



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 PROFESSIONAL RELOCATION PROGRAM.**

Whether you relocate a few employees each year, or hundreds, you need to be able to offer relocation assistance that works for your employees and is competitive in today's market.



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

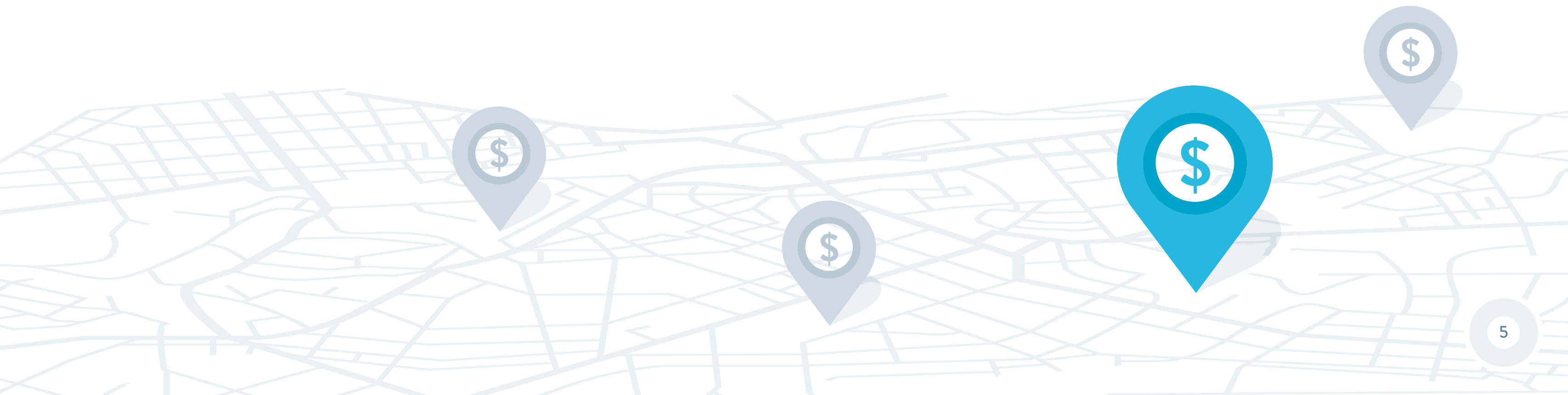
- ▶ Each time you relocate someone, **it feels like you're starting from scratch.**
- ▶ **The relocation ends up costing more than expected,** and the hiring manager is not happy.
- ▶ You lose promising candidates because **you were not able to respond to their relocation needs.**

Fortunately, there are solutions for companies of any size to easily set up and manage an effective, affordable, and competitive relocation program.

LET'S EXPLORE **FOUR IDEAS** THAT WILL HELP YOU CREATE AN EFFECTIVE PROGRAM THAT FITS YOUR NEEDS.

No. 1

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





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

On average, in today's marketplace, it costs about \$30,000 to relocate a renter and nearly \$100,000 for a homeowner.

Furthermore, all relocation expenses or reimbursements are considered income to the employee. Federal, state, and social security taxes must be accounted for as part of the cost.



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

THESE COMMENTS CREATE EXPECTATIONS YOU MAY NOT BE ABLE TO MEET, OR THEY MAY ENCOURAGE BEHAVIOR THAT MAKES THE MOVE MORE EXPENSIVE THAN IT NEEDS TO BE.

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 married employee who owns a home and has a working spouse and children.



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

No. 3

MAKE A CONSCIOUS RELOCATION DECISION.





ONCE YOU UNDERSTAND THE COSTS, THE HIRING MANAGER CAN EVALUATE THE COSTS VS. THE BENEFITS OF MOVING THE EMPLOYEE.

At this point, you can decide that **(1)** the move is affordable and proceed; **(2)** the move is not worth the cost and cancel it; or, **(3)** you need to work out a more affordable solution.

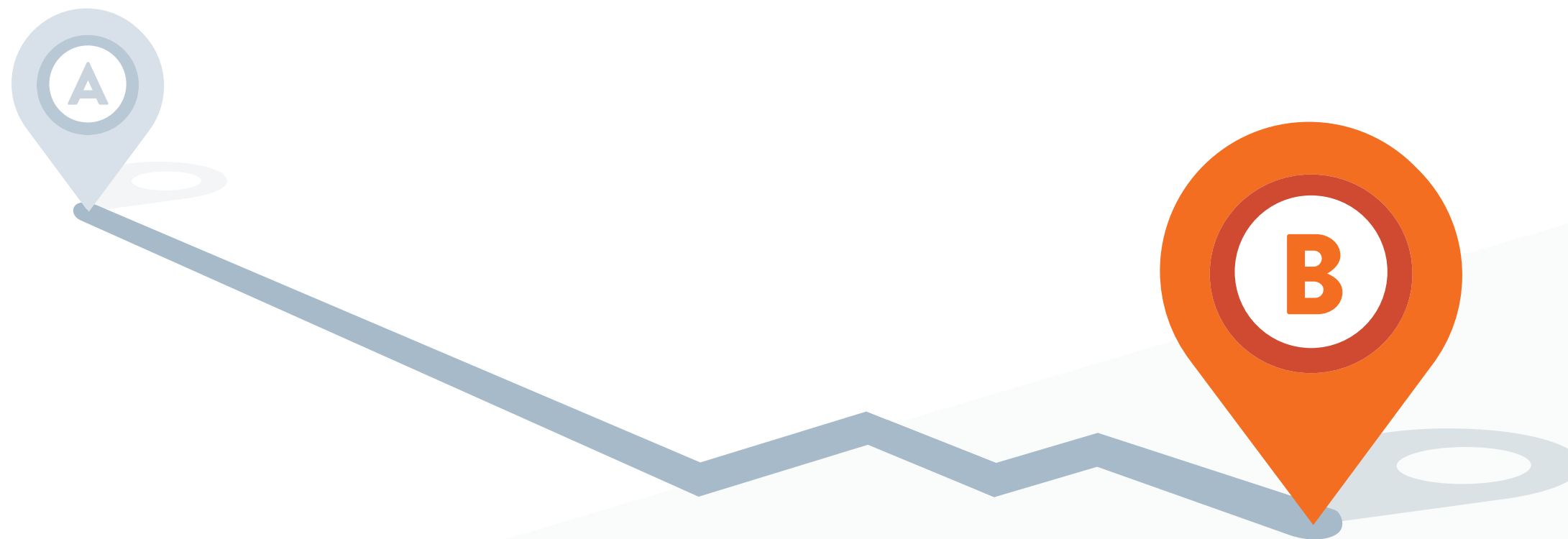


To come up with an affordable solution, it is critical to discuss and negotiate specifics with the employee. Some relocation issues may be less important than others.

DECIDE, AGREE, AND DOCUMENT THE DECISION SO THAT EXPECTATIONS ARE CLEAR. MOST IMPORTANT, ESTABLISH A RELOCATION PLAN AND BUDGET BASED ON THE FINAL DECISION BETWEEN YOU AND THE EMPLOYEE.

No. 4

**ENSURE THAT THE PROCESS
GOES SMOOTHLY.**





TO ENSURE A SUCCESSFUL MOVE, THE EMPLOYEE NEEDS DIRECT ACCESS TO RELIABLE SERVICE PROVIDERS TO HELP COMPLETE EACH STEP IN THE MOVE. THIS WILL GIVE THE EMPLOYEE THE BEST CHANCE TO SUCCESSFULLY COMPLETE THE MOVE WITHIN THE RELOCATION BUDGET.

Alternatively, it is usually a bad idea to just give the employee cash and expect a successful relocation.

While writing a single check and asking the employee to “do it yourself” may be easy to administer, the approach has at least two major flaws. **First**, there is no accountability for how the money is spent. **Second**, the additional stress that DIY creates can cause delays, affect engagement at the new job, or, even worse, lead to early resignation.



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

Moving while also changing jobs is a difficult and stressful time for employees. Make sure their needs are taken care of, so the move sticks. A failed relocation is very costly.

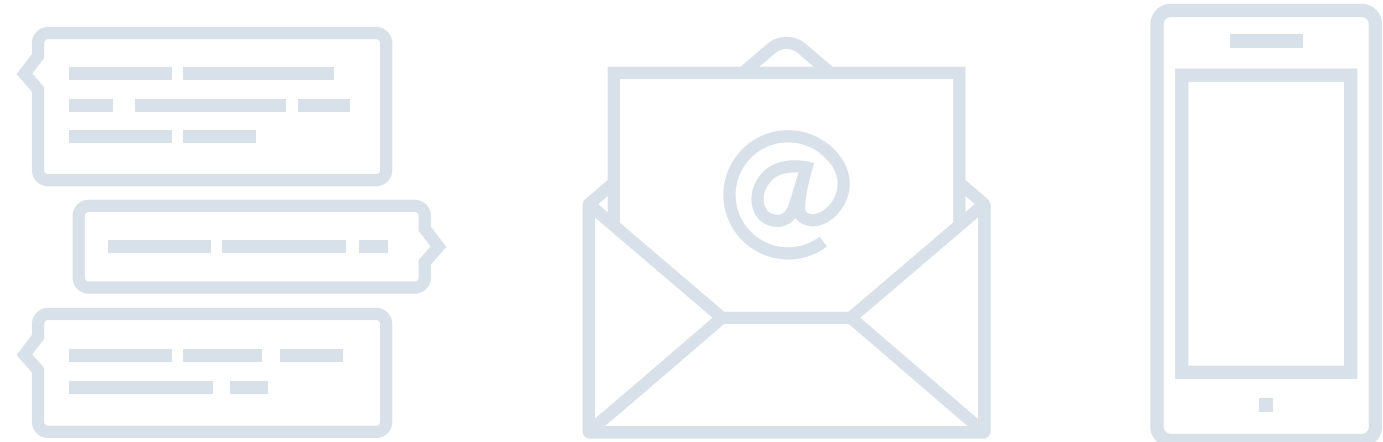
It would be a challenge to manage a relocation that incorporates these ideas by using spreadsheets to track details and emails to communicate with participants. It would be even more challenging to manage multiple relocations at the same time.

FORTUNATELY, THERE IS NOW TECHNOLOGY AVAILABLE THAT CAN HELP YOU ESTABLISH AND MANAGE A PROGRAM THAT INCORPORATES ALL OF THE IDEAS WE DISCUSSED HERE, AND MORE.

THE SOLUTION? NUCOMPASS COPILOT!

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

- ▶ **Use accurate cost data** to prepare a relocation plan and budget for every relocation.
- ▶ **Coordinate communications and approvals** among HR, hiring managers, recruiters, and relocating employees
- ▶ Track all expenses and obtain payroll information that **ensures that your program is accountable and compliant** with all state and federal tax requirements



Once a relocation decision has been made, **CoPilot provides online tools that empower your employee to manage their move**, using their desktop or any mobile device. Most important, CoPilot connects employees to pre-qualified service suppliers that are committed to excellent service and competitive pricing. Employee support is provided through a help center, live chat, or a relocation consultant.



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.