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MANAGEMENT

Genetic shake-up

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PAGE 16

ILLUSTRATION BY ADAM QUESTELL

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► RELOCATION BENEFITS

MORE WORKERS GOING PLACES, BUT MANY DON'T 'DIG' IDEA OF NEW DIGS

BY JEAN A. WILLIAMS

Expecting continued business growth and greater competition for talent, employers plan to pay to relocate more existing workers and new hires. But they may encounter more resistance to relocation than they expected, particularly because of the continued weak housing market.

mortgage concerns, followed by family issues/ties and spouses' or partners' jobs.

"Many of the companies, their relocation programs are good, but if your house is underwater and you're going to have to write a \$200,000 or \$100,000 check back to the bank, most people aren't in a position to do that," says Steven Raz, co-founder and managing partner of Cornerstone Group, a Parsippany, New Jersey-based executive search and recruitment firm specializing in the pharmaceutical and biomedical industries.

For example, Carole Puls, who works in the pharmaceutical industry, decided it would be best to stay put after weighing an offer last year from a

they would actually increase their salary, the cost of living and the cost of being able to move was definitely prohibitive for them," says Dion Lim, president and chief operating officer of the Mountain View, California-based search engine company, which aggregates job ads.

Simply Hired hopes for better luck as it expands and searches for candidates in other geographic areas. "During the depths of the recession, there is no question that candidates that were outside of the Bay Area we wouldn't even consider because of relocation issues," Lim says. "I think the economy is back, business is good, and in this war for talent you have to really be able to make those accommodations. The virtual location workforce

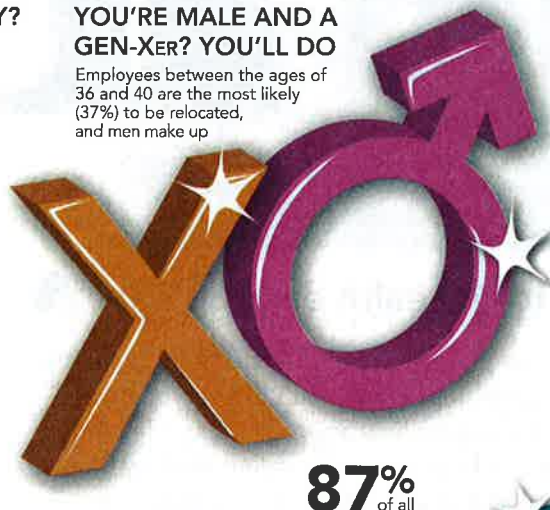
SO, YOU'RE THE NEW GUY?



Source: Atlas Van Lines' 2011 Corporate Relocation Survey of 408 relocation professionals

YOU'RE MALE AND A GEN-XER? YOU'LL DO

Employees between the ages of 36 and 40 are the most likely (37%) to be relocated, and men make up



SURE, WE'LL MOVE YOUR CAT AND CATAMARAN

About a quarter of the companies surveyed (28%) said they'd reimburse employees for moving pets, and



In Atlas Van Lines Inc.'s annual *Corporate Relocation Survey* this year, 72 percent of relocation managers said they expect their companies to perform better in 2011, and 30 percent—the highest in six years—plan to move workers. Although about a quarter of those surveyed indicated that employees who turn down relocations could be hurting their careers, 59 percent said some people rejected such offers in 2010. Among companies with 5,000 or more employees, 87 percent said people declined relocations.

The primary reasons: housing and

competitor. "My husband and I had agreed that if the job offer relocation package wasn't enough to allow us to at least maintain our current standard of living, then I would turn it down," she says in an email. It turned out that housing prices in the new location were double those in her current location. "The relocation package would have barely covered our moving expenses, and would not have helped with Realtor fees, which was disappointing," Puls says.

Simply Hired Inc. lost a key candidate from the East Coast recently because of relocation issues. "Even though

only gets you so far, and a strong preference for a lot of these roles is that the person actually is here."

To snag top candidates, employers will likely need to offer enticing relocation benefits. According to the Atlas survey, companies in the past year offered such benefits as relocation bonuses (50 percent), protections for losses on house sales (46 percent) and cost-of-living adjustments (41 percent).

"In spite of the down economy, for people that companies really, really

See Relocation Benefits, p. 14.

RELOCATION PROVIDERS

Listed in alphabetical order • Compiled by Christopher Danzig • editors@workforce.com



Company	Web address	Number of client companies for most recent four quarters	Number of employer-assisted moves performed in most recent four quarters	Percentage of customers that are full-service relocation clients
AIRES	aires.com	612	13,847	65 percent
BROOKFIELD GLOBAL RELOCATION SERVICES	brookfieldgrs.com	250	50,000	87 percent
CARTUS	cartus.com	1,500	140,000	100 percent
CROWN RELOCATIONS	crownrelo.com	3,052	50,408	37 percent
GRAEBEL	graebel.com	969	50,000	Would not disclose
IMPACT GROUP	impactgrouphr.com	300	2,500	30 percent
PRUDENTIAL REAL ESTATE AND RELOCATION SERVICES	prudential.com/relocation	451	38,563	65 percent
SIRVA	sirva.com	2,000	Would not disclose	Would not disclose
SUDDATH	suddath.com	892	32,000	35 percent
THEMIGROUP	themigroup.com	250	17,000	85 percent
UNIGROUP	unigroupinc.com	3,500	120,000	Would not disclose
WEICHERT RELOCATION RESOURCES	www.wrri.com	402	27,302	98 percent
XONEX RELOCATION	xonex.com	271	15,220	82 percent

Note: Atlas Van Lines declined to disclose figures, Mobility Services International, which has appeared on previous lists, did not respond to repeated requests for information.

RELOCATION BENEFITS

Continued from p. 12.

want, they are prepared to be more generous," says Lauren Herring, president and CEO of St. Louis-based Impact Group, a relocation services provider. "For example, some companies have increased the amount that they are willing to reimburse for a loss-on-sale of a home. In certain cases, a company is willing to make that investment. I'm aware of a company that has a policy to reimburse \$200,000 loss on sale, depending on the level of the person."

Matt Spinolo, executive vice president, global client services, for Danbury, Connecticut, relocation-services provider Cartus Corp., says that for the right person his client companies are increasingly willing to offer more assistance, but it "just depends on the situation."

Companies also have changed some of their requirements for the transferee. "There are a lot of constraints around the benefits today that weren't around the benefits a

number of years ago," he says.

Take real estate, for instance. Employers may require people to sell their homes in a prescribed manner.

"We'll go out and get a broker's market analysis, or the real estate agents will do a written analysis and tell us what they think they can sell the home for," Spinolo says. "The requirement is that the transferring employee can't list their home for 5 percent or 6 percent above what the Realtors say they can sell it for."

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