

WELCOME | THE WEBINAR WILL BEGIN MOMENTARILY



2021 TRENDS

WORKFORCE MOBILITY FORECAST

Wednesday, March 24th, 2021 | 10 AM PT / 1 PM ET





2021 TRENDS

WORKFORCE MOBILITY FORECAST

 **Global Mobility Solutions™**
THOUGHT LEADERSHIP SERIES



2021 TRENDS

WORKFORCE MOBILITY FORECAST

Explore the trends that are shaping the future of workforce mobility.



TODAY'S PRESENTERS & AGENDA



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Workforce Mobility Forecast

- Talent Mobility
 - Policy trends and checks
- U.S. Real Estate
 - Forecast
 - Inventory
- Household Goods
 - Current situation
 - Future expectations
- Destination Services
 - Virtual Delivery
 - GO Destinations

WHEN WAS THE LAST TIME YOUR RELOCATION/MOBILITY POLICIES WERE REVIEWED?

- A. Less than 1 year ago
- B. 1-3 years ago
- C. More than 4 years



TALENT MOBILITY POLICY TRENDS & CHECKS

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GMS recommends that companies conduct a thorough review of their policies every 12 to 18 months. This review is critically important to ensure your company can respond effectively for regulatory, tax, and reporting purposes.

SHORT-TERM POLICY REVIEW POINTS:

- 1. Identify Immigration Needs** – ID all instances relating to immediate and upcoming needs for visas, work permits, immigration status changes, and cross-border travel.
- 2. Document Policy Exceptions** – Does your organization have open policy exceptions relating to the pandemic. Consider adjusting the relocation policy or adding an addendum to account for the effects of the pandemic and other major relocation disruptions.
- 3. Review All Assignments** – Do you have assignments that were placed on hold during 2020? Determine if they are still critical to corporate objectives for 2021. If yes, implement a talent acquisition plan.
- 4. Examine** – Look all data sources and information flows for integrity and accuracy. Form a relocation integration program project team to identify areas that can be automated with effective relocation advanced programming interfaces (APIs).
- 5. Extend** – Identify current long term assignments that can be further extended in support of corporate objectives. This will reduce costs relating to repatriation and re-assignment.

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LONG-TERM POLICY REVIEW POINTS:

- 1. Determine** – Are there areas in your relocation process where the company owes a higher duty-of-care than previously expected? Examples include programs and costs relating to transferees unable to return to origin locations due to pandemic-cause restrictions.
- 2. Correlate & Examine** – Explore your talent acquisition and talent management programs to ensure consistency in achieving objectives across the company.
- 3. Leverage Virtual Services** – Innovative new virtual relocation solutions enhance the transferee’s experience safely and provide added value to the company.
- 4. Focus** – Zero in on process simplification and cost reduction. Use the lessons from 2020’s expanded virtual relocation solutions to adopt new technologies and procedures.
- 5. Look to the Future** – Determine/develop appropriate relocation plans and budgets. Ensure alignment with company objectives relating to growth, expansions, mergers, acquisitions, and divestitures.

RELOCATION POLICY RISKS

- 1. WORK FROM ANYWHERE POLICIES:** Possible Looming State Tax Issues
- 2. CYBER SECURITY ISSUES:** Phishing & Vishing
- 3. TRAVEL POLICY ISSUES:** Guidance, Changes, Emergencies, & Recommendations
- 4. IMMIGRATION:** Changes Continue into 2021
- 5. COVID-19 SAFETY COMPLIANT PROVIDERS:** Ensure Safety Measures are in Place



U.S. REAL ESTATE

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THE 2021 HOUSING FORECAST

Housing Indicator	2021 Forecast
Home price appreciation	5.7% increase
Mortgage rates	3.2% average; rising to 3.4%
Existing home sales	7.0% increase
Housing starts	9% increase
New home sales	5% increase
Home ownership rate	Rise to 65.9%

The 2021 National Housing Market Forecast and Predictions from Realtor.com is subtitled “Back to Normal” for good reason. Seasonality did not play a part in the 2020 home buying season. However, 2021 is expected to show a return to seasonality, with strong sales in spring and summer, and slower sales in fall and winter.

- **2020** - Pent-up demand from a suppressed spring buying season
- **2021** - Home buying pace is expected to slow, but strong demand will remain
- **Inventory Levels**
 - Expected to remain low
 - Increase in new home starts will help lead to increases in sales
- **Buyer Shifts** – Anticipation of an increase in:
 - Millennial & Gen-Z First-Time Buyers
 - Millennial & Gen-X Trade-Up buyers

Suburban Migration

- Buyers looking for affordability
- Lower cost of living
- State/City incentives help drive migration

iBuyer Platforms

- Some sellers prefer the speed and “no-hassle” advantage of iBuyers
- Forecasted to increase in popularity and reach
- Several providers announced expansions in several markets:

- Maryland
- Washington D.C.
- California
- Idaho
- North Carolina
- Arizona
- Utah
- Florida
- Texas

Increased Use of Virtual Technologies

- Virtual Staging
- Virtual Walkthroughs
- Enhanced presentation of properties
- Easier/speedier transactions

Home Preference Changes

- Urban to Suburban migration
- Properties with space for home offices
- Private outdoor spaces

Investment Properties

- Look for a potential drop in price & surge of inventory
- Long term stay on evictions resulting in lost rent
- End of mortgage abatement
- Landlord fear of a renewed eviction ban



HOUSEHOLD GOODS

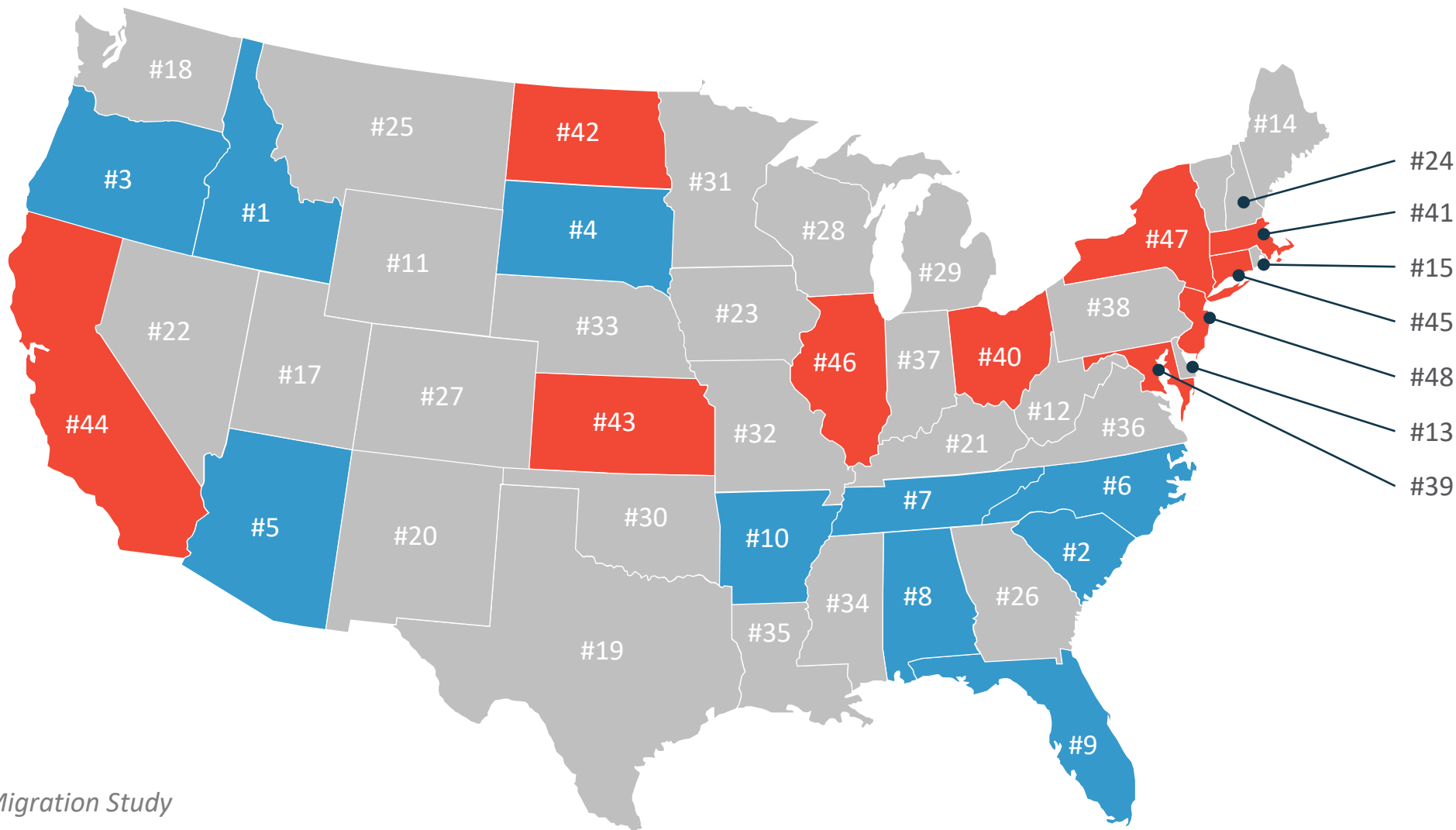
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U.S. MIGRATION TRENDS

Movement

- Inbound
- Outbound
- Balanced

Ranked by inbound moves



Source: United Van Lines Migration Study
VT sample size too small to reflect
AK/HI not included in the study

CURRENT SITUATION

- Supply and Demand
 - Air Freight
 - Increased Pricing
 - Sea Freight
 - Transit delays
- Solutions

WHAT TO EXPECT

- Air & sea freight return to normal
- Increased volume domestically and internationally
- Continued increased use of virtual survey technology
- Usage of PPE and adherence to safety protocols



DESTINATION SERVICES

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Supporting today's **anytime, anywhere** focus, the relocation industry has been creating tools and resources to bring solutions to clients that are easy to use and do not require any physical contact.

2021 will see virtual solutions continue to grow in both popularity and functionality due to their convenience, speed, flexibility, and accuracy.

VIRTUAL RELOCATIONS

Virtual Pre-Decision

- Candidate Assessments
- COLA
- Market Analysis
- School Report
- Cost Estimates
- Community Search & Tours

Virtual Visa & Immigration

- Visa/legal counseling
- Online applications/forms
- Electronic fee payment
- Online case management tools/tracking

Household Goods

- Virtual meetings/property surveys
- Pack/load can be performed without the owner present

Virtual Real Estate Services

- Sell and Purchase
- Consultations
- Digital marketing
- Virtual tours/walkthroughs/open houses
- Virtual staging
- Online contracting
- Online ordering of inspections/appraisals
- Online deposits/financing
- Virtual closings
- And more

Destination Services

- Virtual consultations
- Online meetings
- Custom pre-recorded videos
- Webinar presentations
- Virtual tours and support

Language/Cultural Training

- Online training modules
- Virtual classrooms
- Self-paced learning
- Online tutoring for school-aged children

DESTINATION SERVICES

GO is a leading strategic destination services partner for relocations and assignments to all destinations in the United States, Canada, Mexico, and hundreds of international cities around the globe.

- **Founded in 1998**
- **Headquartered in Carmel, Indiana**
- **Coverage**
 - US
 - Canada
 - Mexico
 - 150+ international destinations
- **Office in London, UK**
- **MBE/Veteran-Owned**
- **Acquired Chamness Relocation**



VIRTUAL DESTINATION SERVICES

ENHANCED VIRTUAL OPTIONS FOR A CHANGING WORLD

Real-time Community Video

- Transferee participates in a live video to review areas, interests, and preferences

Webinar Presentation & Consultation

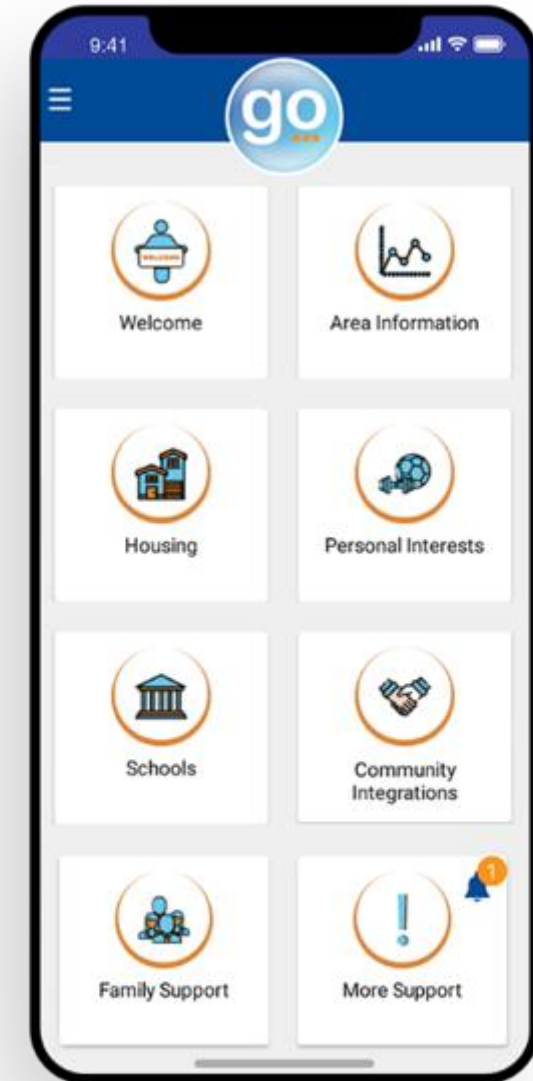
- Transferee receives 1-on-1 presentation through web-based platform

Customized Recorded Video

- Transferee receives personalized, recorded video to review when convenient

Available App

- All Virtual Services include an app with personalized research, resources, and support





CONCLUSION

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HRO^{TODAY} Baker's Dozen
Customer Satisfaction Ratings
RELOCATION
○○○○○ ————— ○○○○○
2021 Winner



QUESTIONS?

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HRO^{TODAY} Baker's Dozen
Customer Satisfaction Ratings
RELOCATION
○○○○○ ————— ○○○○○
2021 Winner

THANK YOU!

A recording of today's presentation will be released.
For more information, please visit www.gmsmobility.com



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