



THE STRATEGIC ROLE OF CORPORATE RELOCATION IN ATTRACTING AND RETAINING TOP TALENT



Introduction

In today's competitive labor market, HR and talent acquisition professionals face increasing pressure to deliver more than just job offers—they must craft “experiences” for potential and existing employees that attract top-tier talent and inspire long-term retention. One often overlooked differentiator? A strategic, employee-centric corporate relocation program.

At North American Van Lines, our research, experience as a leading corporate relocation provider and client partnerships show that when implemented thoughtfully, relocation policies are far more than logistics—they're powerful tools that can accelerate recruitment, support professional growth, and build loyalty in today's mobile, modern workforce.



The Changing Landscape of Talent Mobility

Despite the growth in flexible work arrangements over the past few years, our 2024 Mobility and Mindsets research study revealed that:

- 82.1% of employees who relocated for work would do so again.
- 69% received relocation benefits, with higher job satisfaction among those who received full service support.
- Career growth, compensation, and work-life balance are primary motivators, while challenges like family disruption and cost of living are key deterrents.

These findings echo an emerging truth: a well-designed relocation experience is a recruitment advantage, not just a benefit. Employees view relocation as an investment in their careers—when companies reciprocate with strong support, satisfaction and retention follow.

Top HR & Talent Challenges That Relocation Policies Can Solve

1. Recruiting in a Tight Talent Market

With 33.4% of relocations tied to career advancement and 13.4% involving new hires, relocation programs open geographic hiring pools, removing limitations and giving recruiters the ability to attract specialized candidates regardless of location.

Solution:

Offer customizable relocation benefits (e.g., full-service moves, temporary housing, home sale and purchase support, home marketing and staging, mortgage options, support for the “trailing spouse”, etc.) to differentiate your company’s relocation benefit from competitors – particularly companies who offer lump sum or reimbursement programs only. Both lump sum and reimbursement programs turn the relocation process into more of a burden than a benefit for targeted and existing talent.

2. Employee Retention and Satisfaction

High turnover rates and the demand for career development require programs that align with long-term employee goals. According to Gallup, disengaged employees cost U.S. companies up to **\$550 billion** annually, reinforcing the importance of retaining top talent.



Solution:

Use relocation as a career advancement and development tool. Our Employee Cross Training Guide shows that rotational assignments and short-term relocations improve employee engagement and retention, especially among mid-sized companies with multiple locations. An engaged employee that feels invested in and sees the opportunity to grow within an organization is more likely to stay put.

3. Career Pathing and Succession Planning

Director and VP relocations are often linked to strategic needs like leading new teams, managing M&As, or overseeing major markets. These moves not only fill leadership gaps but build loyalty and engagement through advancement.

Solution:

Align relocation policy with succession plans and clearly communicate career path visibility linked to geographic mobility.

Benefits Beyond Moving

Relocation is often seen as a “cost center,” but it’s actually a **catalyst for business transformation**. Our findings show:

Outcome	%
Better work-life balance	58.2%
Higher earnings post-move	61.9%
Improved housing/living conditions	51.7%

Note: Full-service relocations had the highest satisfaction rates.

Building a Competitive Relocation Policy

Attracting and retaining talent requires HR leaders to move beyond the bare minimum in terms of offerings. Here's how to evolve your mobility strategy:

1. Offer Tiered Relocation Packages by Job Level

From entry-level to C-suite, different roles require, and are often motivated, by different support. Directors and above are more likely to receive full-service moves, while lump sum and reimbursement program benefits are more common at junior levels—but may result in lower satisfaction. The question HR leaders and organizations as a whole have to ask themselves is whether their relocation program is designed to meet short-term or long-term goals.



2. Incorporate Career Development

Relocation should be linked to upskilling and cross-functional exposure. Employees who perceive moves as stepping stones towards leadership and an investment in their future with the organization are more likely to stay engaged long term.



3. Provide Family Support

Support for spouses, children's education, and cultural orientation programs significantly reduce the stress of relocation and increase acceptance rates—especially in dual-income households. One of the biggest challenges to overcome in any relocation is that of the “trailing spouse.” Providing assistance that helps the spouse secure employment in the new location can make a lasting impression on the employee.



4. Optimize for Flexibility

Hybrid and remote work are increasingly common in post-relocation scenarios, especially among leadership roles. Build policies that accommodate flexible work arrangements to ease transition whenever possible. Doing so, even for a short period of time, can assist the relocating employee and his/her family in adjusting to their new home.



Conclusion: Relocation as a Recruitment and Retention Strategy

Relocation isn't just about getting from point A to B. At North American Van Lines, we see it as an opportunity to:

- Unlock new talent pipelines
- Accelerate internal leadership mobility
- Foster employee satisfaction and longevity
- Strengthen your company culture through strategic investment in people



With over 90 years of experience and the highest customer satisfaction rating in the industry, North American Van Lines helps companies turn relocation into a strategic advantage.

Let's Talk

Is your relocation policy helping you win top talent—or driving them away? Let's review it together.

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