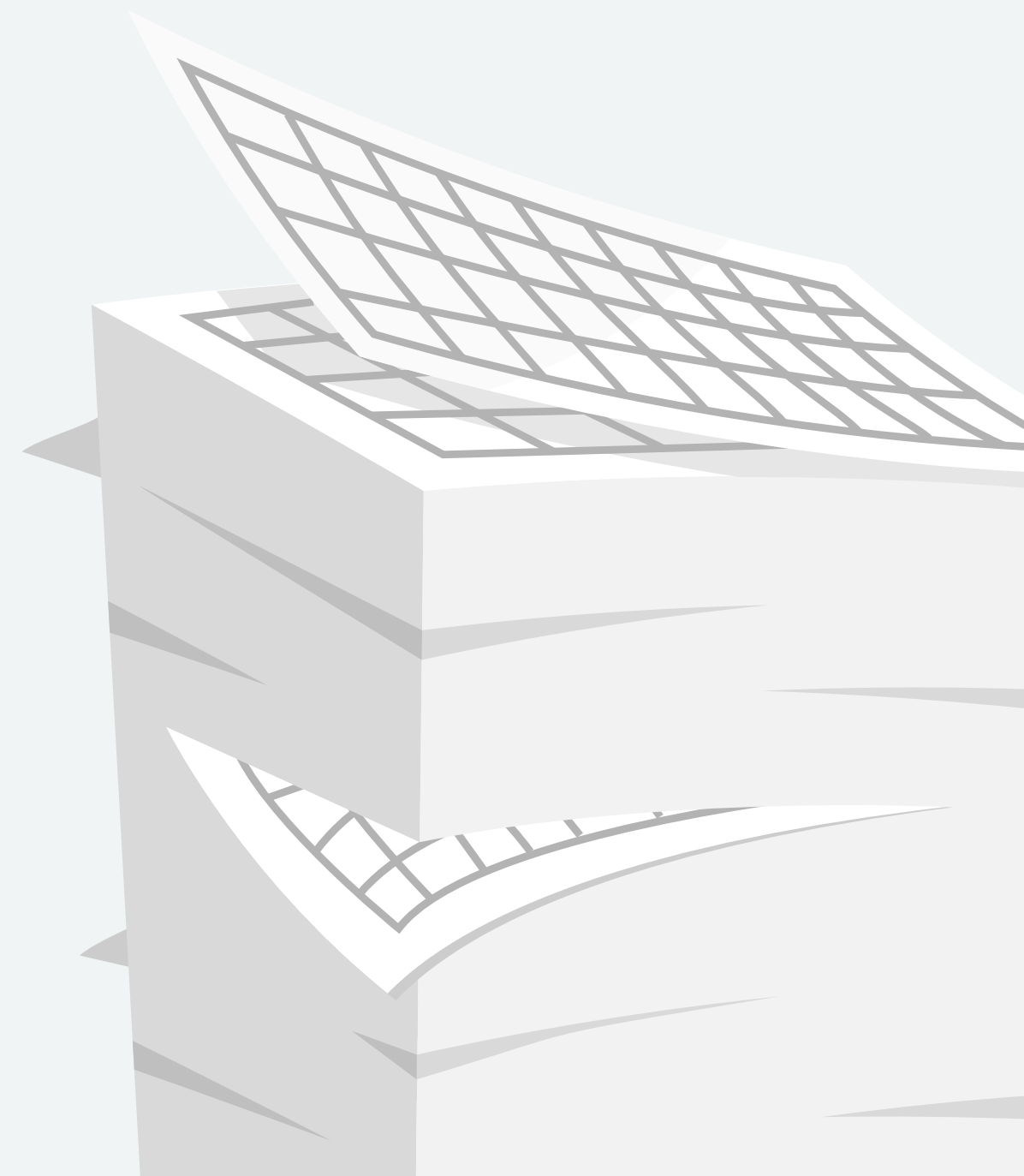
RELOCATION TECHNOLOGY



AN APPROACH THAT CAN BE ASSISTED WITH TECHNOLOGY

IT'S DIFFICULT TO DO ALL OF THIS IF YOU:

- ▶ Collect cost and budget data yourself for each move
- ▶ Use a spreadsheet to analyze costs
- ▶ Circulate paperwork and manage approvals



INTRODUCING

CoPilotTM
by NuCompass

Cloud-based technology that helps organizations and employees manage moves online, easily, accurately, and quickly.



COPILOT **EMPLOYER** ADVANTAGES

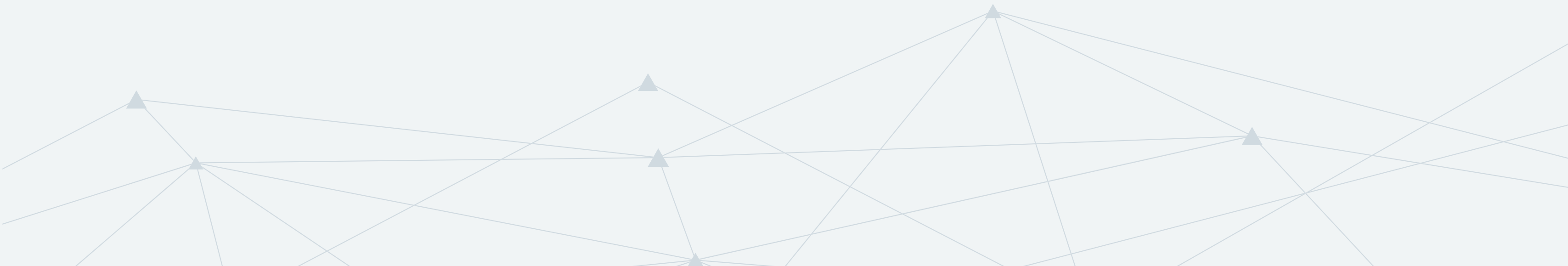
- ▶ Built-in budgeting
- ▶ Tax liability calculations
- ▶ Relocation plan development
- ▶ Access to vetted suppliers
- ▶ Obtaining approvals and managing the process
- ▶ Tracking and reporting





COPILOT **EMPLOYEE** ADVANTAGES

- ▶ Guides employees through relocation
- ▶ Direct access to service providers
- ▶ Self-manage all components directly
- ▶ Available on any device
- ▶ Support available via chat, email, or phone





QUESTIONS?



THANK YOU

LEARN MORE AT: NuCompass.com/CoPilot

