



# Why relocation sucks in 2023

And why that matters for  
People leaders

AUGUST - 2023



## Introduction

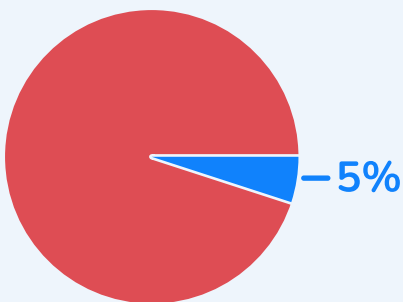
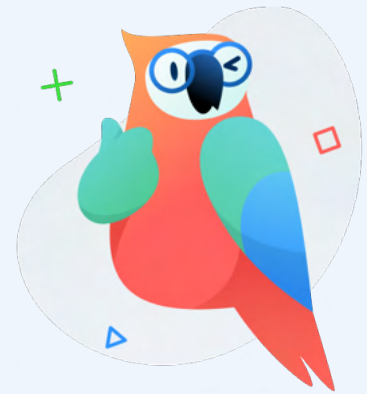
Relocation is a source of **infinite opportunity**.

It's a life ambition for a lot of people, and many of those who've done it can attest to what an amazing experience it is. It's a chance to be immersed in a different culture, meet new people and experience new sights and sounds, broaden one's horizons and gain new perspectives.

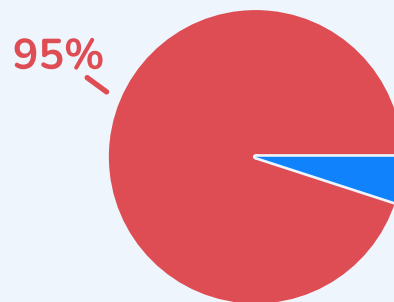
And it doesn't just benefit those moving - it's a massive advantage for People leaders supporting them too. Hiring from overseas gives access to better talent from a wider pool, and brings more diversity and creativity to businesses. It's also a very attractive perk, both when it comes to onboarding new hires and retaining existing talent, helping you stay competitive in the market.

However - **relocating sucks**.

While most people dream of doing it, relocating is ranked as the third most stressful experience that a person goes through in their lifetime, after death and divorce!



There are over **60 million** relocations every year, and of these, only **5%** receive support. These tend to be traditional corporate movers, and receive help from their company or relocation specialists to make their move.



That means a whopping **95%** of people relocating today are going it alone. And we're here to share just how bad an idea that is - not just for those moving, but their employers too.



What's more, even for those **5%** who receive support, it can still be a poor experience because relocation has traditionally been so expensive. According to ARC Relocation, a relocation package costs between **\$19,000** to over **\$100,000**, and many companies just cannot afford these figures for a high proportion of their moving population.

In other words, it's simply not possible for everyone to benefit from a heavily supported, fully managed relocation package worth upwards of **\$25,000**.

- ✓ A huge proportion only receive a **cash benefit** - this approach carries a large number of disadvantages, which we'll dig into later on.
- ✓ Another large portion only receives a **few hours' support**, for a process that realistically takes anywhere between one and six months to complete.

It's worth taking a look at some of the biggest hirers in the world, such as Google, Amazon and Unilever. What they have in common when it comes to recruitment is that they use relocation to attract the best talent, and have very comprehensively thought-out programmes that enable them to provide a high level of quality support while keeping costs per assignee low. By following the right example, you can easily learn how to do the same!

In this piece we'll break it down into three key concepts:

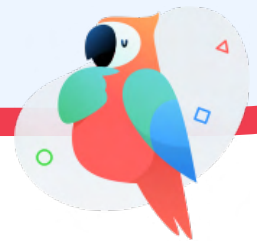
1. Why relocation sucks for assignees
2. Why relocation sucks for People leaders
3. How to massively improve the relocation experience (in a low-effort, low-cost way!)



Let's get started!







## Part 1: Why relocation sucks for assignees

Of course, People Leaders looking after relocating employees will of course want to be able to help them as much as possible through what can be a highly stressful and daunting experience.

However, in reality there often just isn't the budget, time and resource available to be able to do so. It's easy to feel powerless when the budget is under \$10k per employee - barely enough to pay for 30 days in temporary corporate housing, let alone specialist relocation guidance.

Yet, the time and effort that relocating requires of an employee, and the significant toll that it takes on them, must be taken into account. When assignees describe their experience, words like **"stressful"**, **"labour-intensive"**, **"arduous"** and **"overwhelmed"** come up a lot!

Putting oneself in the shoes of those moving - it's a biggie! Quite simply they're uprooting their whole lives and starting again - not to mention that many junior employees will be moving for the very first time, and when going it alone, it can be a really sucky experience. (And this has massive implications for the company, in turn - which we'll explore in Part 2!)

Here we'll walk through all the reasons that relocation sucks for assignees, breaking it down into five chunks.





## 1 - Lack of knowledge - about relocating, and the destination itself

### PerchPeek mover insight:

*“Everything was new for me. Finding a new home in a completely new location and environment is a challenging and daunting task.”*

Sourav, UK 



One thing that makes relocation exciting but hugely daunting is that it's a leap into the unknown!

For most people moving to a new destination, there's a massive knowledge gap around:

- ✓ The many processes involved in relocating (we'll get to that later!)
- ✓ The city (and country) itself - what it's like to live there as a newcomer
- ✓ The pitfalls to avoid as a relocater
- ✓ The timelines, effort and budget they should expect to commit to the journey
- ✓ The best information sources and service providers

There'll be loads of questions cropping up as they go through the process. And when assignees relocate without support - or with just a few hours of consultant services, or an amount of cash in their pocket - the onus is on them to find the answers.

A lot of movers in such a situation resort to trawling through Reddit forums and expat blogs, and putting in hours of Googling. And this leads to many challenges:

### 1. Information overload

This scheme is to be expanded for Australian and UK citizens - keep reading for a full summary of the changes further down (under)!

### 2. It takes ages

Carrying out this research and verifying information takes a lot of time - time that assignees really need to be spending on their work. The high effort required causes a lot of stress, and rushing through can quickly lead to errors being made.

### 3. Lack of trust

People naturally want to take advice from people they trust, to feel more comfortable and confident in their decisions, and Googling answers lacks this factor. This lack of trust may also extend to creating a bad first impression of the company.

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## 2 - Competing in the world's most challenging rental markets

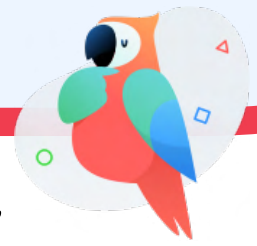
### PerchPeek mover insight:

*"While I was looking forward to moving to a new city, I was dreading the actual house hunt. Especially since I had very strict requirements in a super competitive market."*

Tanesh, Canada 🇨🇦



Housing markets are pretty nuts around the globe right now. In many of the world's major cities, demand for rental properties is massively outstripping supply, meaning competition is fierce and rental prices are skyrocketing - by as much as **15%** in some locations in one year alone!



To illustrate the conditions that hopeful home-hunters are grappling with, here's a snapshot of two cities with crazy rental markets:

### Berlin

- ✓ A one-bed flat in the German capital costs **€1,700-€2,000 per month**, up **7-10% YoY**
- ✓ Property listings only stay online for **1-2 days** before they're snapped up
- ✓ For every **50-75 applications** sent, assignees are only invited to **1-2 viewings**
- ✓ Landlords often invite **20+ applicants** to view their property (sometimes all at once!)

### New York City

- ✓ According to Zumper, a 1-bed unit costs **\$3,995 per month**, up **45%** since July 2021
- ✓ Competition is fierce - **1 in 5** new leases in Brooklyn & Manhattan involve a bidding war
- ✓ Home-hunters will need to make at least **5 enquiries** to secure 1 viewing
- ✓ Temporary accommodation costs **150-200%** of the price of a long term rental

And there are many other places around the world - such as capital cities, major industrial hubs, tourism hotspots and areas with limited residential developments - where rental markets are extremely challenging due to soaring prices and lack of supply.

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Plus, aside from rising costs and the supply and demand issue, it's difficult in other ways:

- ✓ The time and effort needed to carry out the search (which we'll get to shortly!)
- ✓ The risks of being unfamiliar with the nuances of the local housing market
- ✓ Gathering together the required paperwork
- ✓ Standing out from the crowd in a very competitive environment



Sure, there's the option to enlist the services of a realtor or broker, and while in some markets this is the standard procedure to follow (indeed, in certain locations such as New York City, it's a necessity), in most cases it's not advisable. Their commission eats into the assignee's relocation budget, plus they tend to be biased towards certain providers.

In short, when relocating employees go out alone into the world's most competitive rental markets, their chances of securing a home quickly and easily are far, far lower, meaning a much more stressful and lengthy process and more money having to be spent on temporary housing.

**PerchPeek mover insight:**

*"Knowing how hard it is to relocate to Ireland with the current housing crisis, we came with lots of uncertainties. As we thought, it was extremely hard to navigate in the property market."*

*Dasun, Ireland 🇮🇪*



### 3 - Difficulty of managing many fragmented processes

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**PerchPeek mover insight:**

*"They say moving to a new country can be stressful. They have no idea! Every single little thing makes a big difference when you don't know how things work."*

*Edna, US 🇺🇸*



Of course, when embarking on a relocation adventure, it's not just about being signed onto a new payroll, getting a visa and finding a place to live - there's so much more to it than that!

Here's a mere snapshot of the 25+ processes and services that movers could need to sort out:

### 1 Pre-Departure

- ✓ Visas and residence permits
- ✓ Temporary accommodation
- ✓ Shipping
- ✓ Airport Transfers
- ✓ Car rental
- ✓ Pet relocation
- ✓ Education guidance

### 2 Upon Arrival

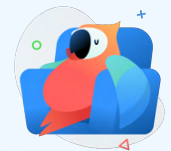
- ✓ Local Registration
- ✓ Bank Account
- ✓ Mobile Phone
- ✓ Health insurance
- ✓ Cultural and language training
- ✓ Transportation

### 3 Home-Finding

- ✓ Property searches
- ✓ Property visits
- ✓ Required documents
- ✓ Formal application
- ✓ Contract review
- ✓ Check-in arrangements

### 4 Settling In

- ✓ Utilities setup
- ✓ Rental insurance
- ✓ Furniture
- ✓ Driving licence
- ✓ Car registration
- ✓ Local area information



Many younger employees who've never moved before will be grappling with all these processes for the very first time. And even for those who've done these things before, they still won't be familiar with the authorities to contact, paperwork to prepare, and perhaps even the language.

What makes it harder when organising a move without support, is that each of these processes are not only handled by 25+ different suppliers or official bodies, but also through a confusing mix of platforms - some may be in-person only, some telephone-only, and others stick to email.

## 4 - Huge amount of time and effort needed

### PerchPeek mover insight:

*“When you’re arranging and researching everything on your own, you’re not only spending time but going through a lot of mental stress and anxiety.”*

*Madhurima, US* 🇺🇸



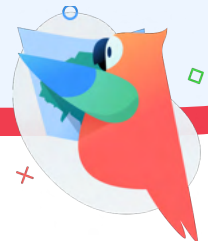
If you haven’t had to do it before, or perhaps haven’t had to relocate an employee before, relocating is a really big deal! It takes a massive amount of time and effort to pack up a whole life and start over, especially when doing it unsupported.

Here are just a few of the tasks that transferees have to find time for:

- ✓ Searching for a home, of course - sending enquiries and attending viewings
- ✓ Finding suppliers for services and comparing quotes and SLAs
- ✓ Managing their budget and striving to make cost-effective decisions







Of course, everyone's needs are different, but in every scenario, unsupported employees have to devote a ton of time and effort to making arrangements. Here are a few example situations:

- **Junior employees**

These youngsters are most likely to receive a lump sum instead of actual support, yet they may never have moved before. This means a lot of research ahead, coupled with the pressure of carrying out the move as cheaply as possible.

- **Employees moving with families**

They may well have moved before, but this move will be complicated by extra considerations around travel arrangements, registration, partner employment, daycare, schooling, family health insurance, and the list goes on!

- **Newly acquired talent**

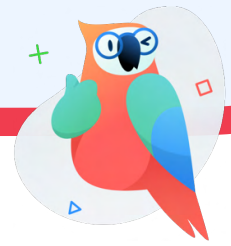
For those about to start a brand new role, much of their time and headspace will be focused on making a great start with their new team, manager and company. The time and effort to plan a whole relocation is a lot to throw into the mix!

**PerchPeek mover insight:**

*"First time mover here. I had severely underestimated the level of effort it takes to find a new place, but that became apparent very quickly after I started looking for an apartment."*

DH, US 





## 5 - The current support solutions often don't work



For those employees that do receive a relocation support package through their company, the actual support on offer is often not fit for purpose. Let's dig into a few examples:

### **Managed packages**

*(Providing a predetermined set of fixed relocation services)*

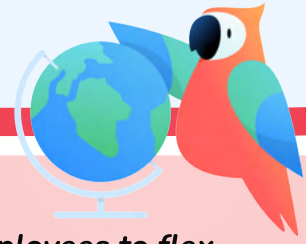
- ✓ Typically, costs are much higher due to working with premium suppliers
- ✓ For this reason, this option is only available to a tiny proportion of relocating employees
- ✓ In reality, very little 'personalised' support is actually provided
- ✓ Employees can't use this budget for other services that are important to them

### **Half-day consultant support**

*(Providing home-search assistance for one five-hour period)*

- ✓ Very little valuable support can actually be provided in half a day
- ✓ Employees are likely to receive unsuitable property recommendations
- ✓ The employee experience is consistently reported as extremely poor
- ✓ Movers really need support all the way through their relocation process





### Core-Flex models

*(Providing pre-determined core support services, and allowing employees to flex remaining budget to the additional services that they choose)*

- ✓ This model is a step in the right direction but it's still often not implemented well
- ✓ Core services can be too limited for what employees actually need
- ✓ While some policies include the caveat that flex is only allowed when using a specific set of high-priced providers
- ✓ This restricts employees just as much as a managed policy

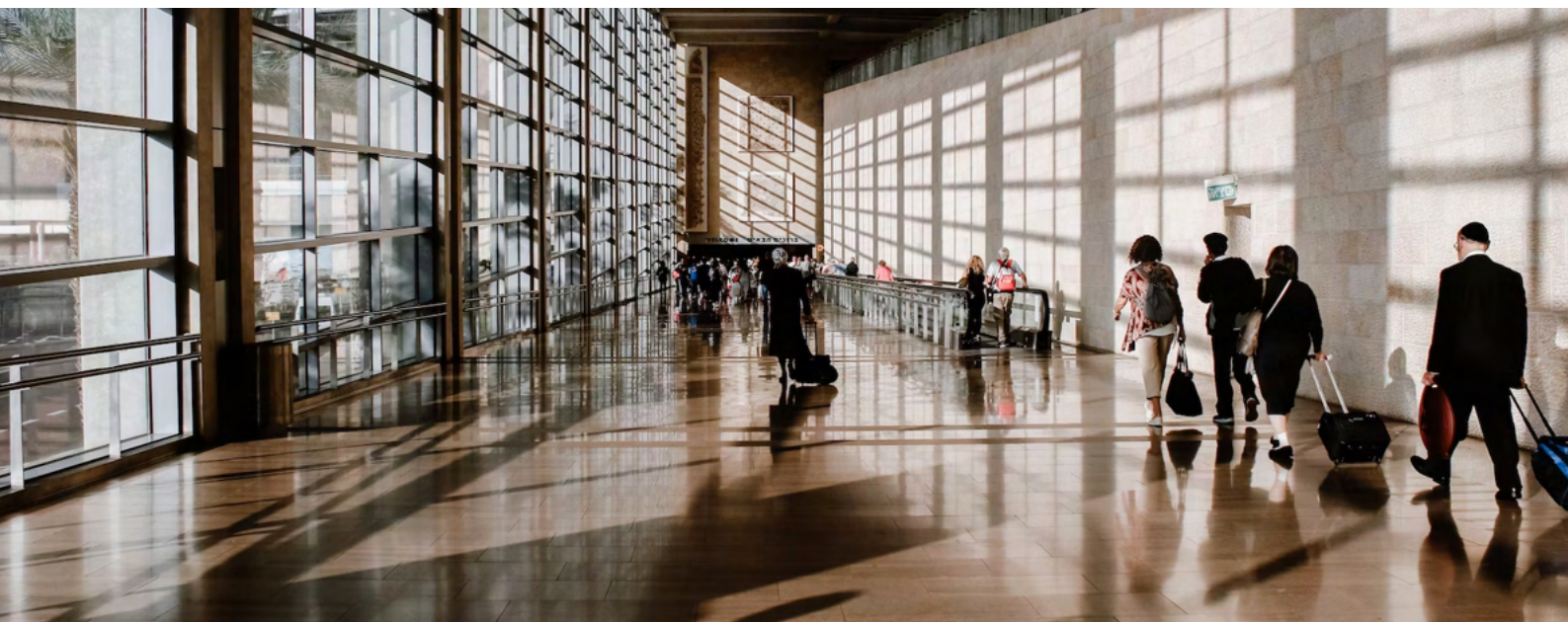
### Cash lump sums

*(Providing a cash allowance that employees may use however they choose)*

- ✓ Employees are given no guidance, leaving them feeling abandoned and stressed
- ✓ Their inexperience managing a relocation budget leads to frequent struggles
- ✓ They're more susceptible to scams and paying over the odds for services

In summary, the relocation experience can be poor for a variety of reasons, from lack of knowledge about the destination leading to delays and errors of judgement, to having to spend a huge amount of time and effort to the cause (often instead of dedicating this headspace to their actual role), to trying to secure a home in crazily competitive rental markets.

And since people are of course a company's greatest asset, seeing them go through such a poor experience is a heavy burden to bear when it's your role to look after their wellbeing. What's more, there are many ways in which a bad relocation experience can have a negative effect on a company. In the next section we'll consider why a poor experience matters if you're managing global mobility strategy and acquiring new overseas talent.





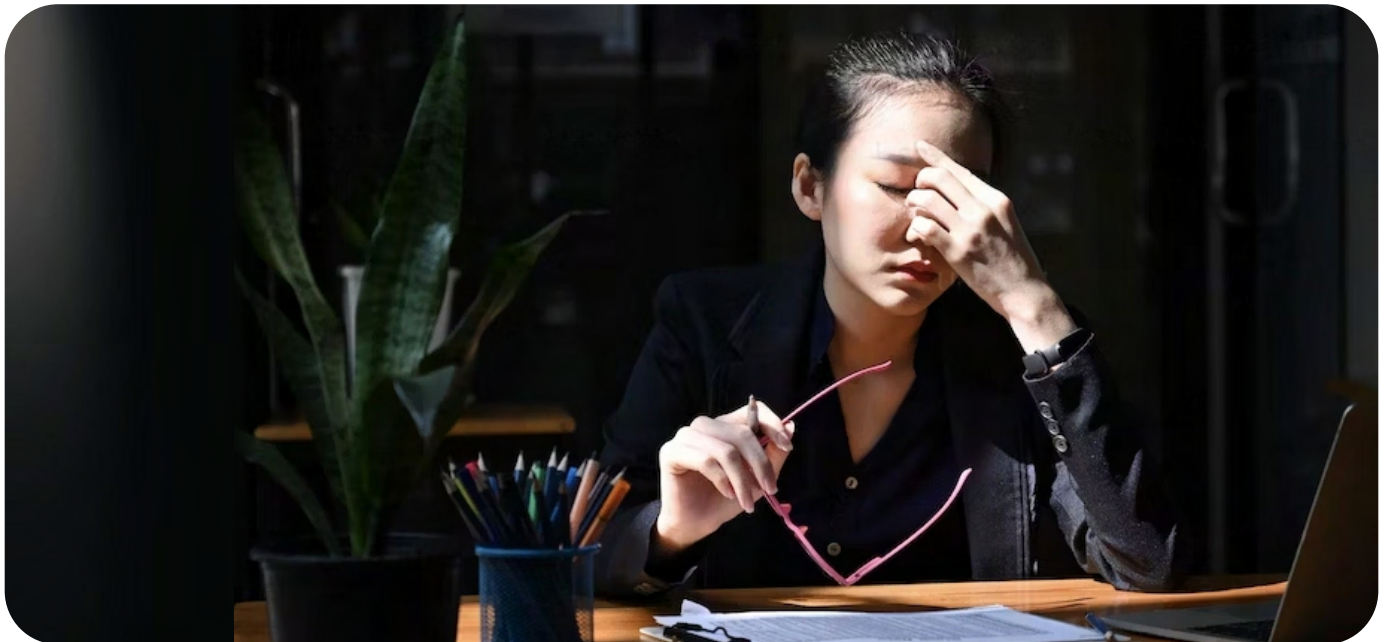
## Part 2: Why relocation sucks for People leaders

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So we know how bad the relocation experience is, but why does that matter from the employer's point of view? Sure, moving is stressful, but as long as employees reach the destination and aren't out of pocket, the goal is achieved, right? Of course, it's not as simple as that.

There are many ways in which a sucky relocation experience has repercussions on a business, from putting extra strain on People teams, to losing out on potential new hires to competitors!

Here we'll walk through the five main reasons why this problem really matters.



### 1 - Pressure on People Team time and resources

As we've talked about, relocating assignees have a huge amount to manage in what's largely unknown territory. Employees at all levels are bound to have a lot of questions, from junior staff who've never moved before, to senior executives with more complicated requirements.

Within the PerchPeek platform, our team exchanges on average 500 instant messages with every mover! Most assignees have a range of questions around standard topics, such as:

- Visas, residence permits and local registration
- Temporary and long-term accommodation
- Daycare and schooling, for employees moving with children

To complicate things, these questions are often for multiple specific locations with which their HR Leader is unfamiliar - meaning they need to carry out research themselves to answer them!

Plus, every mover will have extra queries around the things that matter to them - for example:

- ✓ How much tuna can I bring into the country?
- ✓ What type of boots should I buy for the weather?
- ✓ Where's the nearest salt water Olympic-sized swimming pool? \*

*\* All real questions that PerchPeek have been asked 😊*



As People Leaders for assignees relocating without a defined support system, you're likely to be their first port of call for the many questions on their mind. And fielding all these questions and researching the answers can be a massive drain on time and resources.

And of course, in 2023, this pressure on HR teams is a bigger issue than ever. Layoffs and budget cuts mean teams are continually expected to do more with less, meaning it's an incredibly tough challenge to prioritise anything other than the most vital tasks.

According to PerchPeek's client data, those in HR supporting relocating employees gain on average **half a day back** for every assignee that we support. And when you're relocating a lot of employees, that quickly adds up to a lot of time - time that could be better spent on other business priorities.

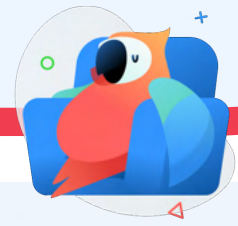
## 2 - Wasted budget

Poorly managed relocations have an adverse effect not only on HR Teams' time and resources, but their budgets too. It's easy for costs to mount up when they really don't need to! And of course, in 2023 we're seeing budgets being cut left, right and centre, making it even harder.

Here are the three most common pitfalls:

### **Cash lump sums - poor cost control and management**

It's tricky to work out the right amount of money to provide. If it's too much, that's simply wasted money that employees then use on irrelevant things. If it's too little, employees may struggle to find cost-effective providers and in the end will need to request extra budget. (In both cases, the stress of having to manage the entire move can easily affect an assignee's work - read on!)



### Providing services that aren't needed or wanted

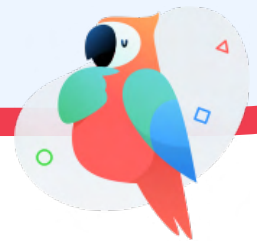
Even when assignees receive defined relocation support, costs are often wasted. For example, we've worked with a major retailer that used to give all employees a huge shipping container worth \$10k as part of their relocation policy. One of their young movers with very few personal belongings had nothing to ship, so ended up buying bicycles in the UK to try to fill her container!

### Extra costs for additional support and services

When assignees are saddled with the responsibility of managing their budget effectively and finding their own providers with no expert assistance, it's easy for things to go wrong. Supplementary costs often crop up, such as a longer-than-expected stay in temporary accommodation, or access to costly local consultants for much-needed relocation support.







### 3 - Reduced productivity at work

An unsupported relocation easily leads to reduced productivity and missed deadlines, meaning the business ends up suffering financially. Lost productivity is caused by two main factors:

#### 1. Logistical delays

Since assignees are unfamiliar with the various procedures they need to follow, they can easily run into difficulties. Common issues include:

- ✓ Visa or other immigration delays
- ✓ Problems finding accommodation
- ✓ Struggling to get paperwork in order

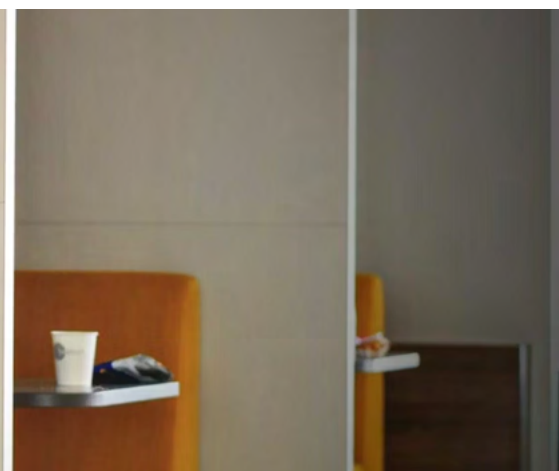
Logistical issues like this can cause delays to the assignee's start date in their new destination. And even if they're able to work remotely while in the process of moving, the extra time spent resolving these problems can easily have a negative effect on their work performance.

#### 2. Mental health decline

It's important to consider that mental health in the workplace is already a cause for concern:

- ✓ In the UK, **1 in 6.8** people experience mental health problems in the workplace
- ✓ In the US, **76%** of workers reported at least one symptom of a mental health issue in 2022, up from **59%** just two years previously

When you add the stress and isolation that can result from a poorly executed relocation, mental health decline is a real risk. Of course, when staff are feeling low, they're going to struggle to perform to the best of their ability at work, meaning productivity also declines.



## 4 - Risk of failed relocations

When relocations go badly, you don't just risk employee unhappiness and lost productivity. More seriously, often assignments fail altogether - the employee decides it's not working out and returns to their original destination earlier than expected, without achieving the desired goals.

And when we say 'often', we mean it!

- ✓ According to INSEAD, **between 10% and 50% of relocations fail**
- ✓ HR News has found that **40% of overseas assignments are judged to be failures**

According to employment platform Globalization Partners, common reasons for relocation failures include lack of communication, unrealistic expectations and family dissatisfaction.

The last factor is certainly not to be underestimated. An assignee's partner and/or children not settling well is what causes 70% of these failed moves! Uprooting everything and starting again in a brand new destination can lead to homesickness, culture shock and isolation. When movers don't receive support beyond a sum of money, these difficulties are far more likely to rear up.

This plea from a real-life mover to their PerchPeek consultant sums up how tough it can be:

*"I'm feeling really lonely and I'm thinking about leaving and returning home. Do you have any ideas on how I can feel more at home in my new city?"*

And crucially, failed assignments are a big blow to businesses. The repercussions include:

- ✓ Missing business objectives and the financial losses that this entails
- ✓ Extra expenses of repatriating employees
- ✓ Pressure on People Team time and resources
- ✓ Huge wasted costs spent on each failed relocation



In 2023 - a hugely challenging time of mass layoffs and budget cuts - businesses are having to make their budgets and resources stretch further than ever before, and simply can't afford to risk missing business objectives, and wasting time and efforts on fruitless endeavours.



## 5 - Losing out on existing and new talent

As you'll know well, a company's people are their most important asset. As you may not know, failing to provide adequate relocation support means you're at risk of losing yours, in two ways:



### 1. Failing to retain your existing talent

The world of work has shifted massively lately, with more and more employees in 2023 seeking opportunities for hybrid or remote working and broadening horizons through digital nomadism.

According to Globalization Partners:

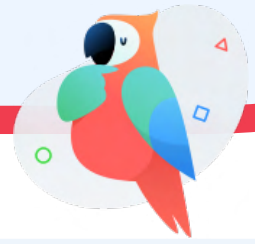
*“Poorly crafted relocation packages are a turn-off to new hires and established workers alike. If you're not careful about managing your relocation assignments, you may end up with employees leaving your company in search of better options.”*



To back this up, the report 'Mobility in Focus: Identifying the Talent-Mobility Disconnect' from Wakefield Research states that **over 30% of UK employees have left a job because they were denied a relocation opportunity.**

By failing to offer relocation opportunities, or by neglecting to provide relocation support above and beyond a simple lump sum, you're putting the business at real risk of losing your people to other companies who'll support them to work in the way they need and want. This of course leads to extra time, resources and funds spent recruiting new people to replace your lost talent.





## 2. Failing to attract the best new talent

There's a serious worker shortage in various industries across the world:

- ✓ It's been predicted that if current trends continue in the UK, there'll be a shortfall of **2.5 million** highly skilled workers by 2030, which could cost the country **£120 billion**
- ✓ Germany has been struggling with a severe skilled worker shortage - data shows nearly **2 million unfilled jobs** in the last quarter, costing the country **€86 billion** per year
- ✓ Highly skilled US-based tech workers are in short supply - management consultancy McKinsey estimates the US will be short of **300,000** engineers/tech workers by 2030

In order to address these shortages, People teams really can't afford to stick to a tiny, local pool of candidates. If you're not casting a wide net and hiring candidates from overseas, you're definitely missing out on finding the best talent and filling your open roles more effectively. It's worth noting that some of PerchPeek's clients have used relocation as the answer to talent shortages when they themselves are based in very competitive talent acquisition environments.

On the flip side, if you're already hiring overseas candidates and relocating them, but not providing a well thought out relocation plan or support, it's going to be a lot less appealing to prospective hires. Today's candidates are savvy and they'll be much more keen to relocate for a competitor who cares enough about their wellbeing to support them through the process.

Finally, if hiring from overseas and relocating talent is being poorly managed at your company, well, word spreads fast. Employees and prospective hires won't hesitate to let the world know via platforms like LinkedIn and Glassdoor if they've had a bad experience. This could easily tarnish your company's reputation and dissuade other candidates from coming your way.





## Part 3: How to massively improve the relocation experience (in a low-effort, low-cost way!)

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So, you might be thinking, “I’m never going to try relocating employees” - or that you’ll need to take out a new business loan to fund it if you do! However, you absolutely shouldn’t be put off.

Hiring talent from afar can benefit your business hugely in numerous ways, from giving access to a wider talent pool and better candidates, to improving diversity and breadth of creativity.

And the point is, the issues we’ve highlighted are by no means insurmountable - in fact, it’s surprisingly easy to improve things (especially by outsourcing), at a low cost and with low effort.

Here are our five top tips for making the relocation experience better for everyone involved.

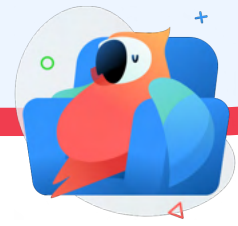
### 1 - Offer real support, not just a lump sum

We hope it’s become clear just how much an unsupported relocation sucks, and not just for the mover. So, our number one piece of advice to improve the experience and your prospects of hiring talent from overseas, is to offer **actual support** as opposed to a cash lump sum!

While a lump sum gives the assignee the financial means to reach their destination, that’s where the support ends. It doesn’t provide them with all the information and emotional support that they need, and carries massive risks of project delays, mover stress and failed relocations.

And of course, it’s crucial to start off on the right foot with new arrivals, or you risk losing them to competitors. Make it easy for them to see you care about their wellbeing!





## Putting a relocation policy in place

The next thing to do is to decide whether to manage relocations in-house, outsource support to a relocation management company, or a hybrid of these two options.

However you decide to proceed, it's a great idea to have some kind of relocation policy or plan structure in place, rather than making decisions on a case-by-case basis - that's a quick way to waste time and resources.

Here are just a few reasons to implement a relocation policy:

- ✓ **Consistency** of experience across locations and functions, as well as from employee to employee
- ✓ **Visibility** of where risks may arise from gaps in your support, and highlighting opportunities to mitigate this
- ✓ **Empowering** employees with knowledge of the help and guidance available to them, helping them feel more valued and cared for

## The benefits of outsourcing support

Many companies aren't aware that they're wasting money when they give transferees a lump sum, and don't realise it could be done in a far more efficient way - one that's actually cheaper, but also gives employees an experience that's more tailored to their individual needs.

Times have changed, and new tech-driven solutions mean great relocation support can be provided at a much lower cost. By enlisting the services of these relocation providers, companies can provide ` , with the assignee free to spend the rest of their lump sum in a way that suits their individual needs.

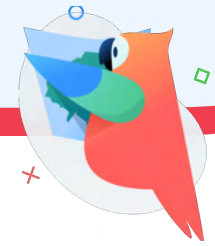
Getting onboarded with an external provider is also not the heavy lift that you might think. For example, with PerchPeek you can get set up and start moving your first transferee in under a week!

## 2 - Combine tech solutions with the human touch

The world of global mobility has totally changed in recent years, and the calibre of relocation support with it. More and more smart relocation solutions are springing up, suitable for an increasingly tech-savvy workforce - augmenting the real life expert support with amazing content, handy tools and speedy answers to all questions.

Here's how enhancing expert assistance with tech-driven solutions leads to optimum support:





## The human touch

For assignees, there's no substitute for knowing there's a real-life person (or team!) who has your back through what's known to be a very stressful experience.

Having access to dedicated, expert consultants who go above and beyond to make their movers feel at ease is what transforms the experience. At PerchPeek we only have to look at our Trustpilot reviews to see what a huge difference this support makes - for example:

### PerchPeek mover insight:

*"It was great just to have someone to ask general moving questions or questions about the area. They gave me a lot of good advice and some peace of mind."*

Tim, Canada 



## New tech solutions

Relocation tech solutions, such as a dedicated app, mean the assignee has all the tools and resources they need at their fingertips. These may include:

- Chat functionality with their relocation support team
- Appointment booking system for property viewings
- Instructions on processes like local registration and banking, plus documents to prepare
- Information on their new city: neighbourhood maps, public transport guides, amenities

Tech-driven solutions also mean a broader range of the latest property listings can be sent to assignees instantly, leading to greater success in tricky rental markets - read on for more!

Benefits for People teams supporting relocating employees include:

- ✓ Full visibility of mover progress
- ✓ Data reporting, enabling actionable insights and cost-saving opportunities
- ✓ Functionality for collecting feedback

In summary, tech solutions mean faster and easier access to resources and consultants, and more success in tough rental markets, cutting down on time and effort spent. They make the relocation process so much better - and are easy and low-cost to provide on a large scale!

### 3 - Help with home-finding in today's crazy rental markets

As we've talked about, offering support in the form of a combination of tech-driven solutions and expert consultants can have a massively positive impact on assignees' success in home-finding.

According to a PerchPeek relocater survey, **nine out of 10 respondents say home-searching is the most difficult part of a relocation**. And that's hardly surprising, judging by just how crazy and competitive the rental markets are in cities all over the world right now.

Here's how tech- and expert-driven solutions can help assignees:

- ✓ **Property search assistance** - sending through the latest listings instantly
- ✓ **Required documents** - helping prepare all paperwork and checking applications
- ✓ **Property visit guidance** - help on how to stand out from the crowd at a viewing
- ✓ **Contract review** - checking for unreasonable terms and helping avoid scams

Many rental markets move so quickly, speed is imperative - assignees need to be able to jump on listings as soon as they're posted, and attend viewings at a moment's notice - otherwise desirable properties will be snapped up within a matter of days, not weeks.

That's why it makes such a big difference to be supported through this process - and that's where that winning combination of **tech solutions and the human touch** comes into play.

It's surprisingly easy to outsource to a tech provider who can ensure that assignees can view property listings alongside all other details of their move in a dedicated app or platform, while expert consultants with proven success in the market are there to help hopeful home-hunters get their paperwork in order and make a great first impression.

#### PerchPeek mover insight:

*"The Dublin property market is terrible and I would have been 10x more stressed moving on my own to a new country if I didn't have expert support to search all the sites and use their contacts to get me viewings and guide me on what to expect."*

*Lizzy, Ireland* 🇮🇪





## 4 - Align with transferees and manage expectations from the start

There's so much to arrange in relocation - from home-finding and local registration to shipping and childcare - and assignees are likely to have their own expectations on timelines and costs.

However, the many ever-evolving nuances between countries and tough market conditions mean such expectations are often out of touch with reality, and it's here where frustration arises.

### Common dissatisfaction triggers:

- Assignees can't find properties within their budget or are being rejected by landlords
- The cost of temporary accommodation is higher than expected
- The relocation process is taking longer than they thought it would

### Tips to manage expectations:

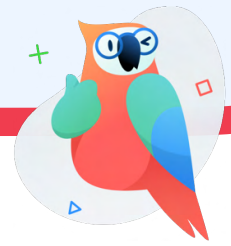
- Have an advisory call scheduled at the beginning of the process, to understand the employee's concerns and individual requirements and to lay out all aspects of the move
- Share the latest data, e.g. rent prices, cost of living, and average search time frames to set realistic expectations on the relocation process for the destination city

Employee dissatisfaction often develops from small issues or frustrations that build up if they're not addressed. However, this can easily be avoided through very simple, low-effort changes in practice. If movers know what they're up against from the beginning, it makes all the difference.

Managing expectations from the start and nipping any niggles in the bud will prevent issues arising further down the line. The result? A smoother, more efficient relocation process, controlled costs, and of course, higher employee satisfaction!







## 5 - With outsourced providers, look for an unlimited support model

When relocation support is on offer but fractured, with a limited number of support hours and only specific services offered, it can mean both low success in the market and escalating costs.

### Disadvantages of limited support:

- If support programmes are limited to a short number of hours, then once exhausted, there's no expert to help the mover without incurring extra fees
- There's no-one on hand to answer small day-to-day questions, leading to frustration
- Lack of consistent support can lead to bigger issues, or even falling foul of scams
- Unsatisfied with the level of support, assignees may request extra services, at extra cost

### Tips to improve support:

- Use an **unlimited support model** so that questions can be asked and answered at all stages, relieving small worries and preventing them from escalating
- Provide comprehensive (possibly outsourced) support at a fixed fee, meaning budgets can be managed effectively and additional costs can be avoided
- If you're supporting relocations in-house, make clear to assignees what services and support they can expect, and offer guidance on elective supplementary support

In short, by offering unlimited support it not only helps you control costs, but it vastly improves the mover's experience. Being free to ask questions at any point without worrying if it's within their allotted support time will ultimately reduce their stress levels and prevent future issues.



## Framestore Case Study

Making 5-star relocations possible for under £5k



### The problem to solve

- Creative studio Framestore regularly had to move talent to hubs in **London, Chicago, Montreal and Mumbai**, on a budget of <£5,000 per employee
- Employees received a **small cash lump sum and no other support**. Stress and tricky processes led to a **negative experience and projects slowing down**.
- Fielding questions and managing moves was a **huge drain on HR resources**, costing **hundreds of hours** - on average **one week's work** per 10 employees!

### The PerchPeek solution

Framestore chose PerchPeek's Pioneer Perchy package, offering:

- Access to dedicated relocation consultants via PerchPeek app
- Full guidance on home-finding in the relevant market
- Information on all other services, e.g. banking, shipping

From just £599 per employee



## Setting employees up for success

- The Pioneer Perchy package means all employees receive **core support**. **Everyone's fairly treated**, regardless of seniority, and no one's out of pocket.
- Re-allocating a **small portion** of the original (<£5k) budget has **cost no more than before** - in fact, Framestore have **broken even!**
- It's **saved hundreds of hours** in HR time, **greatly reduced stress** for all parties, and project deadlines are **no longer at risk**.

### Here's their Director of Recruitment's thoughts on PerchPeek:

*“PerchPeek has been an absolute game-changer for Framestore. Their relocation app is exactly what our more tech-savvy millennial and Gen Z populations need when it comes to relocations. Where we used to be unable to provide significant relocation support to our employees, we can now provide a complete end-to-end relocation solution to them for a fraction of the cost of traditional relocation providers, and our employees love it!*

*We used to just offer a cash allowance to relocators as we struggled to find affordable relocation services that could provide high value support in a range of markets. With PerchPeek, our employees feel incredibly supported throughout their relocation but still get ownership over how they spend their allowance.*

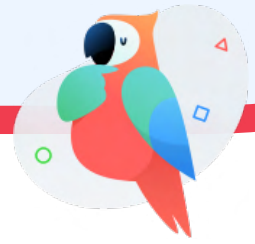
*The support provided by a combination of relocation consultants and the app has saved my HR team hundreds of hours of work, greatly reduced the stress of relocating for employees, and it didn't cost us any more than what we were already giving to our employees in cash and HR support - it was a no-brainer!”*

*Global Director, Recruitment & Outreach - Framestore*

For more information about how PerchPeek transformed Framestore's relocation policy and made comprehensive support available to employees at all levels, check out our [case study!](#)





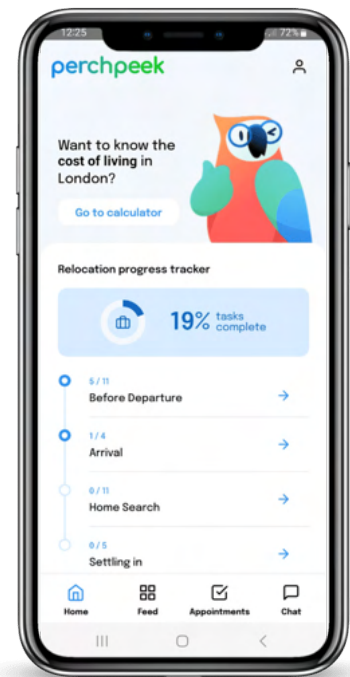


## Conclusion

So, relocation sucks. Or rather, it does when it's not properly supported, which is the case for 95% of people starting their life over in a new part of the world. It involves grappling with confusing bureaucracy and some of the world's most competitive rental markets, requires a huge amount of time and effort, and adds a whole heap of stress for the person moving.

And this can affect your business in ways you might not have been aware of. From the obvious pitfalls of more pressure being put on People teams and wasting budget, to more serious consequences like employee dissatisfaction and burnout leading to reduced productivity, and relocations failing altogether. You might even find it's harming your talent acquisition efforts, if prospective employees are aware of this failing in your repository of work perks.

However, with a remarkably low-effort change in strategy - which may include some targeted and tactical in-house investment, or outsourcing relocation support to a dedicated provider - you can transform this experience. Not only will this improve existing employee retention, having a robust relocation policy is a very attractive perk for candidates open to moving, therefore driving your talent acquisition efforts forward.



## We hope you enjoyed this report!

**PerchPeek** supports employees through every stage of relocation by providing affordable, scalable and high-value relocation strategy and support, powered by technology and global expertise. From designing a policy that covers all essential relocators needs, to adding the personal and emotional touch while focusing on cost-efficiency in all areas, we make relocation a lot simpler, cheaper and happier for companies all over the world.

In particular, **PerchPeek** specialises in making 5-star relocation support possible for as little as \$5k per employee - like we said, it really doesn't need to break the bank!

If you'd like to learn more about how to get relocation support set up for your employees, we'd love to chat - just drop us a note [here](#). We'll be more than happy to arrange a call with you so we can find out more about your needs and answer any questions you may have.