

Beyond the Buzzer:
Unpacking Today's Talent Mobility Trends

At the 2024 WERC GWS event, we hosted a trivia session where attendees teamed up to test their knowledge on key facts while gaining insights into today's hottest talent mobility topics. But that's just the beginning! There's a wealth of information to explore on the latest trends and evolution in talent mobility. Pause the timer, dive deeper, and invite your colleagues to join the fun with your own trivia contest!



How much time would you spend arranging your own relocation?

Deeper Dive

Over the last several years, a few workplace trends have shifted the service delivery model of the talent mobility industry, including:

- Mobile employee demand for flexibility and control over their experience
- Mobility professionals carefully monitoring budgets
- Companies recognizing the importance of diversity, equity and inclusion and the need to meet individual needs

While lump sum policies can be a great solution to these challenges, they also can leave mobile employees feeling lost and overwhelmed by the sheer number of decisions – sometimes leading to rushed or incomplete planning in the hopes of just getting everything done.

While mobility professionals may be more hands off with lump sum recipients, support and guidance are still needed to help mobile employees make smart decisions – and to create those exceptional experiences that will produce a positive return on mobility. Every mobile employee, regardless of their policy, should receive personalized guidance and helpful resources.



All trivia teams thought mobile employees spend **more than 20 days** arranging their relocation.



According to a 2023 U.S. Bank study, 68% of lump sum recipient respondents spent an average of **more than 10 days** arranging their own relocation.

Think About It

Put yourself in your lump sum mobile employees' shoes and imagine you're moving from your hometown to Singapore. With your team, walk through the relocation process and see if you can identify any gaps in your company's lump sum support.

- Additional Resources:**
- [Love them or hate them: Lump Sums for Domestic Mobility](#) (whitepaper)
 - [Plan My Move: Introducing New Graebel CitySwitcher[®] Capabilities](#) (blog)

The real estate industry is changing... are your policies?

Deeper Dive

The NAR settlement changed buyer-seller-agent dynamics, requiring all parties to negotiate agent compensation terms. While on the surface the rule change is straightforward, it creates a host of implications for mobility professionals to manage and adds another layer of complexity to an already complex – and often emotional – part of the relocation journey.

Potential Talent Mobility Impacts:



- Possible additional expenses to cover
- Difficulties selling a property
- Lack of consistency from one situation to another

Mobility Professional Priorities:



- Understand the changes and their impacts to your mobile employees and program budget
- Develop solutions that still deliver exceptional experiences
- Evaluate recent home buying/selling relocations to determine if policy changes are needed

With the changes taking effect in mid-August, mobility professionals have had a chance to see how their programs and mobile employees have been impacted (or not!). Now is the time to evaluate and strategize if policy changes are needed.

Teams were locked in, with everyone knowing that **71%** of the companies WERC surveyed were contemplating making policy changes to manage the NAR settlement buyer agent compensation decision, with **14%** having already made changes.

Already Made Changes



NAR Settlement Buyer Agent Compensation Decision



Contemplating Changes

Think About It

When asked about the most common challenge clients face in adjusting their policies to reflect the NAR settlement, Bill Nemer, Graebel's Executive Vice President, explained:



The most common challenge clients mention is, in a word—uncertainty. They need to prepare for the worst-case financial scenario, but that hasn't yet materialized in the market.



Additional Resources:

- [WERC Survey: How Organizations Are Responding to NAR Changes](#) (blog)
- [Explore the Impacts, Implications and Possible Solutions to Changing Compensation Models](#) (blog)

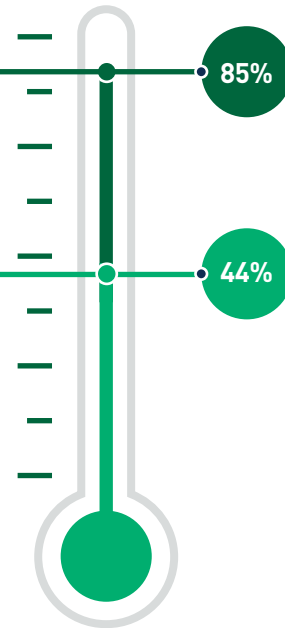
What do you really know about employee loyalty?

Temperature Check

Most teams didn't realize how important their investment in a relocation is to mobile employees.

Most teams thought that only **44% of mobile employees** said their company's investment in relocation makes them more loyal employees.

But in fact, it's twice that! According to Graebel's State of the Mobility Report, **85% of mobile employees** say their employer's investment in relocation makes them more loyal.



Deeper Dive

A relocation opportunity is a sign of confidence in a mobile employee, but giving them the opportunity is just the tip of the iceberg. What's truly important is creating a positive experience for the mobile employee and their family, to ensure the company's investment is returned. There are many ways to support mobile employees while preparing for a relocation, but it all boils down to the same thing: helping them make smart decisions that meet their unique needs.

Think About It

The formula for helping mobile employees make smart decisions is proactively communicating, being available and supportive, anticipating needs and providing personalized guidance. Evaluate your mobility program and service delivery in these four categories on a scale of 1 – 5. If you ranked yourselves 3 or below in any category, brainstorm actionable and achievable steps for improvement.

Additional Resources:

- [The Employee Experience Imperative](#) (whitepaper)
- [Graebel 2023 State of Mobility](#) (report)
- [Protecting Your Talent Mobility Investment: Prioritizing the Human Element of Relocation](#) (blog)

Test Your Team's Knowledge

Continue the journey with your mobility team with a friendly trivia match – and more importantly, initiate important conversations about how to elevate your mobility programs and experiences.

Here are three talent mobility trivia questions to get you started:



Question #1

According to a 2023 Air-Inc report on Core-Flex policy components, rank the following eight CORE policy options in order of popularity among respondents: what are most often seen as core elements in policies?

- Home Sale Incentive Bonus
- Final Move Travel Expenses
- Lease Cancellation
- Pet Transport
- Temporary Living
- Home Purchase Assistance
- Household Goods Shipment
- Spouse or Partner Support



Question #3

In the IMPACT Group's 2022 Services and Talent Trends Survey, what were the number of workdays LOST due to a U.S. domestic relocation and an international move?

Choose the number in days as **DOMESTIC** and **INTERNATIONAL**.

- A)** 10 and 20 days lost
- B)** 4 and 8 days lost
- C)** 9 and 11 days lost
- D)** 1 and 5 days lost
- E)** 8 days for both



Question #2

According to Mercer's 2024 Global Risks Report, what is the riskiest component of an expatriate assignment?

- A)** Terrorism
- B)** Water and Sanitation Issues
- C)** Car and Pedestrian Travel
- D)** Extreme Weather Events
- E)** Political Unrest

Answers

- Question #1**
- Final Move Travel Expenses (90%)
 - Household Goods Shipment (70%)
 - Lease Cancellation (50%)
 - Temporary Living (45%)
 - Home Purchase Assistance (20%)
 - Home Sale Incentive Bonus (15%)
 - Spouse or Partner Support (11%)
 - Pet Transport (0%)
- Question #2**
- C) Car and Pedestrian Travel
- Question #3**
- A) 10 and 20 days lost