



THE ULTIMATE GUIDE TO BUILDING A RELOCATION PROGRAM

Whether you already have a program in place that needs review, or you are starting from scratch, the following considerations are an important part in crafting your relocation program.

Company Culture:

Although sometimes further down the list, this is the number one priority. The benefits you design should be thoughtfully matched to your company's core values and your other benefits and processes. For example, if you are a pet-friendly workplace, be sure to consider including pet benefits in your relocation program.

What are Your Mobility Goals?

Setting your mobility goals prior to designing your program are a crucial step for success. Some area to consider:

- **Is your goal to manage mobility costs?**
- **Plan for any global needs!**
- **Do you need to attract and retain executive positions?**
- **Are you opening office or relocating employees to rural areas?**
- **Do you have a role you need to fill in a new global market?**
- **Is there a need to carve out a readily mobile workforce/role - like a roving trainer or group that opens new facilities?**
- **Do you have a 'difficult to recruit' position or location?**
- **Is there an opportunity for short-term assignments to leverage talent and offer career enhancement?**
- **Do you have a group move to a new or existing location?**

Design policies or tiers that look at the big picture, including interns, rotational programs, internal movement and promotion, potential commuter benefits, and external hires. Use your mobility program to strategically groom and retain top talent while offering benefits that support financially while offering a positive employee experience.

Budget: “How much does it cost?”

There is no way around it, everything does have a price tag. Picture a timeline, with cost at one end, and employee experience at the other, then try to decide where you want your benefits to fall – will they lean more toward lower cost or more toward the *ultimate experience*? As expected, most want to fall somewhere in the middle, but budget decisions will affect the program you design.

Built in Flexibility

Whatever the budget or target spend, **the trend is to be flexible with the benefits**, and here is how:

- Give your employees the options between a van line to move, full-service container move or a rental truck.
- Allow flexibility for travel including home finding trip dates, trips home, and final move.
- Temp housing flexibility can go a long way to support employees
- Consider offerings such as partner career support.
- Let the employee’s unique personal needs define how they use the budget.
- *Expert Level Consideration: add a rider to the policy to offer extra services in some situations/levels.*
- Consider a range for budget caps within each package based on pay grade or job title.

Repayment Agreement:

A Repayment Agreement outlines the employee’s requirement to repay funds spent by the company on their relocation should they leave the company within a set time frame.

The most common repayment term is a two-year window: if the employee leaves within one year of their start date in the new location they will owe 100% of funds paid; if leaving after one year but before two years, they owe 50%.

Tax Assistance/Gross-up:

Whether paid directly to the employee or paid on their behalf – All relocation expenses are considered taxable income to the employee (only exception is for home sale expenses through a buy-out program). It is important to define how you will handle taxes on the relocation benefit?

Most companies offer ‘tax assistance’, aka gross-up, covering all or a portion of relocation benefit taxes for the employee on all benefits they cover. There are varying degrees of gross-up and Relocation Today can work with you to define the coverage that works best from a cost-perspective, employee-perspective, *and* that works with your payroll system (and your payroll team).

The Employee Experience:

Using a Relocation Management Company is a strong plan to keep your company IRS compliant, expenses managed and tracked, and have professionals managing the process.

The real reason you should consider hiring an RMC – Relocation Today specifically: **The Employee Experience**. If there is a buzz phrase carried forward, it will be the ‘Employee (or Customer) Experience’! In a world where recruiting is competitive and retaining top talent is crucial, an outstanding and memorable experience is the ultimate goal. You need your key players to want to move again if you need them to, and how they felt about their relocation will play into that decision.

Services and Benefits:

There is a plethora of benefit options to consider, Relocation Today works with our clients to assist in developing a tailored program that will support all of the areas above. We customize what services are offered, and structure each category (number of days of temporary living to be offers, how many home-finding trips, etc.). With many options, our team takes what can feel overwhelming and makes it feel like a walk in the park.

- ✓ Cost Estimates
- ✓ Cost Projections
- ✓ Needs Assessment
- ✓ Policy Consulting
- ✓ Expense Management
- ✓ Home Finding
- ✓ Lease Break Assistance
- ✓ Rental Assistance
- ✓ Household Goods
- ✓ Sea/Air Shipments
- ✓ Van Line
- ✓ Self-Move
- ✓ Auto Shipment
- ✓ Pet Shipment
- ✓ Temporary Living
- ✓ Cross-Cultural Training
- ✓ Language Training
- ✓ Area Orientation
- ✓ Partner Career Support
- ✓ Education Consulting
- ✓ Destination Services
- ✓ Departure Services
- ✓ Auto Leasing
- ✓ International Wires
- ✓ Property Management
- ✓ Furniture Rental
- ✓ Mortgage Assistance
- ✓ Travel Assistance
- ✓ International Tax
- ✓ Immigration Assistance
- ✓ COLA
- ✓ Home Sale Assistance
- ✓ White Glove Service

Ready to learn more, get sample policies, see pricing, have a demo, or connect for a free consultation?



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