

PRESENTING YOUR COMPANY'S RELOCATION BENEFITS

BEST PRACTICES

When recruiting top talent, every factor can make the difference. The discussion of relocation benefits is a critical component of the process.



DON'T MISS TOP TALENT

Don't get filtered out of your candidate's job search. Instead include a sentence about available relocation packages on your postings to attract talent.



EXPERIENCE FOCUSED

The employee experience starts with the hiring and on-boarding stage. Ensuring a positive relocation experience for the candidate and their families shows you empathize with the challenge of moving and wish to be a support during the process.



DIFFERENTIATE YOURSELF

Having an employee centric relocation approach can give you an edge on competition.



"When we were recruiting for a new executive position, we didn't have a relocation policy in place. One of our candidates we ended up selecting had previous experience with CRI and touted the seamless transition they were able to provide."

We sought out CRI and found their knowledge and service level to be exactly what we needed. They helped us put together a great relocation benefit program for future recruits that has since allowed us speed up the hiring process and attract top talent from the get-go."

-ROBERT, CORPORATE CLIENT

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INTEGRATING RELOCATION BENEFITS INTO THE TALENT ACQUISITION PROCESS

At CRI, we are experts in the delivery of employee experience. We've prepared this guide to ensure your company is maximizing your ability at obtaining top talent.

1

BENEFIT IDENTIFICATION

Determine what type of benefit package you want to offer before you even start recruiting – you wouldn't go into an interview not knowing what kind of health insurance your company offers, why would you do that with your relocation benefits?

Use your RMC's industry expertise and experience for support in crafting the right kind of policy for your company's culture to attract the right talent.

2

SOURCING AND RECRUITING

Support your recruiting team with all the information on your relocation benefits to better help them advocate for your company when seeking out talent. Have them meet with your RMC to fully understand your benefits. Provide them with collateral beforehand so they are fully prepared and don't miss a beat when scouting for candidates.

3

PRE-DECISION SUPPORT

While traditional candidate services (travel arrangements and expense reimbursements for interviews) may be less common in our new virtual world, that doesn't mean you can't offer pre-decision support to help build confidence in your candidate that your company is here to support them. Include Candidate Counseling in your Relocation policy to cover things like cost-of-living assessments, real estate recommendations, community resources and spousal support.

4

RELOCATION AND ON-BOARDING

By having your relocation policies set prior to hiring your candidate, you're in for a smoother and faster on-boarding process. Does your RMC follow-up with your candidate throughout the entire relocation process? Were the benefits you spent so much time thoughtfully crafting carried out without a hitch? You should expect nothing less from your RMC – After all your time is better spent focusing on finding the next best talent for your business and not constantly following up on relocation issues.

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