

BR Anchor Publishing

**MONTHLY NEWS**

Recognized Experts in Relocation

Vol 10, No. 9 • September 2017

Amy Roman, Publisher

## Don't Miss an Issue!

Stay on top of today's relocation trends. Sign up for *Monthly News*. Click [here](#) to join our subscriber list.

## Monthly News

Michael Cadieux, Art Director  
Dalene Bickel, Senior Editor

## In This Issue

[Is Your Talent Ready for an Overseas Assignment?](#)

[Mercer's 23rd Annual Cost of Living Survey](#)

[Evaluating Overseas Housing](#)

[FIGT Announcement](#)

[Did You Know?](#)

[Next Month](#)

## Quick Links

- [Visit Our Website](#)
- [Government Pricing](#)
  - [Publications](#)
  - [Volume Pricing](#)
  - [Custom Books](#)

## Back to Press

All five of our time-tested relocation books are continually updated and reprinted to provide you with the most current relocation information. [Order](#) your copies today!

## Is Your Talent Ready for an Overseas Assignment? Readiness Assessments for Global Relocations

by Ed Marshall, CRP, SGMS-T, Practice Leader, Global Mobility

International assignments are a lot of work for everyone involved. First, the company has to allocate funding for the assignment – which can be hundreds of thousands of dollars, depending on the location. Then the right candidate has to be vetted and secured. Finally, an abundance of resources and services must be coordinated to get your employee and her family from country A to country B.

On average, 76 percent of large companies reported international assignments were turned down or failed. Getting the right person in the right place at the right time is crucial to your business success – even more so for your international success. Yet, your perfect candidate isn't always up for the challenge.

International transferees are very diverse. It's no longer only senior executives having their last hurrah at the end of their career. At IMPACT Group, we move Millennials, Gen Xers, and Boomers, and each group has very different needs and expectations for the levels of support required to make a successful move.

Considering the number of employees who pass on the opportunity for international assignments, your business could suffer in more ways than one. The decline/fail number could cause you to miss out on the business results your first-choice candidate could potentially deliver. And it increases the time to fill the position, meaning projects and departments sit on hold.

### ***Do you know what barriers prompt your first-choice candidate to say "No"?***

Transferees don't fit a mold – and their relocation benefits shouldn't either. Especially since they aren't always seasoned movers who know what to expect. On average, 60 percent of the individuals we support are first-time movers. They often don't know what they need, what to anticipate during the move, or who to ask for assistance.

*Needs Assessment: Critical conversation that identifies areas where proactive focus is required.*

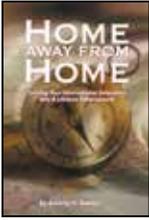
The relocation can go south in a hurry if the transferee and family do not receive a thorough assessment of their relocation needs. What was required for Joanne's relocation to the U.S. last month isn't necessarily what will be needed for Mike's relocation to Shanghai next month.

In an assessment, determine what stage/phase they are in the relocation process and – more importantly – how they feel about the move. Employees and trailing spouses aren't always comfortable sharing their concerns with the company, which means no one may realize the obstacles they face.

Assessments typically bring half a dozen critical issues to light for each family. When is the best time to transfer the kids to a new school? How will the spouse look for a new job when the relocation date keeps changing? What resources will the family need while living in separate cities or countries until the house sells? Once these unique needs are determined, coaches can better prepare employees and their families to stay ahead of roadblocks before they derail the relocation.

## BR Anchor Publishing Relocation Books

Click on any book to learn more.



**Home Away From Home**  
(adults,  
international)



**Footsteps Around the World**  
(teens)



**The League of Super Movers**  
(preteens)



**My Family is Moving**  
(children 5-8)



**Relocation 101**  
(adults,  
domestic)

## Have Questions or Suggestions?

We hope you find this issue to be useful and informative! We always welcome reader feedback! Click [here](#) to email Amy Roman, call 904-642-1667 or contact us via our [website](#).

In the long run, assessments turn into a cost savings for the sponsoring company as well. When you can create a tailored program for each family's critical issues, they receive only the services they really need. The sponsoring company is only charged for those services instead of the maximum-allowed benefit. In addition to lower expenses, it provides demographic data to help organizations better understand their transferees as a whole. Information gleaned may include age bracket, family makeup, and career level. This data can go a long way in creating successful relocation scenarios for the company and the employee.

And let's not forget the valuable impact they have on the relocation overall. The sooner unexpected needs and obstacles are overcome, the less chance they have of affecting the employee's productivity at the office, placing stress on the family, or leading to a failed relocation.

Proper assessments are the key to knowing what your transferees need to get from here to there as smoothly and efficiently as possible. Assess what is needed to send your transferees and families happily on their way across the globe.

Ed Marshall, CRP, SGMS-T  
Practice Leader, Global Mobility  
[emarshall@ighr.com](mailto:emarshall@ighr.com)  
[www.linkedin.com/in/edmarshall1](http://www.linkedin.com/in/edmarshall1)



**Ed Marshall** is a global mobility expert with more than twenty years in the relocation transition industry. His expertise has assisted hundreds of organizations transition their workforce around the globe with ease. He joined IMPACT Group as the Practice Leader, Global Mobility in 2013.

Ed currently leads the Relocation Support Services departments and ensures that IMPACT Group's services solve current market needs and maximize the relocation investment. He is a designated Senior Global Mobility Specialist-Talent (SGMS-T) and a Certified Relocation Professional (CRP). Ed is an engaged member of Worldwide ERC<sup>®</sup>, the Canadian Employee Relocation Council (CERC) and European Relocation Association (EURA).

He is frequently called on to present at numerous relocation industry conferences and received Meritorious Service Awards from the Worldwide ERC<sup>®</sup> and the Canadian Employee Relocation Council. Ed received his Bachelor of Science in Accounting from Waynesburg University in Pennsylvania.

## Amy's Research Findings: *Mercer's 23rd Annual Cost of Living Survey* by Amy L. Roman, Publisher

I always learn valuable information from Mercer's surveys. Mercer is a global consulting leader in health, wealth and careers. Here are direct quotes from their press release:

"Multinational organizations are carefully assessing the cost of expatriate packages for their international assignees. Mercer's 23rd annual Cost of Living Survey finds that factors like instability of housing markets and inflation for goods and services contribute to the overall cost of doing business in today's global environment."

"Globalization of the marketplace is well documented with many companies operating in multiple locations around the world and promoting international assignments to enhance the experience of future managers," said Ilya Bonic, Senior Partner and President of Mercer's Career business. "There are numerous personal and organizational advantages for sending employees overseas, whether for long- or short-term assignments, including career development by obtaining global experience, the creation and transfer of skills, and the re-allocation of resources."

Click [here](#) to read the entire report.

## What's Your Story?

Every company has a valuable story waiting to be told, as does each employee. The challenge is taking the time to document those stories.

That's where [Lasting Legacies](#) can help.

Whether you're a corporate executive who wants to write a business book or create a company history, or an employee who has a life story to share, Lasting Legacies provides a suite of do-it-yourself and done-for-you services to help you preserve your legacy.

Connect on [Facebook](#) and [Twitter](#).

Dalene R. Bickel, Owner,  
Lasting Legacies and  
Senior Editor,  
BR Anchor Publishing

## Evaluating Overseas Housing

by Beverly Roman

Choosing a place to live in another country is usually a lot more complicated than simply moving from city to city in one's own country. And, most companies do not encourage expats to buy a home for the duration of the assignment due to tax and real estate complications and currency risks. It is often more practical to rent a home.

When renting, engage a reputable real estate agent, preferably one who has been recommended to you who will help you with terms and conditions in the country. Be sure to request information about a "Diplomatic Clause," which allows you to leave before the term expires without a penalty. For any rental, you need to understand

- the type of notice you will be given to vacate the dwelling,
- whether you will need to purchase separate insurance,
- the appliances that come with the facility,

monthly fees including all utility costs (know who is responsible for maintenance),

- deposits and refunds,
- changes (drapery/paint) that may be made in the house or apartment and the party responsible for costs.

For much more on this and many other pertinent relocation topics, consider purchasing our international book, [Home Away From Home](#).

## FIGT (Families in Global Transition)

**FIGT** is a welcoming forum for globally mobile individuals, families and those working with them. They promote cross-sector connections for sharing research and developing best practices that support the growth, success and well-being of people crossing cultures around the world. **The annual conference will be held March 8-10, 2018** in The Hague, Netherlands #FIGT18NL. Mark your calendar now for an amazing experience. Watch for more details in future issues of this newsletter or [visit the FIGT website](#).

## Did You Know?

Thirty-eight percent of companies with 5000+ employees relocated 400 or more employees last year. Fifty-five percent of employees who declined relocation did so because of a spouse's/partner's employment. Over one-half of the reasons are in the employer's control. They include"

- Spouse's/Partner's Employment: 55 percent
- No Desire to Relocate: 41 percent
- Housing/Mortgage Concerns: 32 percent
- Cost of Living in New Location: 29 percent
- Job Security Concerns: 15 percent

All reasons can be addressed in relocation policies to ease relocating employees' minds.

**Source:** Top 4 Most Surprising Stats from Atlas' 2016 Corporate Relocation Survey. Click [here](#) to read the full report.

## Next Month's Issue

What message do you send about your identity, both knowingly and unknowingly, when you get up in the morning, fix your hair, slip on your shoes, pick out your jacket and walk out the door? A bigger message than you might suspect, according to a recent research study from The Interchange Institute called "What to Wear Where: Mishaps in the Presentation of Identity Across Cultures." Next month, Anne P. Copeland, Ph.D., Founder and Executive Director of The Interchange Institute, will explain the Institute's research on this important mode of nonverbal communication.