



2023 RELOCATION TRENDS

FINDING STABILITY IN A SHIFTING WORLD

How an Experienced Corporate Moving Partner Can Guide Your Business Through Fluctuating Trends in Mobility and Flexibility





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WHITE PAPER

This white paper reviews how a corporate moving provider can partner with businesses to manage the most anticipated trends impacting the workplace this year.

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FINDING STABILITY THROUGH MOBILITY

The world is facing unpredictability this year. Again. Between rising inflation rates, a potential recession on the horizon and massive layoffs across large corporations, employers and employees alike are feeling the pinch of anxiety that comes from instability. There is a strong desire and need for some sense of normalcy as we continue to come out of the (seemingly) worst of the global pandemic, yet it seems like the business world continues to rest on shifting sands.

On the other hand, some of the changes we're seeing this year are positive ones: the world is continuing to open for travel and organizations are settling into new work structures that balance the flexibility employees gained from a rise in remote work with the social and collaborative aspects of coming back into the office.

The shifts in the workplace are also impacting the strategy and utilization of talent mobility programs. In 2023, we anticipate that businesses will lean on their relocation partners to provide stability and security among uncertainty by addressing the rise in international mobility, bringing the office closer to employees and engaging their workforce as a retention benefit.





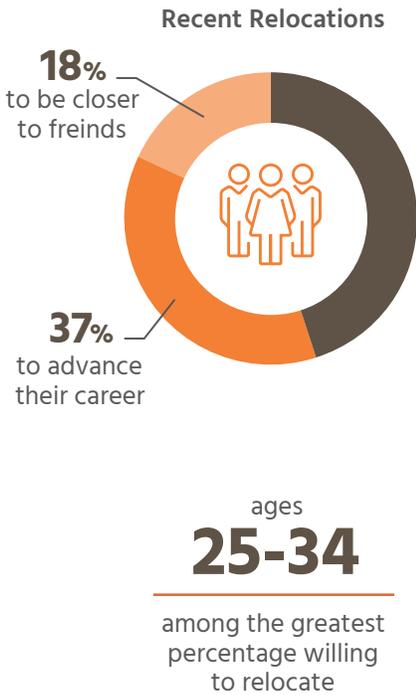
EMPLOYEES WILL BE ON THE MOVE AGAIN

One of the anticipated relocation trends for this year is an increase in employee moves, especially on the international front. Many countries are starting to ease the restrictions they set throughout the pandemic and some are even creating [temporary work visas](#) to encourage visitors and boost their economy back up. Employees are also ready to explore the world and expand their horizons, either through a short-term exchange program or a full relocation.

Are Employees Ready to Move Again?

While employees are willing to move for the right opportunity, most people are not actively looking for new homes or jobs in different cities. Housing prices are starting to settle after the massive increase over the last couple of years, but mortgage rates continue to be high and are unlikely to go down enough for the housing market to change too much. However, there may be a wave of couples and young families starting to move out of cities and into more affordable suburbs.

A corporate moving partner with an international presence can help your business keep up with the rise in mobility, wherever that might be.



According to [Allied's survey](#) of individuals who recently relocated, nearly 37% of people did so for an opportunity to advance their career and about 18% wanted to be closer to friends or family. The greatest percentage of professionals willing to relocate are in the 25-34 year old range, followed by the 35-44 age range.

With these motivations in mind, organizations may consider focusing on high-impact corporate moves this year or shifting their talent mobility program to a lump sum benefit with preferred vendors like moving companies.



Expanding Relocation Globally

Costs may be a limiting factor in domestic relocations, but there are a significant number of Americans who would happily move abroad. A [2019 benefits survey from MetLife](#) found that 67% of American employees were interested in taking an international assignment through their employer – a percentage that has likely increased since the pandemic reinvigorated a desire to travel and see the world. Multiple countries, including Singapore and [China](#), have reduced travel restrictions and are even offering incentives for people to work and move there.



How Corporate Mobility Partners Support International Moves



Facilitating global visa services



Staying up to date on legal work authorization documents and permits



Providing employees with important details regarding their destination country



Moving household goods between countries



Locating temporary housing

Employers can take advantage of these opportunities to keep employees engaged and staff offices in other countries by partnering with an international corporate moving provider. Global relocations can include sending employees to an international office location, conducting a swap between a U.S.-based employee and an employee in another country or supporting a fully remote employee with a temporary stint abroad.



BUSINESSES WILL SETTLE INTO NEW WORK MODELS

The last couple of years have been fairly experimental for businesses as they've tested different work models and considered the future of their physical office locations. Remote work was offered out of necessity in the early months of the pandemic, but many employees have come to love the flexibility and expect to maintain it. HR teams have been balancing employees' desire to continue working remotely with demand from leadership to bring employees back into the office and make use of the space they have been paying for.

Hybrid working models that appease both employees and leadership are likely to become the norm for a lot of organizations this year, or situations where employees are working remotely but still need to be within commutable distance of the office.

We will also see that businesses will no longer want to pay for expensive, prime office locations downtown if they don't have employees coming in every day. Companies have already started – and will continue – to move their offices to states with lower costs or out to the suburbs to make the commute more manageable for employees.



The Rise of Hybrid Work

Many organizations have been testing a hybrid work model over the last couple of years, mostly to ease employees back into the office, but this new blend of in-office time and remote work might become the new standard for most companies. A [report from Worldwide ERC](#) shared that about 45% of the total workforce is currently working hybrid, and a [recent Gallup survey](#) found that 65% of employees prefer the balance of a hybrid working model.

With in-office time required, businesses should consider a talent mobility program as part of their benefits package. There is an increasing number of employees who are searching for remote-only positions, so offering services to relocate prospective hires enables HR leaders to expand their recruiting radius.



Companies are Moving to the Suburbs

The combined economic downturn and shift to remote and hybrid work has caused a lot of companies to reconsider their expensive downtown office locations and make significant changes in their operations. By moving their offices to suburban developments or even to states that offer greater tax benefits, businesses are able to reduce their own expenses while attracting employees who are able to drop their commute or find more affordable housing. We've already seen these moves from [large corporations leaving downtown Chicago](#), including United Airlines and Tyson Foods.

Corporate moving partners can support office moves on two fronts: helping move office furniture and equipment to a new location, and relocating employees. A large move like this is a big investment, and is best managed by a partner with extensive resources and a national network of reputable agents. A corporate moving provider like Allied Van Lines is experienced in leading mass relocations across the country with the backing of our parent company, [SIRVA BGRS](#). We have the resources, tools and expertise to provide a seamless relocation for the whole company.





RETENTION AND EMPLOYEE ENGAGEMENT WILL BE TOP HR PRIORITIES

With the economic uncertainty we’re facing this year, employers want to find stability wherever possible and will be more focused on retaining top talent than recruiting – although this doesn’t mean HR leaders will drop their corporate moving programs. In fact, a talent mobility program that supports career advancement or opens the door to new opportunities within the company can increase employee morale and engagement, according to a [recent Forbes article](#).

What Keeps an Employee Engaged?

Retention strategy goes hand in hand with employee engagement. An employee who is engaged with their work and feels valued by their company is more likely to stay than one who doesn’t feel connected to the business or is no longer finding satisfaction in their work. A [report from SIRVA](#) shared that 47 million people left their jobs in 2021 for those reasons.

So what makes an employee want to stay with their current company?



59%

said professional development opportunities

48%

said flexible work support

42%

said mental health and wellness

LinkedIn Survey

LinkedIn conducted a Global Talent Trends survey to determine what employees are looking for from company culture.

[VIEW ARTICLE](#)

75% of Gen Z

employees prefer to split their time between remote and on-site working, or work entirely from home

Flexibility

is key for Gen Z employees in reducing stress-related work problems and improving mental health

Opportunities

to learn and grow is the number one driver for work culture

Worldwide ERC Survey

Worldwide ERC took a specific look at what keeps Gen Z employees engaged at work, since they will make up a little over a quarter of the workforce by 2025. They collected these results from a series of surveys and reports.

[VIEW ARTICLE](#)

In all, employees across the board are looking to their employers for flexibility and opportunities to advance their careers.



Engaging Employees Through Mobility

Talent mobility programs can help address employee engagement by supporting opportunities for flexibility and career advancement.

If your organization has offices in multiple locations – especially in big cities or other countries – you can sponsor a temporary rotation for an employee to help lead a short-term project. This gives the employee a leadership opportunity that can help grow their career while enabling the company to utilize an existing employee rather than hiring an outside consultant. A corporate moving partner can help guide every aspect of the transition, including moving personal belongings and identifying housing.

Your corporate moving partner can also provide added support for leadership relocations. If an employee receives a promotion and needs to move to the headquarters, a talent mobility program can ensure they enjoy the added bonus of a seamless transition.





ALLIED: A REPUTABLE, STABLE PARTNER FOR 95 YEARS

Businesses have faced a lot of uncertainty in the last few years, and it continues to be the theme in 2023. HR leaders are asked to help provide support and stability for employees through the instability, but they don't have to do it alone. Allied Van Lines has been partnering with HR teams to navigate changing business trends for 95 years. We've developed a solid reputation founded in providing positive moving experiences no matter what challenges have been thrown our way.

As one of the oldest and largest corporate moving organizations in the world, you can trust Allied as a stable partner for your talent mobility program.

[LEARN MORE](#)

