



Relocation Considerations

***Presenter: Christine Geiger, Partner, Senior Director of Training,
Next Level Exchange***

Christine Geiger is a Managing Partner at Kaye/Bassman International. She brings an uncommonly long and successful career as a professional Search Consultant-Recruiter serving the pharmaceutical industry for over two decades by placing hundreds of scientists and physicians from Directors to Chief Medical Officers and Research and Development Executives. Christine's tenure and track record position her uniquely as a trainer and coach within the search industry and as Senior Trainer for Next Level Exchange. Seasoned recruiters rely on Christine for guidance, clarity, and motivation as they seek to cultivate an equally longstanding career in the search industry. New recruiters count on her to teach the fundamentals required to have a strong trajectory into search.

In this session, Christine will cover important relocation considerations, including key questions to ask. From moving expenses to tax implications, managing expectations are key in making the transition as smooth as possible.

Meeting: "Relocation Considerations" by Christine Geiger

If you are reviewing this Episode with a team, watch the entire Episode and ask your group for their key takeaways and insights that they pulled from the Episode. Review the below to fill in the gaps.

(Facilitator): TIP #1: Proactively anticipate and address all possible areas of concern regarding relocation.

Get comfortable asking questions regarding relocation and staying on top of the requisite dynamics. Asking the tough questions begins as early as your first conversation with someone.

- Would you say that relocation is impossible, or is it just inconvenient?
- Wouldn't relocate to where this role is, or would relocation be on the table if the role was in an ideal location for you?
- What would an ideal location be for you?
- Where would you prefer to go? Where would you not want to relocate to?
- Who else would be involved in your decision to relocate?
- Have you discussed relocation with your spouse/ significant other? What are their thoughts?
- Do you have children in school? What would their thoughts be on relocating?
- What other special considerations do you have with relocation that must be addressed?



(Facilitator): TIP #2: Learn what "category" the candidate aligns with regarding relocation:

1. **CAN'T** relocate. It is NOT an option, thus NOT a consideration. This is a STOPPER!
2. **Prefer NOT** to relocate, but may consider it; may relocate for "the right" opportunity
3. **OPEN** to relocate!

Category 1 - Legitimately CAN'T relocate = STOPPER

- What makes it difficult or perhaps even impossible to relocate?
- What is keeping you tied to the area?

Examples of STOPPERS: Divorced parent with shared custody of children, parent in a local assisted living facility or homeowner with significant negative equity in their home.

What **STOPPERS** have you encountered when talking with people?

Category 2 - Prefer NOT to relocate but may consider it; will relocate for "the right" opportunity. Seek to understand the person's situation and preferences by asking questions such as:

- If you were to describe 'the right opportunity,' what would it look like?
- What type of opportunity would increase your willingness to seriously consider relocation?
- What would an ideal location be for you?
- Where would you prefer to live? What state? What city or cities?
- What is important to you, where you live?
- Where would you not want to live, and why? What makes those locations (or that city/ state) so undesirable?

What **PREFER NOT** to relocate scenarios you encountered when talking with people?



Category 3 - OPEN TO relocate! What are some reasons or motivations for someone to consider relocating in addition to getting back home, moving closer to family, or a warmer or lower cost of living area?

Questions to get a deeper understanding:

- What steps have you taken to make this a reality?
- Where are you in the process of getting back home/ trying to relocate to?
- Have you applied to any companies? Which ones?
- Are you working with another recruiter to present opportunities in that area to you?
- What are they doing on your behalf?

BONUS: Who do I know that is **OPEN** to relocate that could make a great "candidate as MPC?"

To learn more about taking candidates to market, visit www.nextlevelexchange.com

NLE TV → Quick Tips → MPC Approach by Karen Schmidt:

<https://nextlevelexchange.com/nle-tv/nle-quick-tips/mpc-approach-by-karen-schmidt/>

(Facilitator): TIP #3: Relocation packages and benefits vary tremendously. What exactly will your client offer? What does your candidate need and expect? It's YOUR responsibility to be in the know. Clarify every situation you have involving relocation.

Relocation benefits that may or may NOT be available for any given role:

- Lump sum relocation bonus/ payment
- Pack, ship, and move (some or all of the expenses of the physical move)
- Cost of renting a moving truck
- Miscellaneous cash allowances (sometimes referred to as 'curtain money')
- Temporary housing



- Home sale perks: For example, covering part or all of the realtor commission on the sale of the candidate's home and any other costs associated with that transaction
- Home purchase perks: Paying some or all of the closing costs on the purchase of a new home
- Guaranteed Buyout (GBO)/ third-party home purchase
- Costs to move one or more vehicles
- Paid house hunting trips and/or paid return trips home
- Lease cancellation for renters
- The cost of moving supplies or insuring belongings during a move
- Storing belongings after the move
- Tax gross-up (more on this next)

Questions to ask candidates:

- What are your expectations for a move?
- What are the most important considerations in a relocation package?
- What are your concerns?
- Have you relocated for work in the past?
- What relocation assistance did your employer provide?"

What additional questions can you add to the above relocation inquiries for your candidates?

(Facilitator): TIP #4: Be aware of changing laws. Ask the client about relocation package tax gross-up assistance. Find out what your candidate expects. Recognize that virtually all relocation expenses/benefits are currently considered taxable income. Grossing up/ providing tax assistance is a benefit that companies can choose to offer but is not a requirement or guarantee.

Ask all your clients that pay *any* relocation dollars (directly to the new hire or on their behalf) about the tax implications and how that will impact the new employee:



- Will you gross up their relocation dollars to take those taxes into account?
- Please explain to me how this works in your organization?

Additional notes on tax implications and questions for clients:

(Facilitator): TIP #5: What relocation resources are available? Benefits and offerings relocation providers might provide:

- Moving cost estimates and discounts with major van lines
- Broker Market Analysis (BMA) to determine local market conditions and potential length of time to sell a current home
- Relocation coach
- Referrals to relocation-certified agents
- Detailed city reports and customized destination packets
- Mortgage assistance

What additional relocation resources are available by your clients but not listed above?

(Facilitator): TIP #6: Recognize the importance of TIMING. Seek to understand what your candidate is trying to achieve with their relocation and the timing implications. Timing issues must be proactively managed:

- Mr. Candidate, you currently live in {City, State} but want to move to {City, State}. How do you foresee your relocation going?
- When would you be able to start a new role?
- Would you relocate first and then have the rest of the family follow?



- Are you a current homeowner?
 - When was the last time you had a professional market analysis done on your home?
 - Would you plan to rent or buy a home?
 - Would that be something you would do immediately, or would you rent first?
 - Do you need to sell your home before you buy a new house?
 - How much time remains on your lease? Are you able to end it early? At what cost? (renters)
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- What are your expectations surrounding temporary housing?
 - It is usual and customary to give two-weeks notice of resignation to a current employer in many industries. Would this be your plan as well?
 - Once you complete your two-week resignation, how much time will you need to transition to your new employer?
 - What are {spouse/ significant other} plans for employment in {new location} location if you were to accept a new position?

TIP # 7: Understand "payback clauses" and their relevance. Much like payback clauses for sign-on bonus monies, employers will bake payback clauses into agreements.

- 1) Ask if your candidate received paid relocation from their current employer.
- 2) Ask if they have a payback clause and get all the details.
- 3) Find out if your client plans to put a payback clause into their agreement and what it entails.

In summary, remember that it's your responsibility to help manage all the moving parts when it comes to relocation to avoid surprises and make the transition as smooth as possible for all parties!