



A RECRUITER'S SECRET WEAPON:

BETTER RELOCATION



In case you haven't noticed, the labor market has gotten increasingly tight. Unemployment is low. Finding people with the right skills is tougher than ever. It's not getting any easier, either.

While that alone poses great recruiting challenges, another issue is becoming even more common: What happens when there's a shortage of local talent and hiring remote workers isn't feasible?

To find the best talent, you may have to broaden your geographic search. If only it were as easy as just increasing your search radius, though.



46% of U.S. employers report difficulty filling jobs.¹

¹ <https://www.manpowergroup.us/campaigns/talent-shortage/>

While you may find the perfect candidate outside your area and they may find the job a perfect match, getting from point A to point B isn't just a logistical question — it's also a question of choice for them.

DO I WANT TO **MOVE**?
HOW WILL A MOVE AFFECT MY **FAMILY**?
WHAT'S MY CURRENT **HOUSING** SITUATION?
IS THIS A **RISK** I AM WILLING TO TAKE?

Not surprisingly, many employers are also weighing the risk of relocation.

No company wants to relocate an employee only to have them leave before that investment pays off.

Today, the typical order is to wait until you're further along in the recruiting process — maybe even to an offer phase — before revealing the details of relocation assistance.

Given the weighty nature of the decision to move for work, an effective talent acquisition strategy should consider using relocation as an incentive to attract candidates **earlier** in the recruiting process.

Rather than waiting until after a job offer is made, relocation benefits can be used early on as a tool to address a candidate's interests and needs in ways that set them up for ultimate job success.

In this e-book, we cover four ways relocation can help an organization improve their recruiting efforts.



“Relocation can help lure new hires, retain current employees by giving them career development opportunities, and advance business development and operations by ensuring the right talent is in the right place at the right time.”

— Society for Human Resource Management

NO. 1

EMPLOYER BUILDING

Relocation benefits are a great way to stand out from other companies. As candidates are often evaluating multiple offers in this competitive environment, relocation can be a deciding factor — even when compared with a local employer.

Not just that, offering relocation benefits is a powerful employer branding tool because it conveys and reinforces your mission, vision, and values. Relocation shows that you're willing to invest early on to ensure that employees are personally and professionally prepared to work with you.

If candidates sense that you're willing to invest in them, they're more willing to invest their energy in you — and in that sense, they're more likely to be long-term, productive employees.



Relocation benefits help reject a commonly held belief about recruitment — that it is strictly transactional.



NO. 2

CANDIDATE EXPERIENCE

Changing jobs is stressful enough, but relocation adds another layer of stress to the transition. In fact, other than dealing with the death of a loved one and divorce, moving is widely recognized as the third most stressful event in someone's life.

The right relocation benefits can go a long way toward enhancing the candidate experience by reducing stress and uncertainty, as well as encouraging a positive attitude toward the company and new job.

When things go wrong in the recruiting process, it's often due to misalignment of candidate and organizational needs. Having clear, compelling relocation resources for candidates — something more than cutting a check, which doesn't help with many of the stresses of moving — goes a long way to developing a positive relationship early on with candidates.



Nearly 4 in 5 candidates say their overall candidate experience is an indicator of how a company values its people.²

² <https://resources.careerbuilder.com/guides/candidate-experience-guide>

NO. 3

PERSONALIZATION AND PARTNERSHIP

Today's candidates want to play an active role in their own relocation. That doesn't mean they want to oversee the details of the process, though. It simply means they want you to provide support in ways that are meaningful to them.

Moreover, an effective relocation program will help ensure that people will be ready to focus on work on their first day. That's difficult if candidates are responsible for planning and executing their own moves fully. They'll be stressed, and work may be the last thing on their mind.

At the same time, your talent acquisition staff will be better at bringing in the right talent if they're able to personalize relocation packages for the discrete needs of candidates.



Every individual has different needs, so candidates expect a personalized approach to helping them manage relocation.



NO. 4

SUPPORT AND GUIDANCE

Providing the right level of support and guidance — as opposed to lump-sum payments or inflexible policy approaches — can help ensure that candidates are engaged with the relocation process.

Supporting candidates begins with actively listening to them to understand their needs. One of the benefits of partnering with a relocation management provider throughout the recruitment process is that people sometimes feel more comfortable divulging concerns to third parties than their potential employers.

Some relocation providers also offer modern technology, which makes what used to be a tedious, arduous, highly fallible process far more efficient, effective, and impactful. You can use technology to offer comprehensive relocation services with vetted suppliers in an easy-to-use platform — making it entirely possible for employees to self-manage the process, while providing all the support they need.



REAL-LIFE STORY

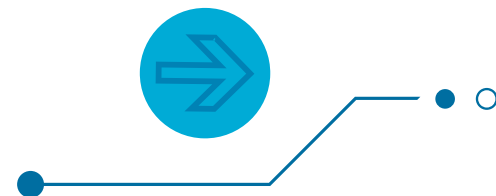
HOW ONE HIGH-GROWTH SOFTWARE COMPANY USED RELOCATION TO ATTRACT **BETTER CANDIDATES**

A software company's tech innovation center was located 1,000 miles away from most of the talent they were looking to recruit.



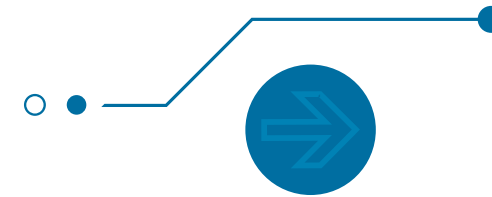
THE SITUATION

The company partnered with NuCompass to set up recruiting nights in key areas where they were trying to recruit talent. During these events, NuCompass explained the company's relocation benefits, highlighted the advantages of the destination, and provided information about the relocation process, including policy grids, infographics, school and housing information, and moving checklists.



HOW WE HELPED

By involving NuCompass early in the process, candidates gained a better understanding of the support they would receive. Some candidates also divulged individual concerns to the NuCompass staff that they otherwise may not have told their potential employer.



RECRUITING RESULTS

As a result of including NuCompass at the recruiting event, the company increased the number of candidates interested in moving to the tech center. The company was able to focus on candidates who were most interested in relocating, improve the positioning of its brand compared with competitors, and demonstrate the support that would be provided to the candidates.

Moving is a stressful and time-consuming process. When you add in a new job, it only amplifies the strain.

By addressing relocation issues with candidates early on in your recruitment process, you can attract more candidates who may have otherwise not been interested in the position. At the same time, some candidates may opt out and you can focus on engaging the right talent.

In the end, offering the right mix of relocation benefits and support with an experienced provider is an important way to inform and inspire people to come work for you, build your company brand, and keep high-value employees.



