

Introduction

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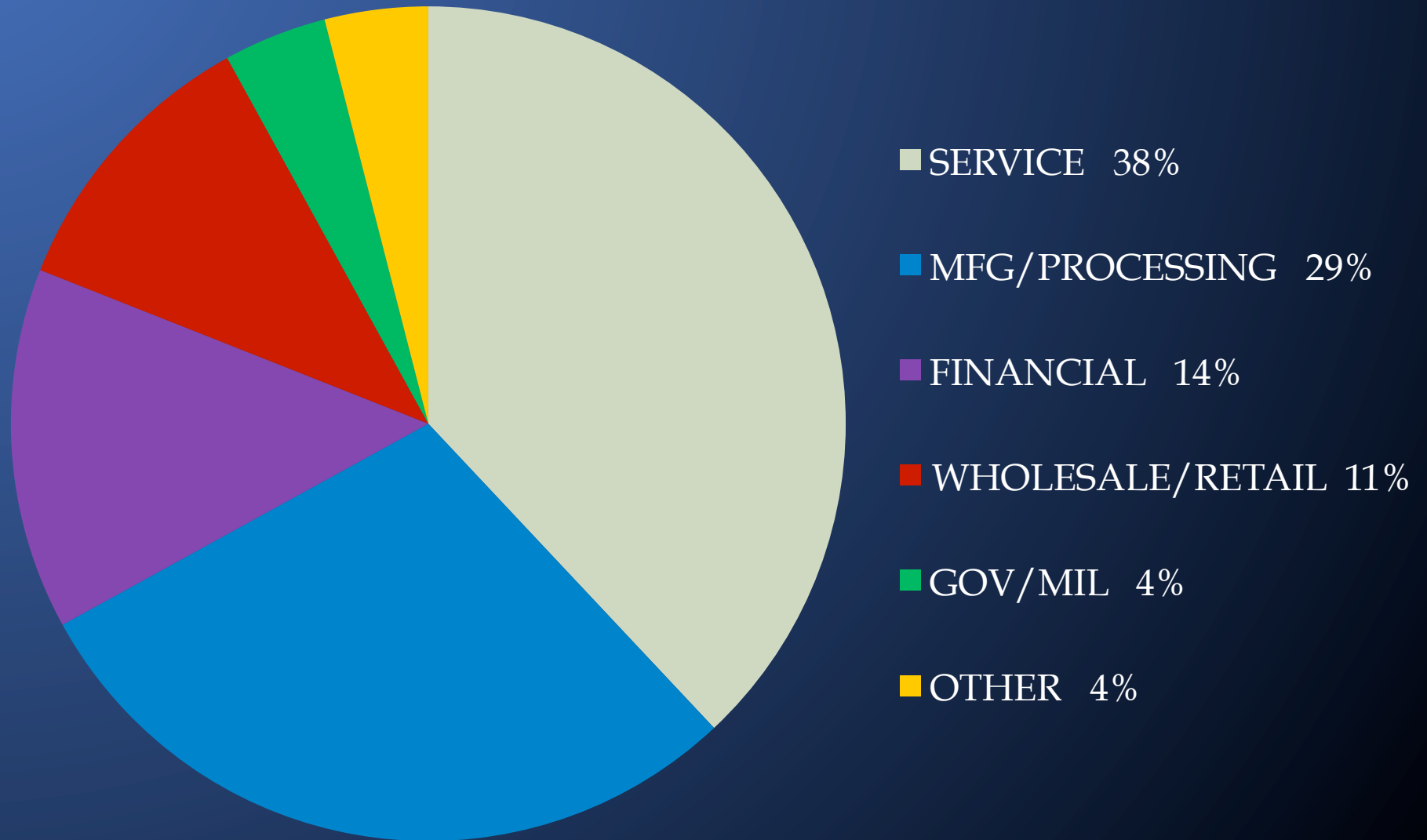
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CORPORATE PARTICIPANT SECTORS



Source: 2013 Atlas Corporate
Relocation Survey



The Role Relocation Plays into the Hiring Decision

- Intent of that employee, especially if they are internal transfer
- Length of assignment (usually a 24 month commitment)
- Talent mobility search exhausted?
- Do they need a full relocation package? Sell home or property management?
- Will you be moving them again?
- Repayment agreement? Only if you intend to follow through... otherwise, not worth the time
- Simply put, relocation truly is the cost of doing business today

*At What Level
Does Relocation Start?*



- Aligned with company's culture and needs
- Majority of companies include exempt employees / midlevel management and generally do not relocate non-exempt (hourly) employees

To Tier or Not to Tier?



- It is important that we define what tiers are and what they are not
- Employees define a “tier” as a level of benefit that differs for transferees who are in the same group or category (*status*)
- A company implements a tier when it elects to treat individuals from that same group differently in terms of eligibility for relocation benefits (*need*)

Best Practice-

- The best practice from both an equity and legal safety approach is to base the eligibility for tiers on salary grades and/or job titles
- This approach is the most defensible and best limits “jumping” to a higher level of benefits

What is the Future of Relocation Benefits?



WHERE WE WERE-

One size fits all

No consideration for flexibility of benefits

WHERE WE ARE GOING-

Tiers certainly add flexibility but eliminates changes based on the need for talent mobility

CORE Flex-

This allows for you the flexibility to adjust the extension of benefits depending on the urgency of need

Considerations



MILLENIALS-

Typically renters (becoming the norm)

Pros- Reduction in corporate spend

Cons – Extremely difficult to service smaller shipments in peak season

LUMP SUM-

Pros- Reduces budgetary strain and need for involvement

Cons- Increases emotional strain on the employee and family
Creates feelings of abandonment

THIRD PARTY-

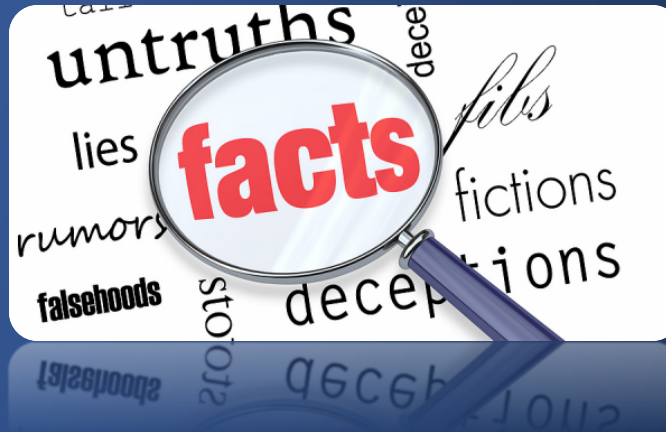
Pros- Less administrative responsibility for the HR staff

Cons- Increased spend with no significant advantage/gain

DIRECT CONTRACT-

Pros- Reduces relocation budget / Validates your worth to CFO

Cons- Need for involvement



77% of the companies surveyed said that their current relocation policy utilizes some aspect of a CORE flex policy

The relocation benefit most commonly used to entice an employee to accept a corporate transfer is...

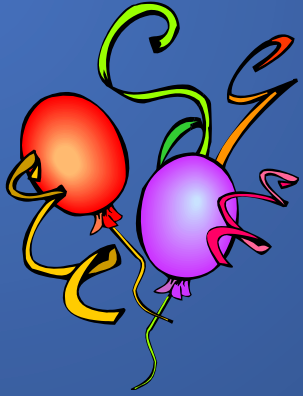
EXTENDED TEMPORARY HOUSING

The #1 reason an employee gave for refusing a relocation is...

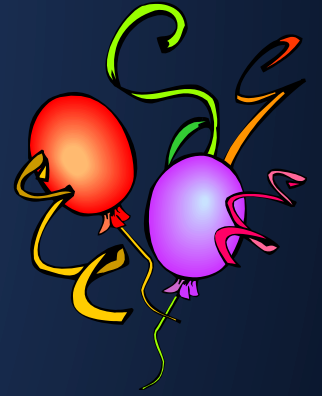
FAMILY ISSUES/TIES

That 54% of all relocation assignments are affected by the employment status of their spouse/partner...

...but *only 40%* of those firms surveyed offer spousal employment assistance



POP QUIZ!!!



What luggage company rebranded in 1966, taking it's name after a legendary strongman?

SAMSONITE

What well-known moving company shares a name with another super strong being?

ATLAS !!!

(of course) ☺

Thank you!

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