Atlas®
Corporate Relocation Survey

2025
58TH ANNUAL

Survey Highlights

Atlas® is pleased to bring you this 58th edition of our annual survey, the industry's first and longest-running study revealing trends and insights into corporate relocation policies and practices.

ATLAS® IS IN IT FOR THE LONG HAUL

As we have done every year since 1968, we consider the demographic, geopolitical, and economic shifts affecting our industry. We analyze the findings and uncover the trends to understand the evolving opportunities and challenges more clearly—and learn how we, as relocation professionals, can answer them.

SCAN for complete results, graphs, and historical insights.

Contents

Who Responded

Invited via email, 558 decision-makers* completed the online questionnaire between December 3, 2024, and January 15, 2025. Each respondent has a responsibility for relocation and is employed by a company that either relocated employees during the past two years or plans to relocate employees in 2025. Over 20 industries are represented, making regional, national, and international relocations.

17% *Healthcare*

13% *Construction*

13% *Manufacturing/ Processing*

8% *Professional Services/ Consulting*

7% *Education*

7% *Technology/ Software*

7% *Wholesale/Retail*

5% *Finance/Insurance*

3% *Hospitality/Food*

3% *Transportation/ Warehousing*

2% *Telecommunications*

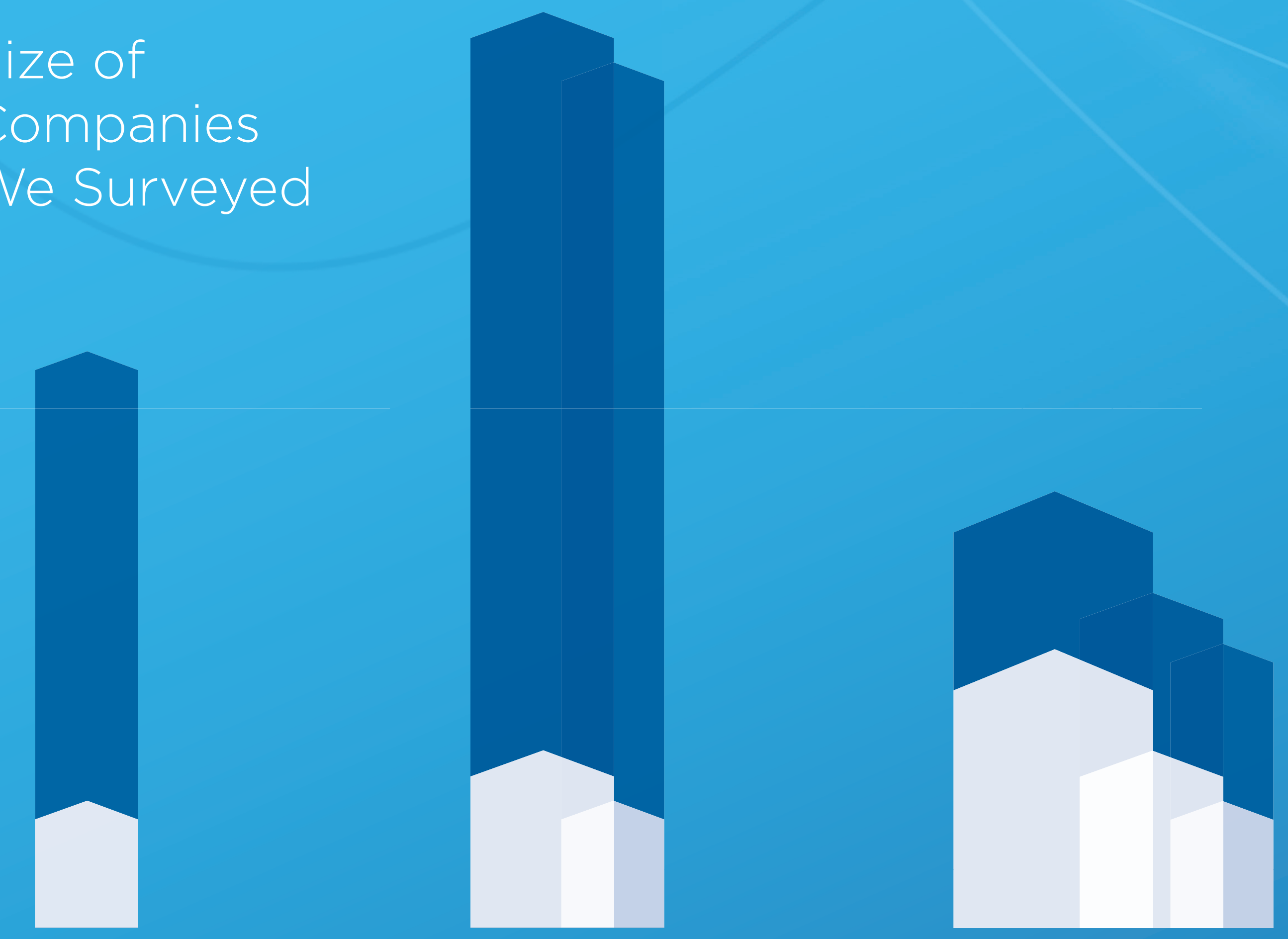
2% *Energy/Mining*

2% *Government/Military/ Public Administration*

2% *Relocation Services*

2% *Real Estate*

Size of Companies We Surveyed



30% *are **small companies** with fewer than 500 employees.*

55% *are **medium companies** with 500-4,999 employees.*

15% *are **large companies** with 5,000+ employees.*

**Report analyses excludes do not know responses.*

Overview + Insights

Relocation Volume + Budgets

Despite economic challenges over the past year, companies continued to invest in employee relocation, with most reporting an increase in relocation volume and budgets in 2024. While costs have risen in line with broader market trends, organizations remained committed to supporting talent mobility. Domestic relocation saw growth, and while international relocation volumes remained steady compared to 2023, stability in this area reflected ongoing global workforce needs.

Factors Impacting Relocation

In 2024, companies faced significant external and internal challenges that impacted employee relocation trends. Economic conditions remained the dominant external factor, affecting half of all companies—an increase from 2023—while real estate market fluctuations and rising mortgage rates added new complexities. Additionally, the ongoing talent shortage underscored the difficulty of finding qualified workers locally. Internally, company growth, restructuring, budget constraints, and knowledge/skills transfers were the top factors shaping relocation decisions. While budget pressures grew across all company sizes, organizations remained committed to workforce investment, with many offering competitive wages and relocation benefits.

Employees Declining Relocation

Employee relocation trends showed signs of recovery in 2024. Only 58% of companies reported employees declining relocation, reflecting a willingness to relocate which had continued to trend upward from previous years (64% in 2023, 67% in 2022, and 68% in 2021). Family responsibilities emerged as the leading reason for declined relocation. Dual-income households also played a critical role, as partners' employment situations influenced relocation decisions. Housing market volatility and rising mortgage rates further complicated feasibility. Employers responded with improved financial support, reducing relocation declines due to insufficient assistance. These shifting dynamics highlight the evolving priorities of today's workforce and the need for organizations to adapt their relocation strategies accordingly.

Policy Administration + Assistance Policies

Most companies agreed that relocation expenses were a valuable investment in talent recruitment and retention. While roughly a third of companies have faced challenges in retaining employees due to relocation policies, many have adapted their approaches. This survey revealed a shift away from standard, one-size-fits-all policies toward more flexible, customizable relocation benefits tailored to employees' needs. As more companies embraced policy-dependent benefits, they created opportunities for a more personalized and supportive relocation experience.

Workforce Mobility

Full, on-site return to work trended up for over 60% of companies. Simultaneously, remote work policies were refined to align with business needs, including the implementation of mandates for remote employees. Productivity remained a key focus, alongside talent recruitment and retention, as companies built workplace models that support business success and employee engagement. The desire to attract and retain talent left companies exploring their options. Data indicated that companies would consider relocating their operations or leasing additional office space. These strategic moves reflected a commitment to creating appealing workspaces while also optimizing costs in cities and states that offer tax breaks and moving incentives (Bloomberg).

Artificial Intelligence

In 2024, artificial intelligence (AI) became even more integral to the workplace, transforming how businesses operated and made decisions. Companies of all sizes integrated AI to streamline processes, improve efficiency, and enhance productivity. According to respondents, AI adoption remained high, with almost all companies using it in their day-to-day operations and about one-third relying on it most of the time. Many businesses reported increased AI usage compared to 2023, with expectations for further growth in 2025. Investments in AI also grew, particularly among medium-sized companies, as organizations anticipated long-term benefits, especially in HR functions. AI played a crucial role in talent acquisition, streamlining recruitment, and enhancing relocation processes. While AI use expanded in key areas like employee monitoring and candidate evaluation, some functions, such as writing emails and training documents, saw a decline.

Relocation Volume + Budgets

Relocation Trends Adapt Amid Economic Shifts

In 2024, the battle against inflation tapered off, and the global economy grew 3.2% (OECD). While high costs remained a consideration for companies and employees, many maintained or somewhat increased their relocation budgets. Notably, more companies reported stable budgets than in 2023, reflecting a balanced approach to supporting talent mobility while optimizing resources.

63% of companies said their **relocation budget** will increase in 2025.

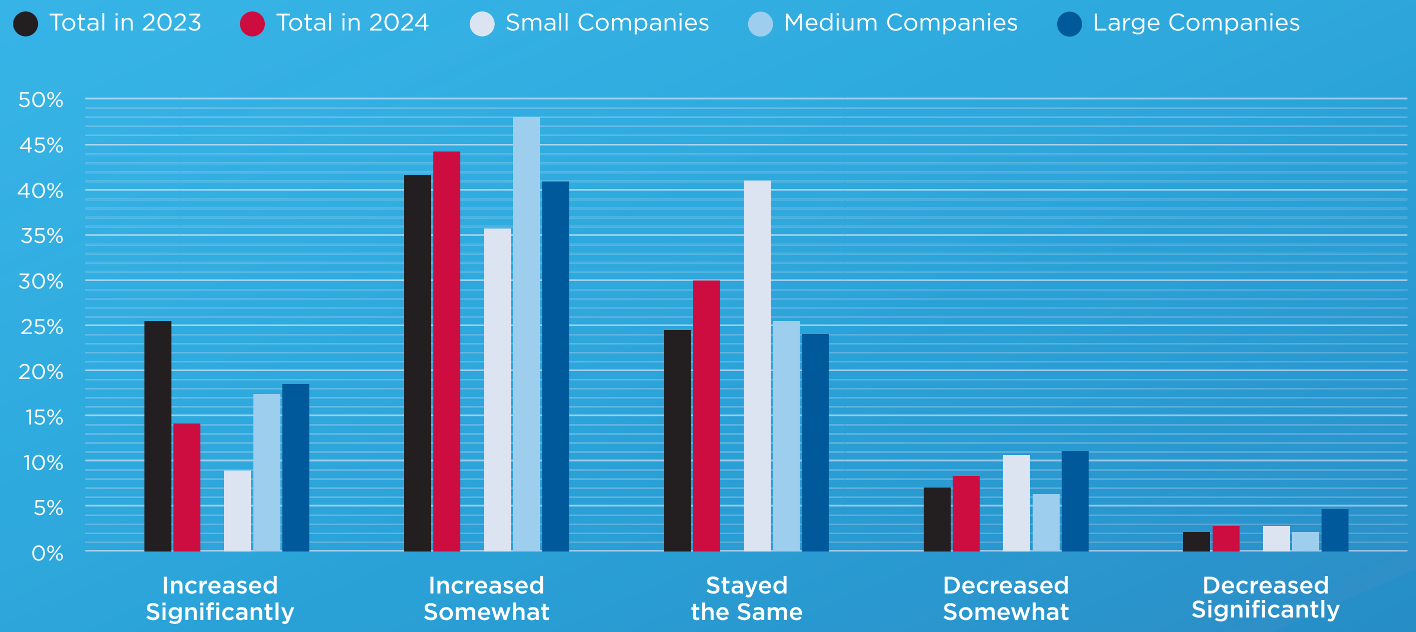
15% *of all companies reported a **significant increase** in their relocation budget in 2024, an 11% decrease from 2023.*

43% *of all companies reported **somewhat of an increase** in their relocation budget in 2024, a 1% increase from 2023.*

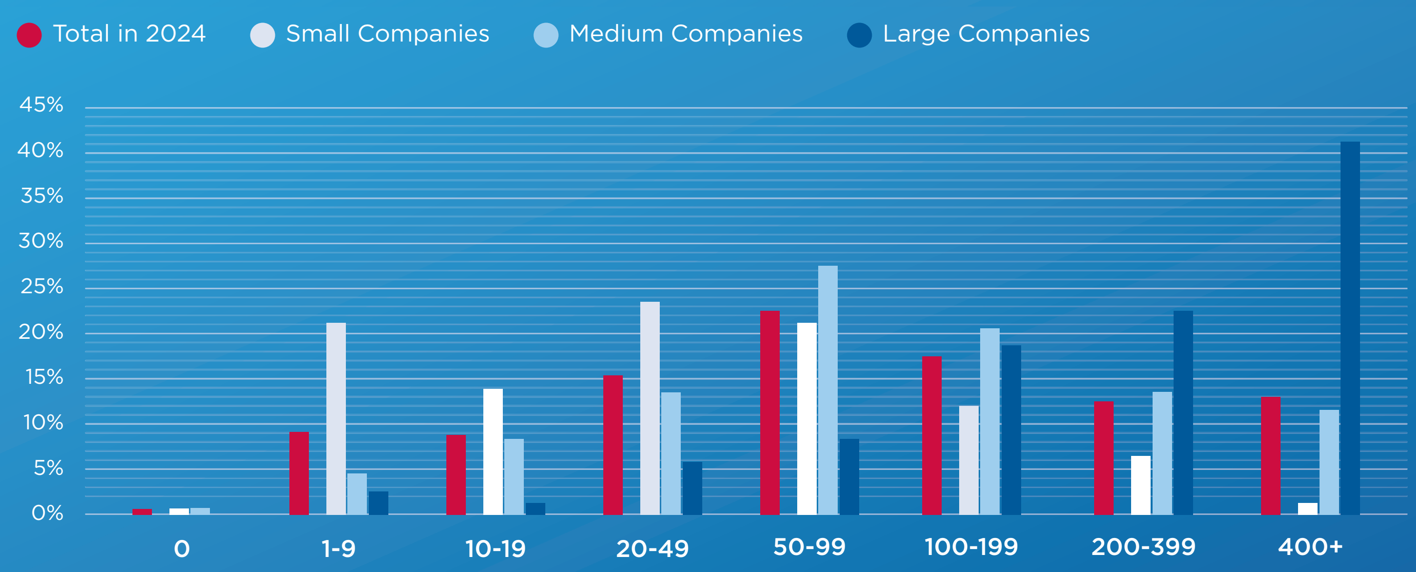
30% *of all companies reported that their relocation budget **stayed the same** in 2024, a 6% increase from 2023.*

The data indicated that companies spent more money to relocate the same or fewer people. While 58% of companies reported some kind of an increase in their relocation budget in 2024, 30% noted that their relocation volume stayed the same. This trend held true for international relocation volume, which 42% of companies said remained at the same level as 2023. In 2024, most companies surveyed relocated between 50-99 employees, while the number of relocations in the 200-400+ range saw a significant decline compared to 2023.

Relocation Budgets in 2024



The Number of Employees Relocated in 2024



Volume Holds Steady While Destinations Change

The 9% drop in international relocations was offset somewhat by a 3% increase in domestic relocations, which were the most common. In the United States, on average, 40% of relocations were interstate (from one state to another) and on average, 36% were intrastate (within the same state). On average, only 15% of relocations were between the U.S. and another country while on average, 9% were between two foreign countries. Both of those international figures decreased from 2023 levels.

Small companies were more likely to report that international relocation volume stayed about the same or decreased. 56% of small companies said the number of employees relocated internationally in 2024 remained steady, compared with 35% of medium companies and 40% of large companies. The gap closed somewhat when comparing decreased volume. 10% of small companies said their international relocation volume decreased somewhat, compared to 8% of medium companies, and 6% of large companies.

*How the **Number of Employees Relocated** Changed: 2024*

39% *of companies reported that the overall number of employees relocated **increased somewhat** from 2023.*

32% *of companies reported that the overall number of employees relocated **stayed about the same** as 2023.*

16% *of companies reported that the overall number of employees relocated **increased significantly** from 2023.*

42% *of companies reported that **international relocations stayed about the same in 2024**, while 29% said they increased somewhat and 17% said they increased significantly.*

Improved Financial Performance Backs Positive Outlook

The increase in relocation budgets has been a result of improved financial performance. As the global economy proved resilient (OECD), a total of 64% of respondents said their overall financial performance was better in 2024. Around 1 in 3 respondents reported that their overall financial performance was unchanged. Only 6% of respondents reported that their overall financial performance grew worse year over year. In 2024, 40% of companies surveyed said their annual sales were $100 million-$499 million.

Small companies (59%) were less likely to say that their financial performance improved in 2024 compared to medium companies (65%) and large companies (70%). Large companies (9%) were less likely to report that their financial performance worsened in 2024 compared to small companies (7%) and medium companies (4%).

57% *of companies felt that the state of the global economy in 2024 **was better** than 2023.*

61% *of companies felt that the state of the global economy in 2025 **will surpass** 2024.*

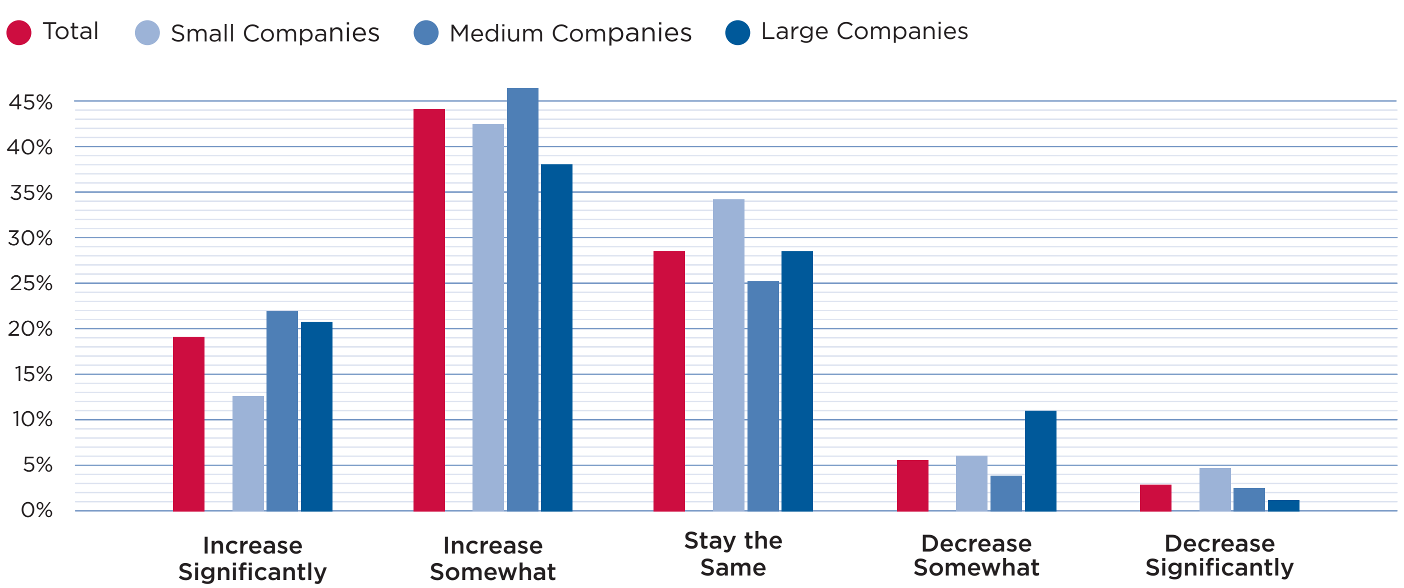
64% *of companies felt that their overall financial performance **was better** in 2024.*

65% *of companies felt that their overall financial performance in 2025 **will surpass** 2024.*

The positive outlook trended across small, medium, and large companies surveyed, who all reported financial growth in 2024. When asked about the global economy, 55% of small companies, 59% of medium companies, and 54% of large companies said it improved over 2023.

The forecast for 2025 mirrored recent patterns. Small (43%), medium (47%), and large (38%) companies anticipated relocation budgets to increase somewhat this year while the number of employees relocated was expected to stay the same or increase slightly.

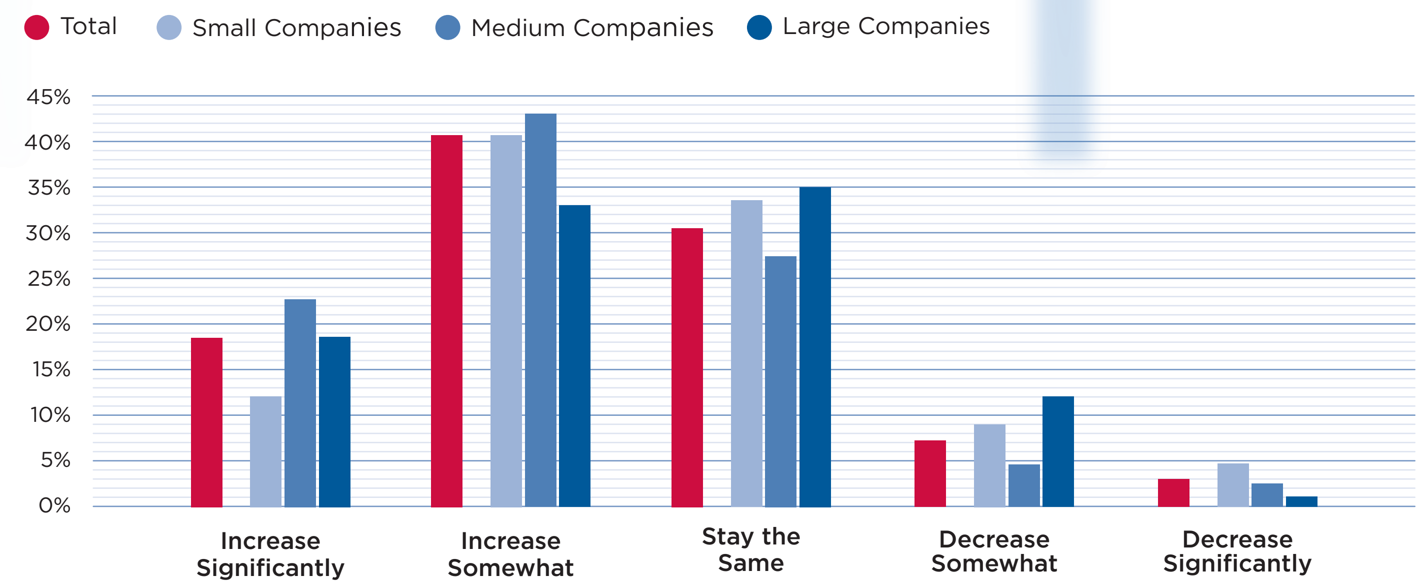
Relocation Budget Expectation for 2025



Overall, companies and corporate relocation remain stable in 2025 even though 56% of chief economists expect the global economy to weaken over the next year, with some regional variances (World Economic Forum).

The U.S. could see a short-term boost, with 44% of economists predicting strong growth in 2025. The outlook was less optimistic for other major areas of the global economy, including Europe and China.

Relocation Volume Expectation for 2025



Summary

Many companies **maintained or increased relocation budgets**.

Most companies relocated **50-99 employees**, with fewer large-scale relocations than in 2023.

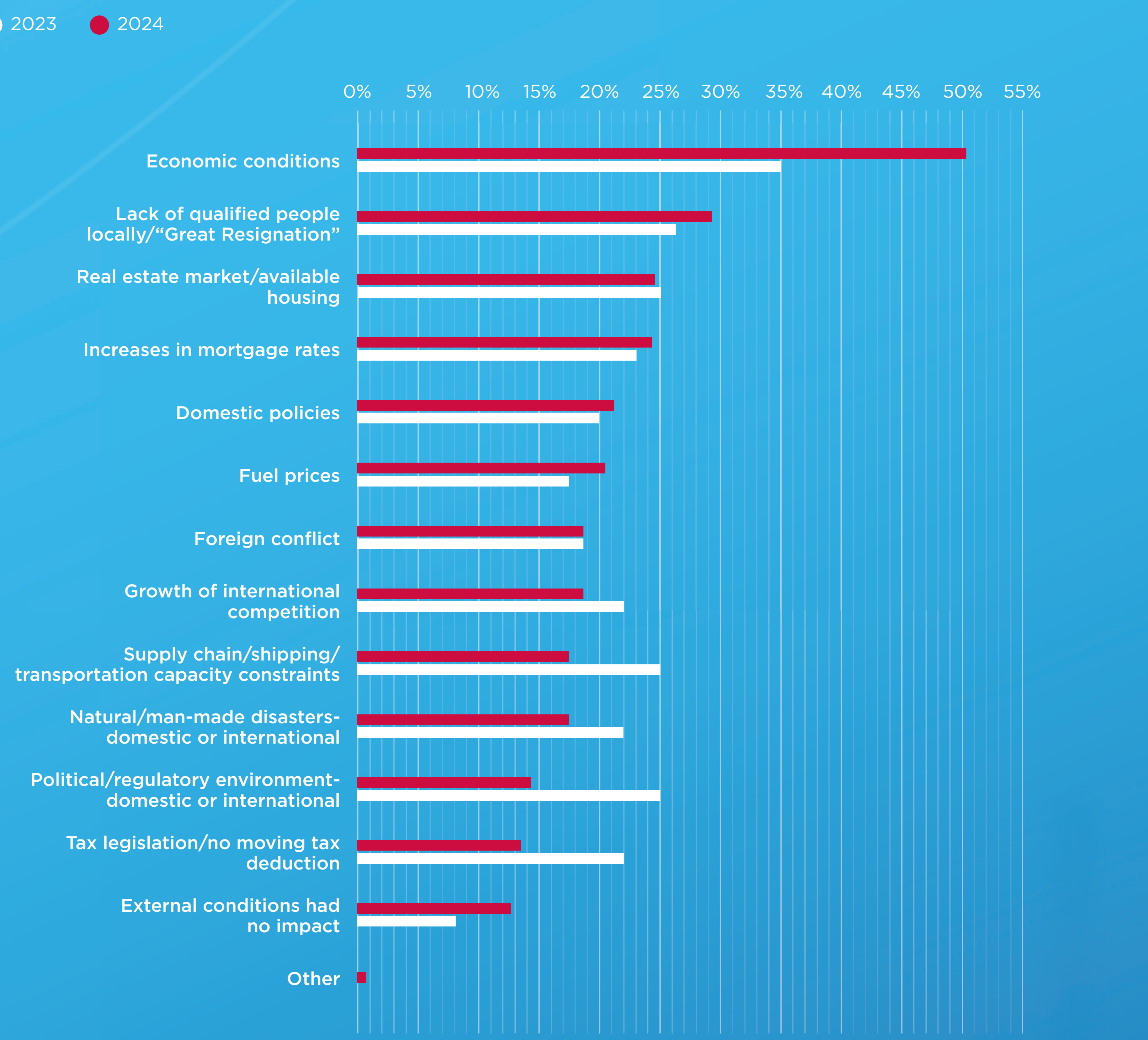
International relocations dropped by 9%, while **domestic relocations increased by 3%**.

The global economy grew by **3.2% in 2024** as inflation pressures eased (OECD).

All company sizes—small, medium, and large—**reported better financial performance** in 2024 compared to 2023.

Factors Impacting Relocation

External Factors Impacting Relocation, 2023 vs. 2024



Top External Factors

In 2024, the top four external factors impacting relocation were:

50% *Economic conditions*

29% *Lack of qualified people locally*

25% *Real estate market/ available housing*

24% *Increases in mortgage rates*

Small companies *were impacted by the real estate market (31%) at a greater rate than medium and large companies.*

Medium companies *were impacted by growth of international competition (24%), fuel prices (24%), and supply chain/shipping/ transportation capacity constraints (22%) at a greater rate than small and large companies.*

Large companies *were impacted by increase in mortgage rates (31%) and the political/regulatory environment (24%) at a greater rate than small and medium companies.*

ECONOMIC CONDITIONS

Even with companies’ improved financials and confidence in the global economy, half responded that economic conditions had the most significant impact on the number of employee relocations in 2024. That’s a 15% increase over 2023, but it is worth noting that it was also the top external factor that year.

Year after year, economic conditions have been a top external factor that has impacted relocation volume across industries. In 2024, the impact was almost equal among companies of each size.

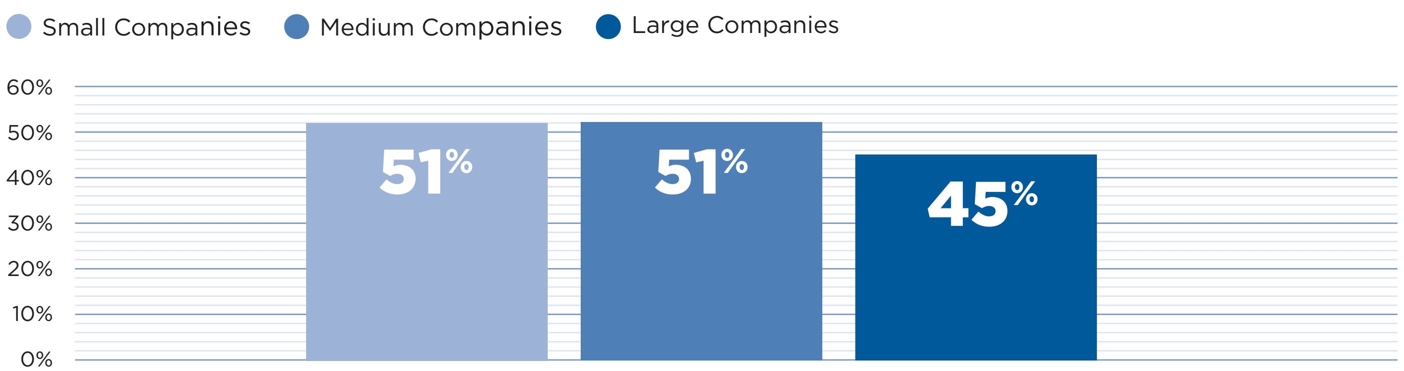
- *51% of **small companies.***
- *51% of **medium companies.***
- *45% of **large companies.***

The number of companies that reported economic conditions as the primary external factor impacting relocation increased significantly. Small companies notched a 15-point increase, medium companies at 16-points, and large companies at 9-points over 2023.

To navigate economic challenges, companies prioritized increasing wages.

According to Gartner, 71% of senior finance leaders planned to offer raises of at least 4% in 2024. Ultimately, compensation grew by 3.8% over the 12-month period (U.S. Bureau of Labor Statistics). In many areas, these raises outpaced inflation, which has recently remained around 3% (Statista), demonstrating a strong commitment to supporting employees' financial well-being.

Impact of Economic Conditions on Relocation by Company Size



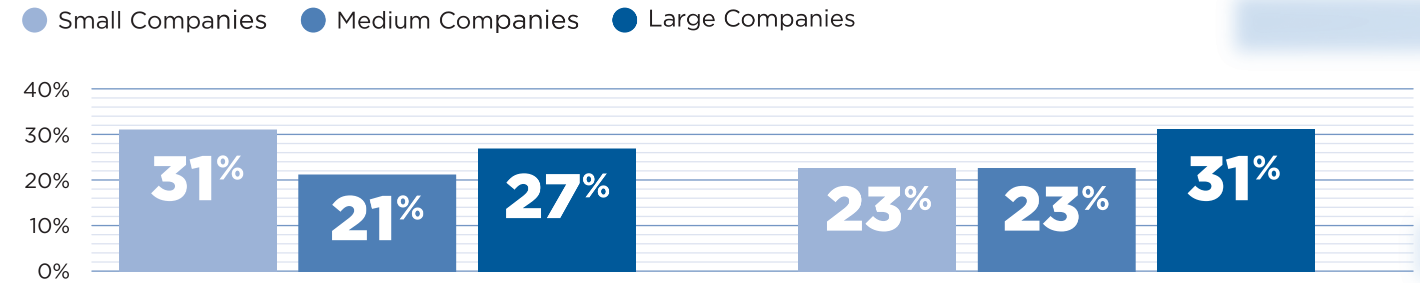
In 2024, the impact was almost equal among companies of each size.

REAL ESTATE/AVAILABLE HOUSING + INCREASES IN MORTGAGE RATES

Real estate market/available housing was also in the top four external factors in 2023, but increases in mortgage rates were new to the list in 2024. This came at a time when mortgage rates rose as high as 7.3% in the U.S. (Statista).

Companies may have responded from an employee's perspective since concerns about housing, including selling their current home, abandoning their current mortgage, or getting a new mortgage, were cited as top reasons to decline relocation. Home sales fell to a 30-year low in 2024 while the median national home price climbed 6% (National Association of REALTORS®).

Impact of Real Estate/Available Housing + Increases in Mortgage Rates by Company Size



Real Estate Market/Available Housing

The impact of the real estate market and available housing affected small companies more than medium and large companies.

Increasing Mortgage Rates

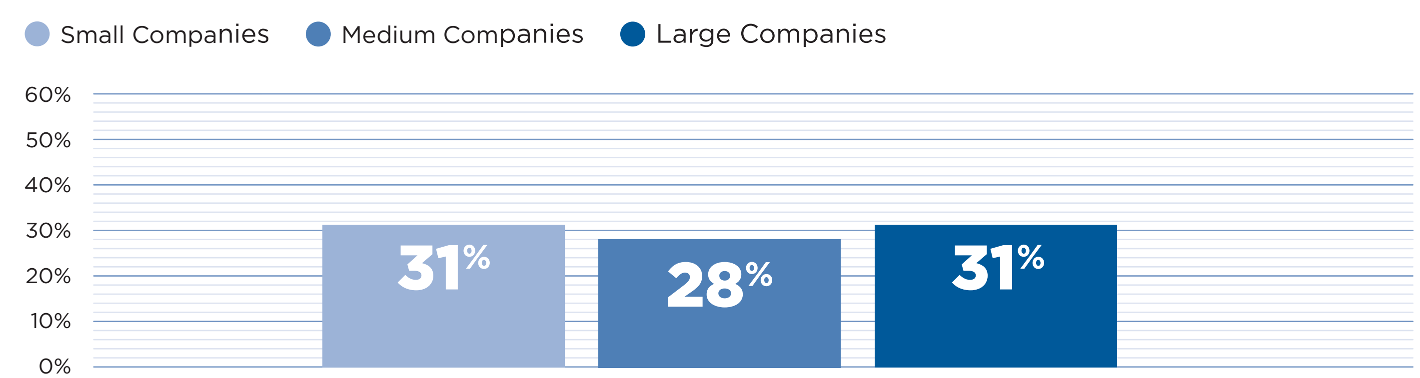
The impact of increases in mortgage rates affected large companies more than small and medium companies.

LACK OF QUALIFIED PEOPLE LOCALLY

The number of companies that cited lack of qualified people locally as an external factor that impacted relocation increased slightly from 27% in 2023 to 29% in 2024 amid the tightest labor markets in advanced economies in two decades (McKinsey).

Tight job markets present both challenges and opportunities. The U.S. Chamber of Commerce re-branded The Great Resignation as The Great Reshuffle. It claims that while quit rates remained high, hiring rates outpaced them. Many workers were ready to embrace change and seek employment with an improved work-life balance, higher wages, or a better company culture (U.S. Chamber of Commerce). Meanwhile, companies needed to boost productivity and find new ways to expand the workforce (McKinsey).

Impact of Lack of Qualified Local People by Company Size

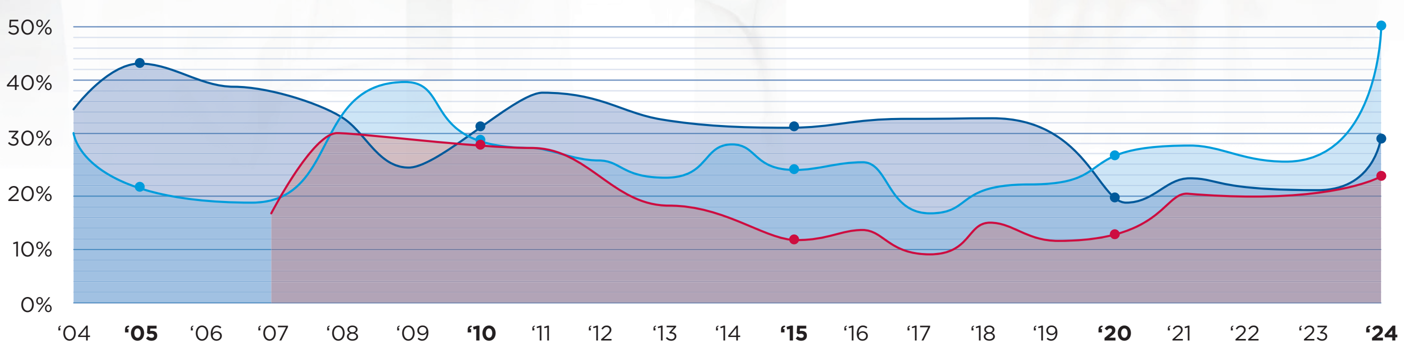


This factor equally impacted small, medium, and large companies in 2024.

Select External Factors: Impact on Relocation Volume 2004-2024

2024

Lack of Qualified People Locally **29%** · Economic Conditions **50%** · Real Estate Market **25%**



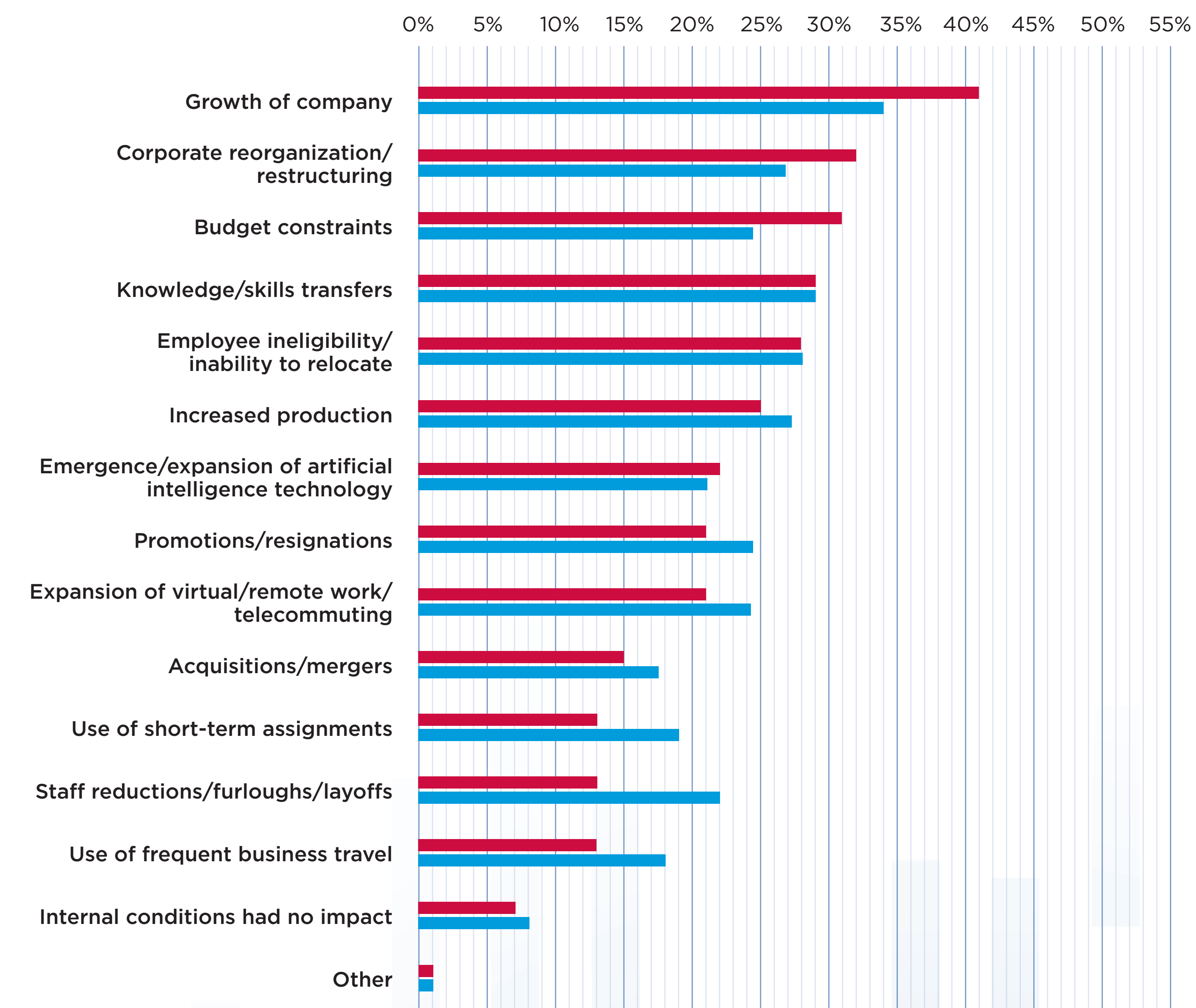
Top Internal Factors

In 2024, the top four internal factors impacting relocation were:

41%	**32%**	**31%**	**29%**
Growth of the company	*Corporate reorganization/ restructuring*	*Budget constraints*	*Knowledge/skills transfers*

Internal Factors Impacting Relocation, 2023 vs. 2024

2023 · 2024



***Top Internal Factors** by Company Size*

***Small companies** were impacted by budget constraints (35%) at a greater rate than medium and large companies.*

***Medium companies** were impacted by the expansion of remote work (24%) and increased production (29%) at a greater rate than small and large companies.*

***Large companies** were impacted by corporate reorganization/restructuring (38%) and promotions/resignations (33%) at a greater rate than small and medium companies.*

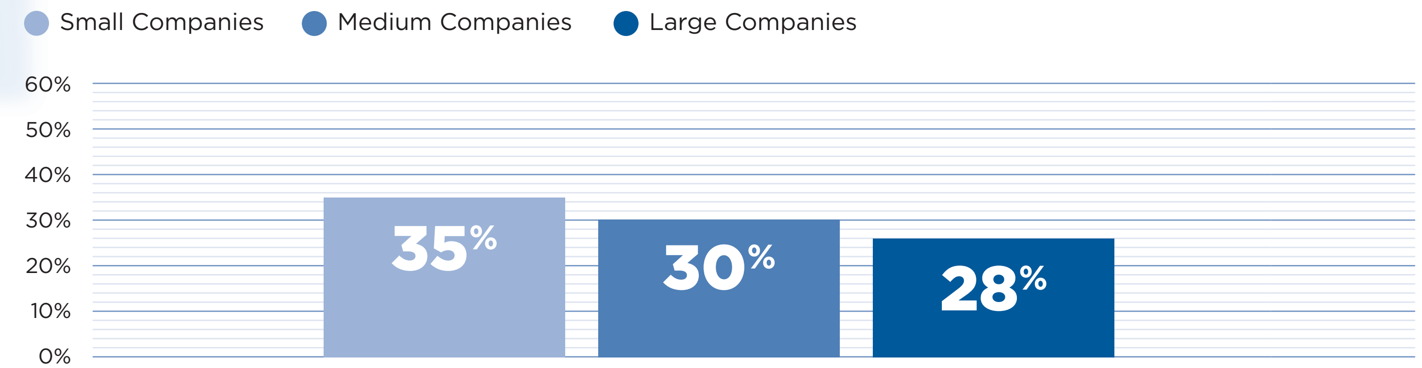
BUDGET CONSTRAINTS

The impact of economic conditions continued to echo throughout the survey. Budget constraints broke into the top four internal factors with a seven point increase, even though budgets saw some improvement in 2024.

Budget constraints could impact relocation for both the employer and the employee. With tight budgets, companies could reduce or restructure relocation packages and offer fewer benefits. Budget limitations could shift some relocation costs to employees, potentially leading to an increased reluctance to relocate.

During high global skilled labor shortages, offering competitive relocation benefits was essential. Budget constraints could make it harder to attract and retain top talent if relocation incentives were insufficient. Looking ahead, 44% of companies expect their relocation budget to increase somewhat in 2025.

Impact of Budget Constraints on Relocation by Company Size



In 2024, budget constraints were a primary factor impacting relocation for small, medium, and large companies.

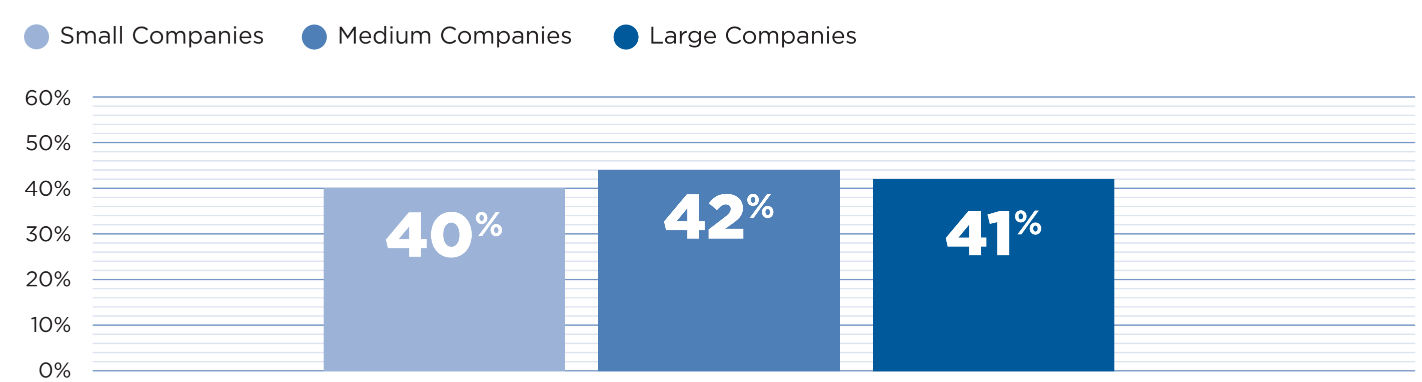
COMPANY GROWTH

Company growth increased eight points from 2023 to 2024, which aligned with 64% of companies that reported increased financial performance in 2024.

The U.S. Department of Commerce found that consumer spending increased 3.7% by the third quarter of 2024 thanks to rising incomes. The economy, and companies, benefited. Using the S&P 500 as a measuring stick, quarterly earnings grew almost 6% over 2023 (U.S. Bank).

From a labor perspective, U.S. employment rose by 2.2 million jobs in 2024, which was more than double what economists expected heading into the year (SHRM). That was slightly down from 2023 with about 3 million jobs created. However, December 2024 was exceptionally strong, signaling that the labor force has strong momentum into 2025.

Impact of Company Growth on Relocation by Company Size

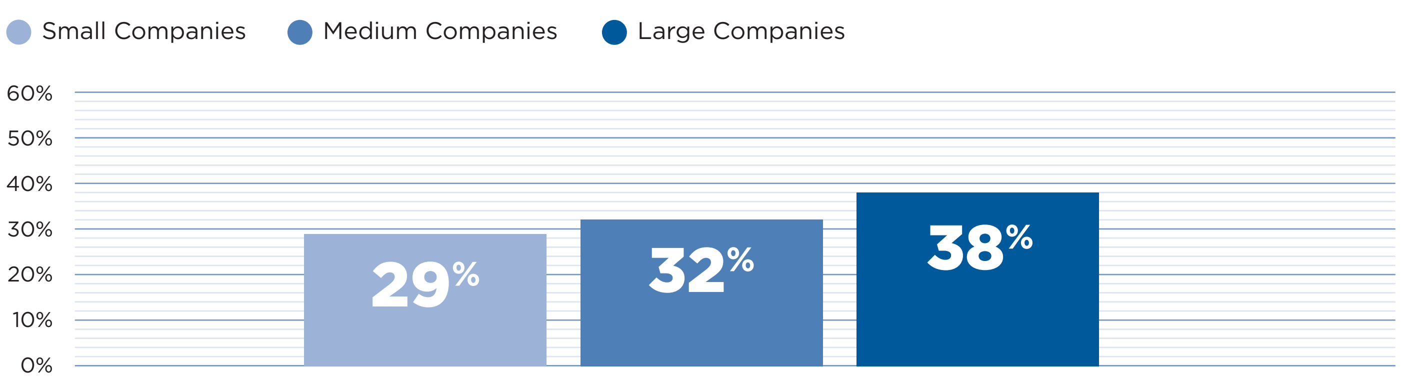


In 2024, small, medium, and large companies were impacted by growth at a similar rate.

CORPORATE REORGANIZATION/RESTRUCTURING

Company growth may have in part been driven by corporate reorganization and restructuring, which entered the top four external factors in 2024. According to PwC, there has been an uptick in internal reorganization, but it could be a proactive strategy. By using reorganization to enhance agility and align with market demands, businesses could create long-term value, unlock new opportunities, gain faster access to capital, and potentially increase profitability.

Impact of Corporate Reorganization/Restructuring by Company Size



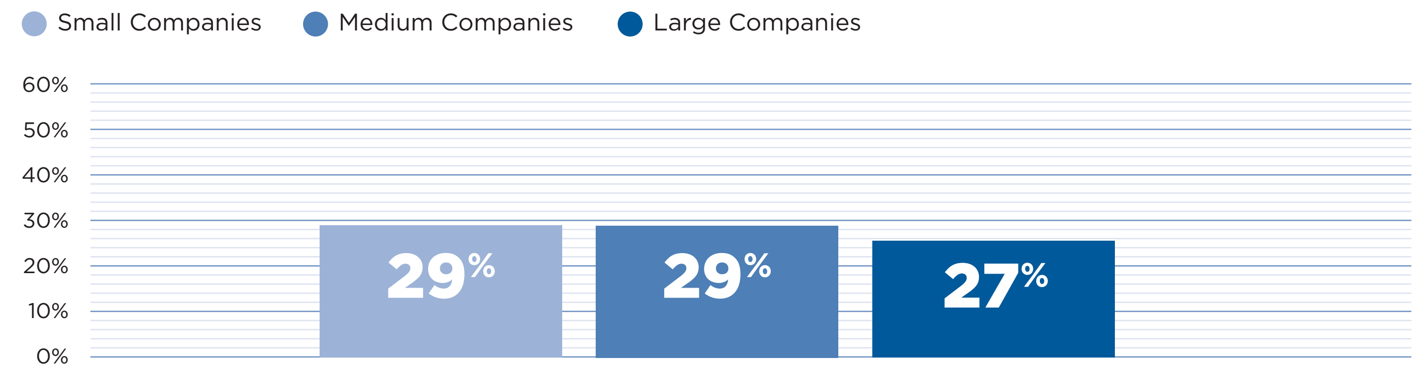
Large companies were slightly more impacted by corporate reorganization/restructuring than small and medium companies.

KNOWLEDGE/SKILLS TRANSFERS

The impact knowledge/skills transfers had on relocation remained steady from 2023 to 2024, indicating that this could become standard practice to ease the talent acquisition hurdles of today's job market. It may help with employee retention, too. According to LinkedIn's Workplace Learning Report, 84% of employees agreed that learning adds purpose to their work and upskilling makes them feel valued and more likely to stay with their organization.

A positive shift was clear—there was a drop in staffing reductions, furloughs, and layoffs from 2023 to 2024. Despite job cuts in the U.S. reaching a 15-year high and rising 5.5% since 2023, companies surveyed appeared to have embraced innovative workforce strategies (Forbes). With numerous unfilled positions in the professional and business services sector and a growing focus on upskilling, these organizations could look internally at creative ways to optimize and strengthen existing teams (U.S. Chamber of Commerce).

Impact of Knowledge/Skills Transfers by Company Size



Small, medium, and large companies were impacted by knowledge/skills transfers at a similar rate.

Summary

Economic conditions were the **most significant external factor** impacting relocation in 2024, up 15% from 2023. This impacted small, medium, and large companies equally.

Companies prioritized **wage increases** to combat the rising costs of living, with compensation growing **3.8%** over 12 months.

Lack of qualified people locally continued to have an impact on corporate relocation, up 2% from 2023.

Labor market challenges led to "The Great Reshuffle," where **quit rates remained high**, but **hiring outpaced resignations**.

Real estate market/available housing remained a consistent concern from 2023, and **home sales hit a 30-year low** while median home prices rose 6%.

Mortgage rates reached **7.3%**, which made relocating homeowners more challenging.

Company growth was the **most significant internal factor** impacting relocation in 2024, up 8% from 2023.

Corporate reorganization/restructuring (32%) was a growing internal factor as more companies looked at **restructuring as a strategy** to boost agility, access capital, and increase profitability.

While 63% of companies expect **budget increases in 2025**, budget constraints emerged as a key challenge and impacted both employers and employees.

Companies prioritized **upskilling employees**, with 84% agreeing it adds purpose and retention value.

Employees Declining Relocation

Job seekers relocating for new jobs rebounded to 2.7% in 2024 versus a record low of 1.6% the prior year (Challenger, Grey, and Christmas). According to survey respondents, more workers accepted a relocation in 2024. 42% of companies did not have any employees decline to move, an improvement from 36% in 2023.

This rebound didn't affect all companies equally. 78% of large companies said employees declined relocation compared to 56% of medium companies and 51% of small companies. Medium companies were most likely to report that the number of employees declining relocation increased at 53% compared to 29% of small companies and 49% of large companies.

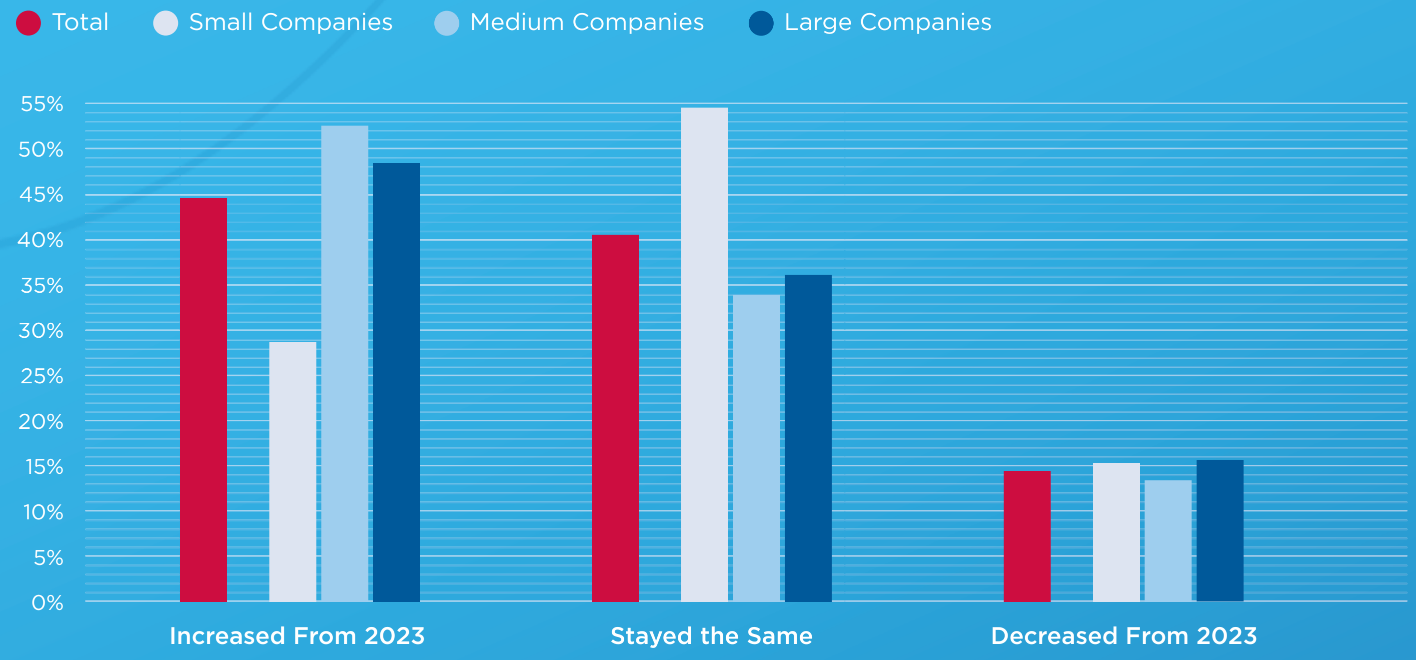
58% of companies reported that an employee declined the opportunity to relocate in 2024.

51% *of **small companies** reported an employee declined relocation in 2024.*

56% *of **medium companies** reported an employee declined relocation in 2024.*

78% *of **large companies** reported an employee declined relocation in 2024.*

Number of Employees Declining Relocation in 2024 When Compared to 2023



Reasons Employees Declined Relocation

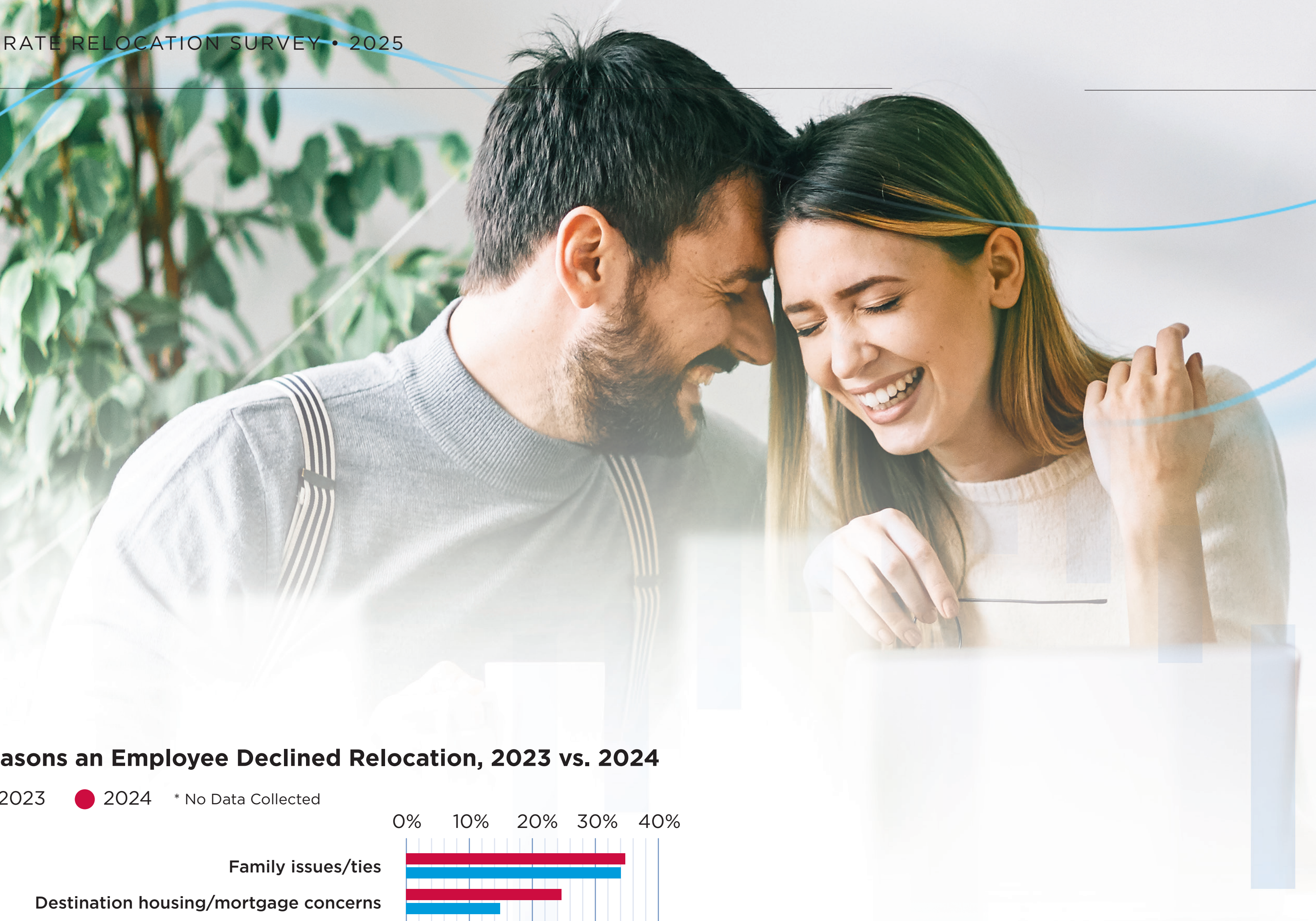
FAMILY TIES

U.S. Department of Labor research found that family responsibilities was the top reason some Gen X and Millennials didn't enter the workforce at all, perhaps because of the high costs of hired care. When surveyed, parents in the U.S. said that they're spending 22% of their household income on child care (2025 Cost of Care Report). The average weekly daycare cost was $343, which rose nearly 7% since 2023.

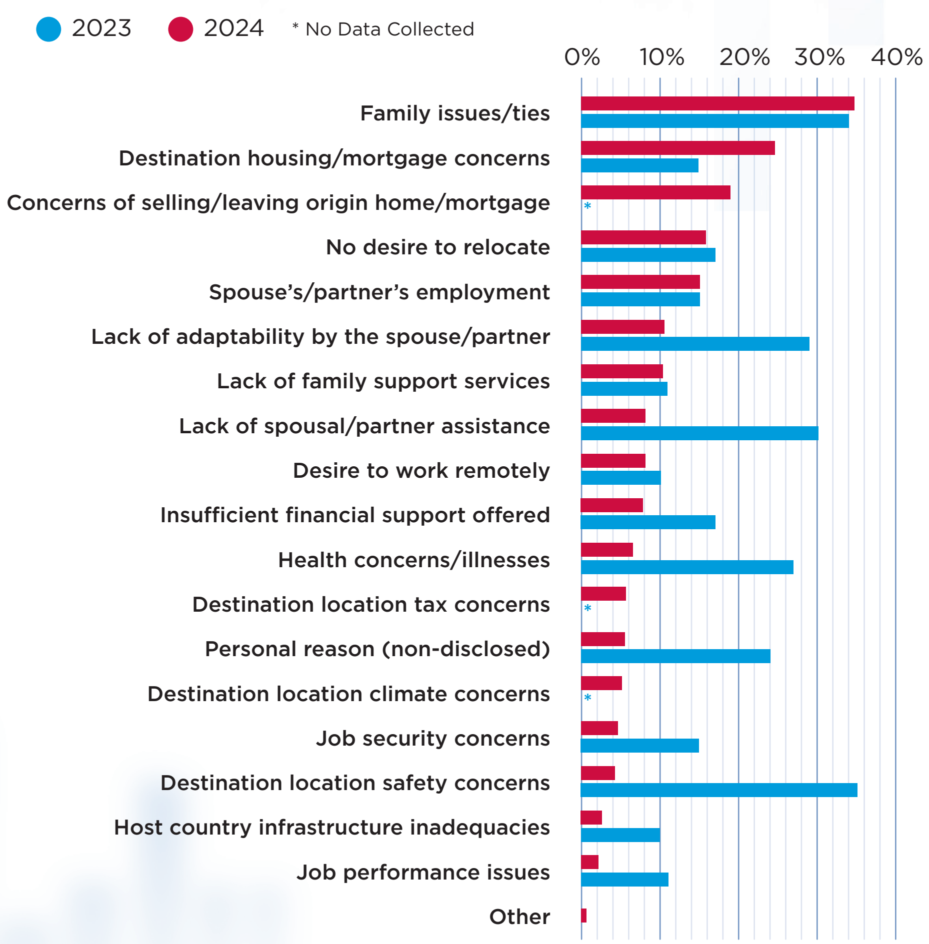
However, this is just one part of the story. In the Cost of Care Report, the average parent revealed they are also responsible for the well-being of five loved ones, including children, aging adults, and even pets. Outside of children, parents spent 18% of their household income on other care-giving costs. The amount families spent on care in 2024 was $14,400. Almost all (89%) of respondents to the Care.com study—or their partner/spouse —had to make at least one major change to their work, life, or finances to afford care last year.

35% *of companies reported **family issues/ties** as a reason employees declined relocation.*

With employees seeking an improved work-life balance and flexible working conditions, plus the added costs of hiring care, it came as no surprise that there was apprehension to uproot their families, potentially multiple generations of their family, to move.



Reasons an Employee Declined Relocation, 2023 vs. 2024



15%

*of companies reported **spouse's/partner's employment** as a reason employees declined relocation, which was unchanged from 2023.*

SPOUSE'S/PARTNER'S EMPLOYMENT

Providing further clarity to the types of family issues employees face, 15% of companies reported a relocation was declined because of the spouse's or partner's employment. Similarly, 11% said an employee declined relocation because of a lack of adaptability by the spouse/partner, and 8% declined due to lack of spousal/partner assistance.

As of 2023, the majority of households in the U.S. were dual income. In 29% of marriages, both spouses earned about the same amount of money (Pew Research Center). Families may have felt that both jobs were equally important, especially with today's higher costs of living and economic climate. If there were not adequate spouse/partner benefits or assistance offered by the employer, the risks could outweigh the reward.

HOUSING AND MORTGAGES

While businesses felt the global economy improved, financial relief did not reach all individuals in the labor market. In 2024, employees had the same cost-of-living considerations as they did in 2023, which left employers offering relocation searching for solutions to relieve the pressure.

Nearly 44% of companies reported that employees declined relocation due to two key reasons: concerns about selling or leaving their origin home as well as housing and mortgage concerns at their new destination.

If an employee last moved between 2020-2021, their current 30-year fixed interest rate would have been between 2.7% and 3.08% (Statista). A move in 2024 would have raised that rate to roughly 7%. For many, it may have been hard to justify that increased cost on top of rising home prices.

Homes were also staying on the market longer than they had for the past five years (Realtor.com). As a seller on an employer's relocation timeline facing the possibility of two mortgages, this presented a significant challenge. However, for buyers, this trend offered advantages, including increased opportunities to negotiate a better price to offset rates as well as more time to make a decision.

25% *of companies reported **concerns about housing/mortgage** at the new location as a reason employees declined relocation, which increased 10% from 2023.*

19% *of companies reported **concerns about selling or leaving the origin home** as a reason employees declined relocation, which was a new answer choice in 2024.*

The state of the housing market and general stress of the economy was not lost on employers, though. There was a significant decrease in the number of employees declining a relocation due to insufficient financial support, from 17% in 2023 to 8% in 2024, signaling that policies and incentives were adapting.

SAFETY CONCERNS

Declining relocation due to location safety concerns including war, crime, and political unrest had the biggest change year over year. In 2023, 35% of employees cited this as a concern. In 2024, that dropped to just 4%.

Although our survey did not ask about specific safety concerns, 2024 had a handful of major climate events like Hurricane Helene in North Carolina and ongoing global conflict like the wars in Ukraine and Gaza. Only 5% of companies designated natural disasters as an external factor impacting relocation, and 19% said the same about foreign conflict. Of the companies who said they relocated employees internationally, 6% cited safety concerns as a reason employees declined to move.

31%

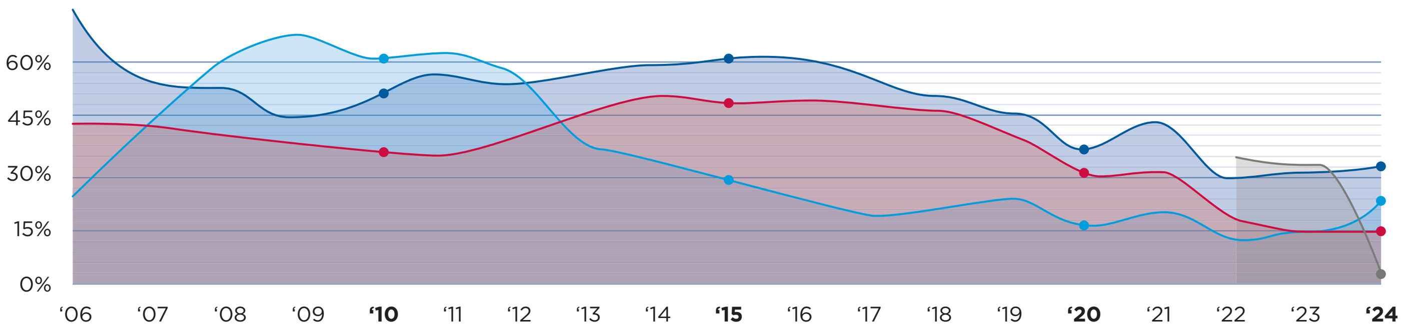
*There was a 31% decrease in **employees citing safety concerns** as a reason for declining relocation in 2024.*

Select Reasons Relocations Declined: 2006-2024

2024

Family Issues/Ties **35%** Housing/Mortgage Concerns in New Location **25%**

Spouse/Partner's Employment **15%** Safety Concerns **4%**

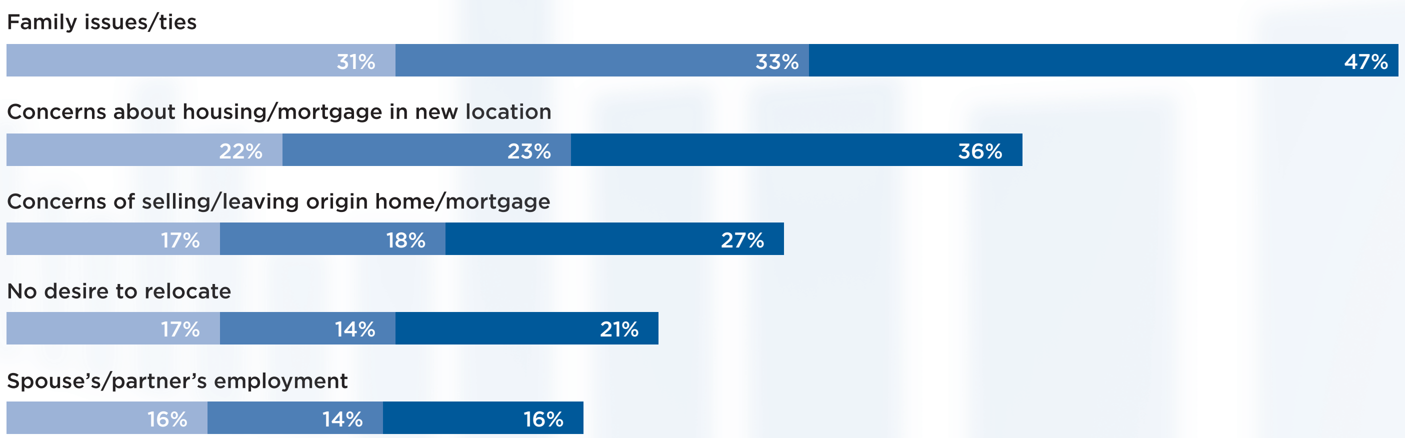


Historically, data collected since 2006 showed that concerns about housing and mortgages, family ties, and a spouse's or partner's employment reached their lowest levels between 2022 and 2023. However, there were two notable shifts in 2024. Concerns about housing and mortgages crept up 10 points over 2023. Meanwhile, safety concerns plummeted by 31 points since last year.

Several factors may have contributed to these trends. For example, employees were reluctant to leave their current low-rate mortgage for a much higher rate on a new home. Higher mortgage rates can drive up the overall cost of homeownership, making it difficult for employees to afford a comparable home in the new location. Safety concerns may have declined as fewer companies expanded international relocations. The rise of global digital jobs has allowed businesses to access talent from around the world without requiring employees to move. This broader talent pool has reduced the need for relocations to regions affected by conflict or climate-related risks.

Top 5 Reasons Relocations Were Declined: 2024

Small Companies Medium Companies Large Companies



Summary

Fewer employees declined relocation (42% of companies reported employees declining a relocation in 2024 versus 36% in 2023). Large companies saw the highest decline rate (78%), followed by medium (56%) and small companies (51%).

Family responsibilities remain the top barrier to relocation, particularly among **Gen X and Millennials**.

With **dual-income households being the majority**, many families were reluctant to relocate without strong spousal support. 15% of companies reported employees declined relocation due to their spouse's/partner's job. 11% cited a lack of adaptability by the **spouse/partner**, and 8% cited **insufficient spousal support**.

Housing market challenges and mortgage rates emerged as significant factors, influencing nearly 44% of decisions.

Employer-provided **financial support** improved, leading to fewer relocations being declined due to cost concerns.

Safety concerns significantly decreased as a reason for declining relocation, despite global instability.

Policy Administration + Assistance Policies

Relocation Policy

When asked, 47% of companies agreed or strongly agreed that they lost good employees due at least in part to a relocation policy. The implications of this could be expensive, as Gallup reported that replacing leaders or managers costs around 200% of their salary and replacing other professionals in technical roles costs around 80% of their wages.

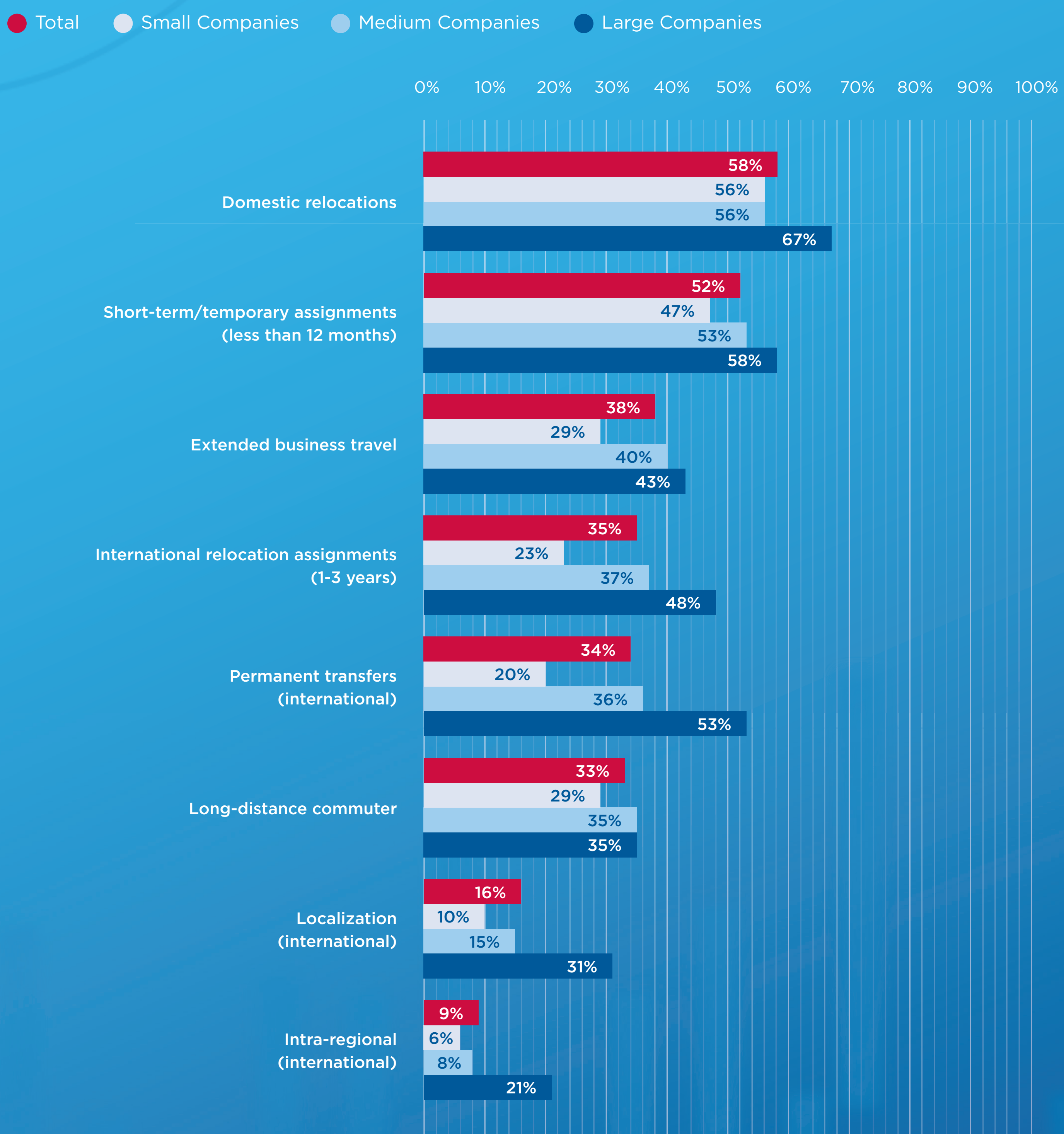
As employee retention challenges grew last year, companies needed to act to avoid costly exits. Yet, there were fewer formal relocation policies reported in 2024. In fact, there was no growth in formal relocation policies at all. Instead, there was at least a 16-point drop in all types of formal relocation policies compared to 2023. Did companies shake up their policies to make them a more strategic fit for their evolving needs?

2024 FORMAL POLICIES

Most companies (58%) reported a formal policy for domestic relocations, which aligned with the 67% of companies that said the boundaries of their company's operations were regional or national. About half of companies (52%) confirmed they had a formal relocation policy for short-term assignments. Roughly a third of companies reported policies for extended business travel (38%), long-distance commuter (33%), permanent transfers (34%), and international relocation assignments (35%). Only a small percent of companies disclosed policies for localization (16%) and intra-regional (international) (9%).

- *Most small (56%), medium (56%), and large (67%) companies reported having a **domestic relocation policy**.*
- *Medium companies (35%), along with large companies (35%), were more likely to have a formal **policy for long-distance commuters** than small companies (29%).*
- *Large companies were more likely to have a variety of formal policies for **international relocation**, including 48% for international relocation assignments (1-3 years), 31% for localization, and 21% for intra-regional relocations.*

2024 Formal Policies by Company Size



BENEFITS

There was another notable change in 2024 around relocation policies. More companies reported that fixed- and flexible-use relocation benefits became policy-dependent and moved away from being available to all relocating employees. 32% of companies reported that fixed relocation benefits were policy-dependent compared to merely 6% in 2023. 33% said the same about flexible benefits compared to 13% the previous year.

The most common fixed benefits in 2024 were travel expenses-final move (52%), temporary housing (51%), household goods shipping (42%), and rental assistance/ transaction costs (42%). Both travel expenses-final move and temporary housing had steep increases over 2023. Travel expenses-final move also had a large increase from 2022-2023, indicating this was becoming a common practice for relocations.

COST CONTAINMENT

In terms of relocation cost containment plans for 2025, the most common measures include limited miscellaneous expense allowance benefits (28%), offering short-term/extended travel/commuter arrangements (28%), capping relocation benefit amounts (27%), and modifying cost of living (COLA) offering policy (26%).

- *Medium companies are more likely to limit **miscellaneous expenses** at 30%, which was similar to large companies at 27%, but more than small companies at 23%.*

*The most common **fixed benefits***

52% *Travel expenses—Final move*

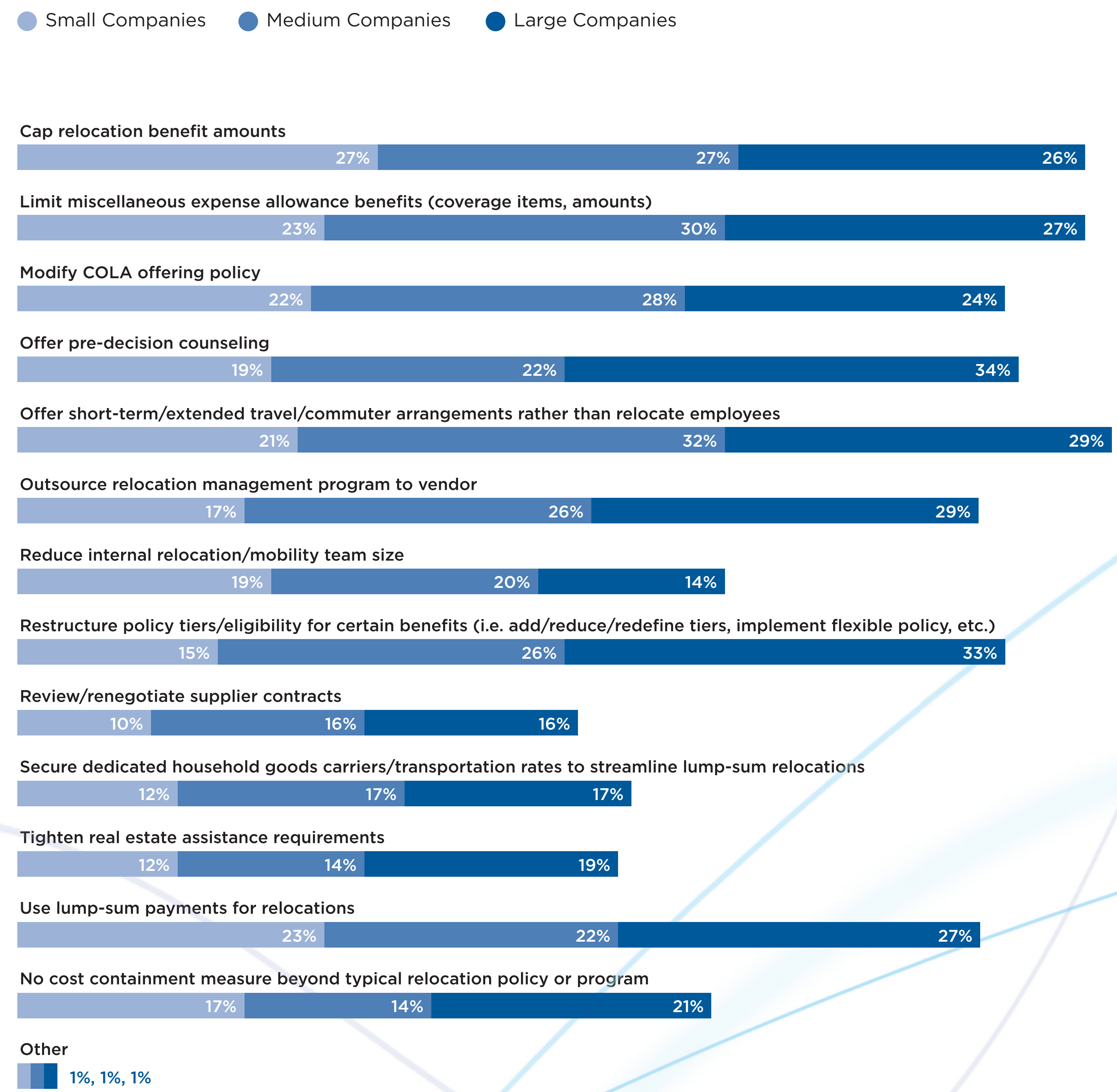
51% *Temporary housing*

42% *Household goods shipping*

42% *Rental assistance/ transaction costs*

- *Similarly, medium companies are more likely to offer **short-term commuter arrangements** at 32%, which was similar to large companies at 29%, but more than small companies at 21%.*
- *Small (27%), medium (27%), and large (26%) companies are equally likely to **cap relocation benefit amounts**.*
- *Small (22%), medium (28%), and large (24%) companies are planning to modify their **COLA offering policy**.*

Relocation Cost Containment Measures Projected in 2025 by Company Size



Alternative Assignments

Many companies reported utilizing alternative assignments in 2024, most often domestically on a limited basis. There was also a slight uptick in plans to use alternative assignments in 2025. These types of assignments included extended business travel, cross-border commuting, rotational placement, localization, and permanent international transfers in place of relocation. To note, a lot of those assignment types were related to international relocation, which decreased in 2024.

Internationally, medium-sized companies (28%) and large companies (31%) were more likely than small companies (16%) to use alternative assignments on a limited basis. The same pattern holds for frequent use: 16% of small companies, 27% of medium-sized companies, and 35% of large companies.

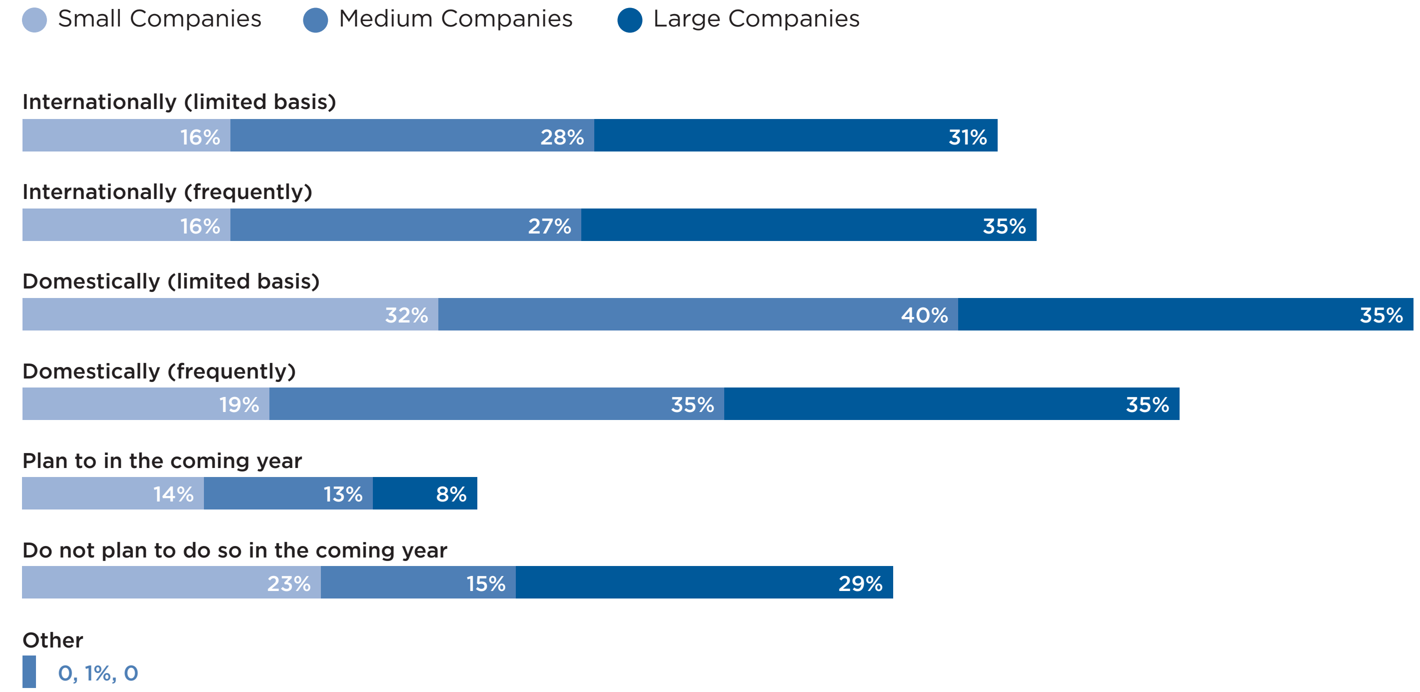
Domestically, medium-sized companies (40%) led in using alternative assignments on a limited basis, followed by large companies (35%) and small companies (32%).

The trends in alternative assignments changed last year. Using them in place of long-term assignments no longer topped the list. Instead, companies used them to meet strategic business goals (37%), accommodate employee needs (33%), or used them in addition to long-term assignments (35%).

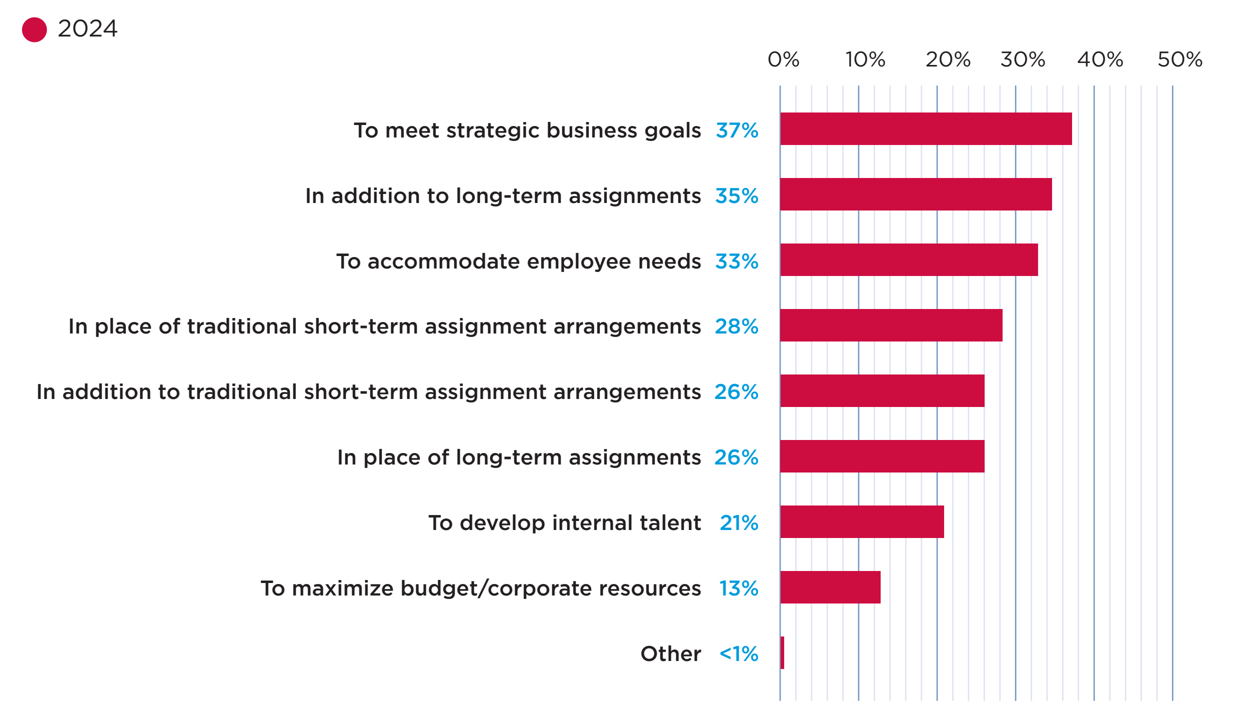
The desire to accommodate employee needs drove more companies to use alternative assignments in 2024 (33%) versus 2023 (22%). Many employees preferred alternative assignments that allowed them to maintain family stability while still advancing their careers. Options like commuter assignments or rotational placements provided a balance between mobility and personal commitments.

The lifestyle expectations of employees in terms of location and work setup have fueled the rise of employee-driven moves (Mercer). Many companies supported them and helped facilitate them for talent retention purposes. In 2024, 46% of companies provided access to relocation providers, and 42% of companies provided financial support for voluntary moves.

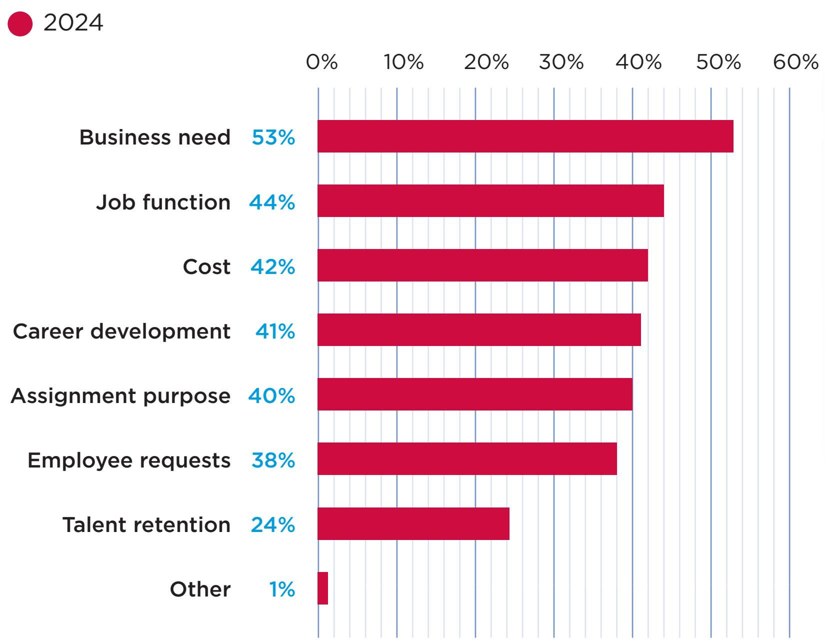
How Companies Used Alternative Assignments



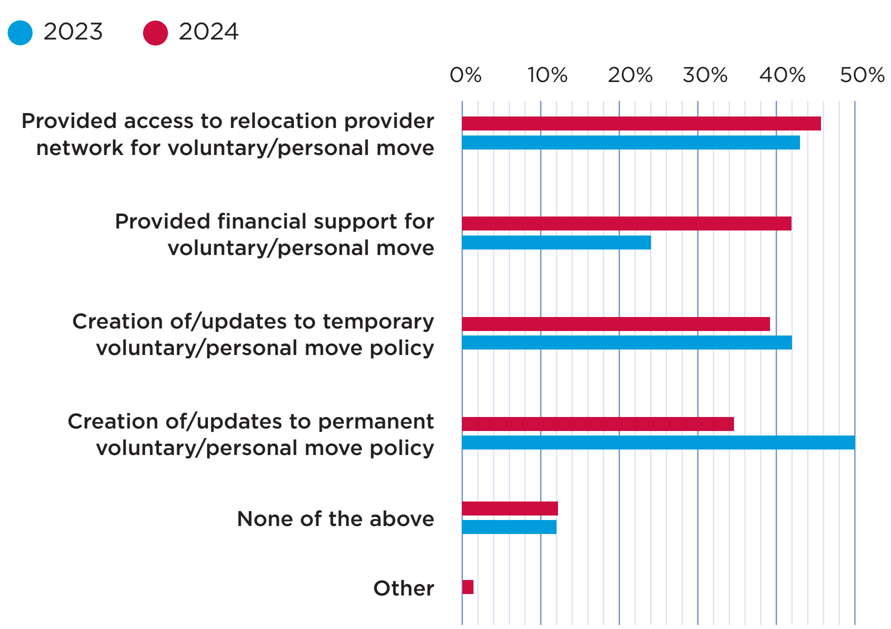
How Alternative Assignments Were Incorporated into Employee Mobility Strategies



What Key Factors Determined if an Alternative Assignment Was Used?



Actions Taken in Relation to Voluntary/Personal Moves, 2023 vs. 2024



Reimbursement Practices

Last year saw shifts in how companies handled relocation reimbursement practices. Partial reimbursement based on salary, position, or policy tier was up (52%) while all other reimbursement types, including lump-sum, (35%) were down.

The types of employees who received a lump-sum payout changed slightly. More experienced professionals (58%), homeowners (40%), entry-level employees (37%), and new hires (31%) received a lump sum. Fewer executives (55%) and renters (23%) received a lump sum compared to 2023.

- *Between 50-60% of small, medium, and large companies offered lump-sum payments to* ***executives and experienced professionals****.*
- *Medium companies (35%) were more likely to offer lump-sum payments to* ***new hires*** *than small (25%) and large companies (29%).*
- *Small (38%), medium (40%), and large companies (41%) were equally likely to offer lump-sum benefits to* ***homeowners****.*
- *Medium (26%) and large (27%) companies were more likely to offer lump-sum benefits to* ***renters*** *than small companies (17%).*

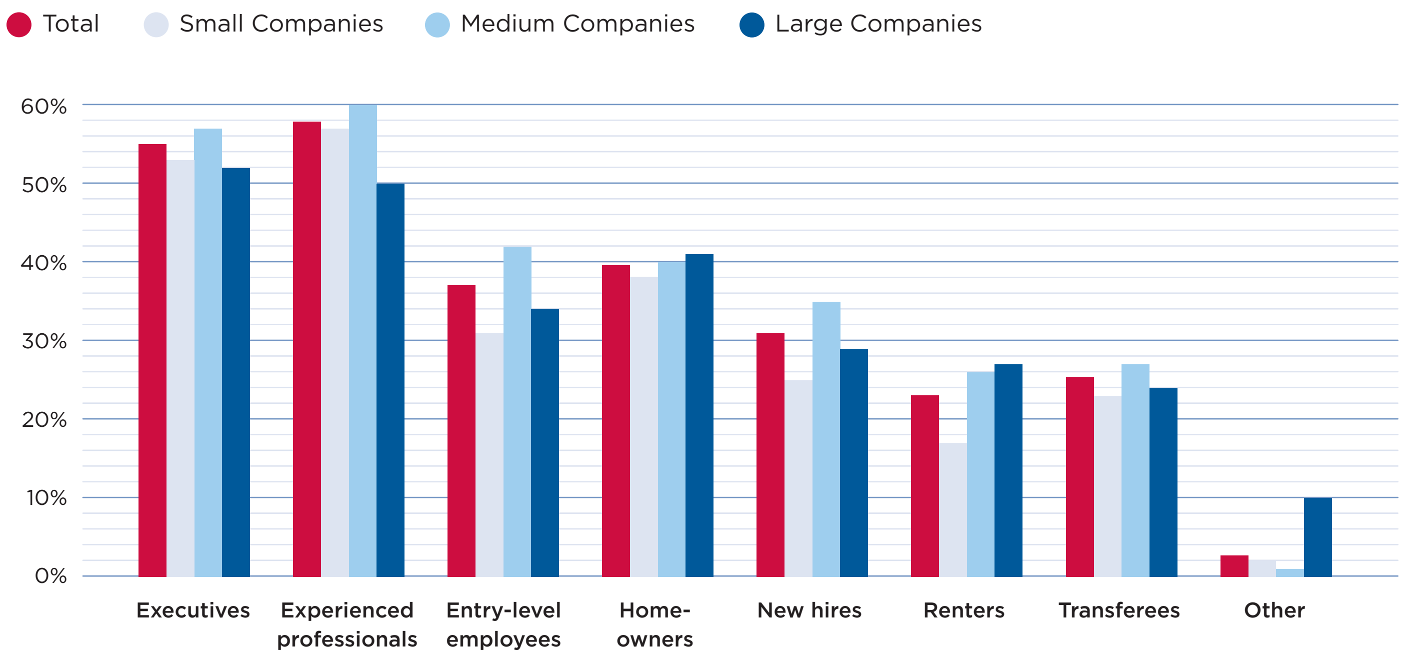
53% *of companies offered* ***full reimbursement*** *or relocation expenses.*

52% *of companies offered* ***partial reimbursement*** *based on salary, position, policy tier, etc.*

35% *of companies offered* ***lump sums****.*

28% *of companies offered direct or managed* ***cap programs****.*

Employees That Received Lump-Sum Benefits in 2024 by Company Size



$10,000-$12,499

The most common range of ***lump-sum payments***

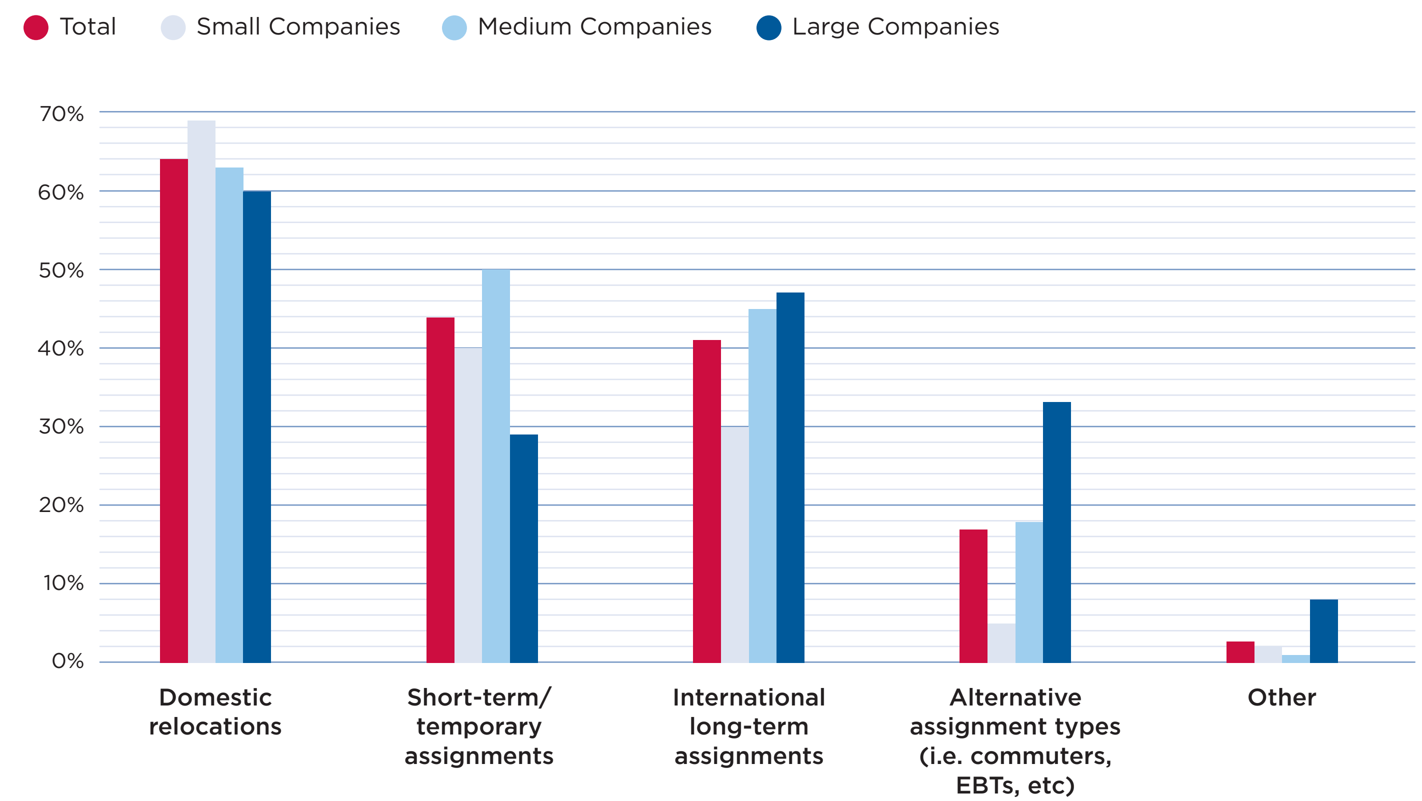
The types of relocations that utilized lump sums were balanced compared to the data from 2023. Domestic relocations continued to most commonly receive lump-sum payments (64%), followed by short-term/ temporary assignments (44%), international long-term assignments (41%), and alternative assignments (17%).

- ***Domestic relocations*** *received lump-sum payments at 69% of small companies, 63% of medium companies, and 60% of large companies.*
- *Small companies (40%) and medium companies (50%) were more likely to offer* ***lump-sum benefits to short-term/ temporary assignments*** *than large companies (29%).*
- ***Alternative assignment types*** *received lump-sum payments at 7% of small companies, 18% of medium companies, and 33% of large companies.*

Ranges of lump-sum payment amounts shifted higher, too. In 2023, most companies offered either $5,000-$7,499 or $10,000-$12,499. In 2024, $10,000-$12,499 was still the most common amount offered. However, every range from $7,500-$9,999 to $25,000+ saw at least a four-point increase.

With inflation, higher housing prices, and increased relocation expenses, a fixed lump sum may no longer cover the full cost of moving. This could leave employees financially vulnerable if the amount didn't cover unexpected relocation expenses.

Types of Relocations That Received Lump-Sum Benefits in 2024 by Company Size



PwC's 2024 Workplace Hopes and Fears survey found that the risk of change fatigue and feeling overwhelmed in the workforce has increased over the past 12 months. Couple that with the stress of financial security and it is easy to see why many workers may not have felt up to the increased responsibility of taking risks and planning a move.

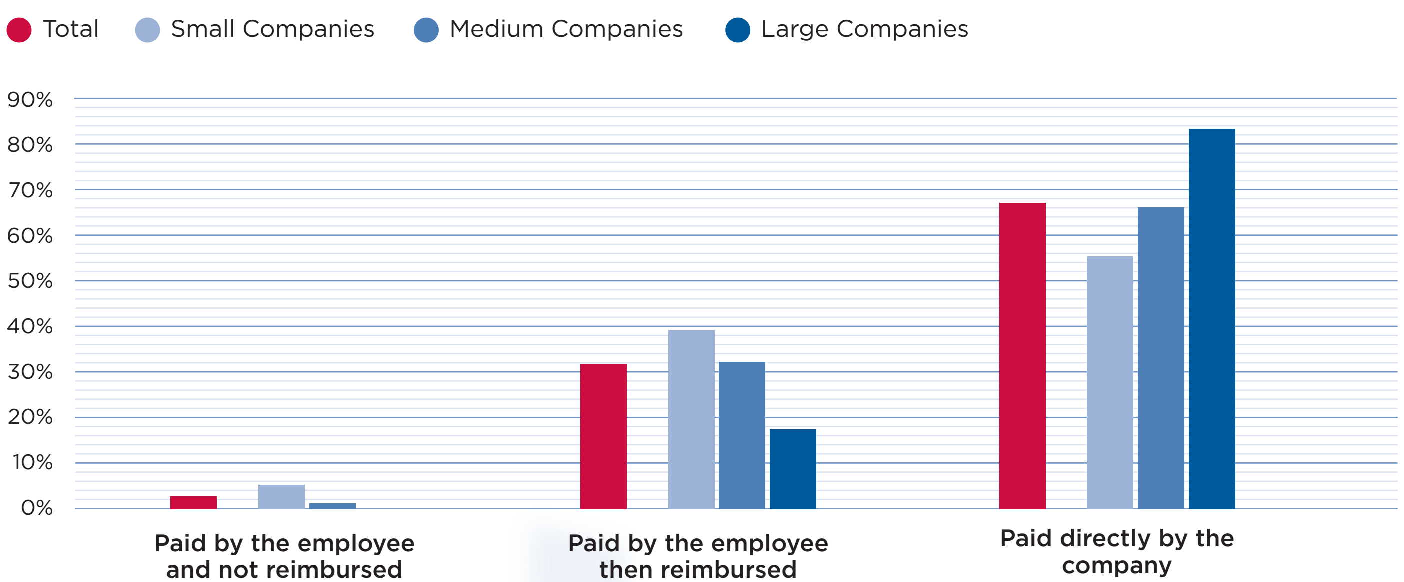
As companies prioritized employee needs and adopted more customized relocation benefits, partial reimbursement emerged as a practical solution. It provided employees with flexibility while allowing companies to manage costs effectively, creating a balanced and sustainable approach to relocation support.

Relocation Services

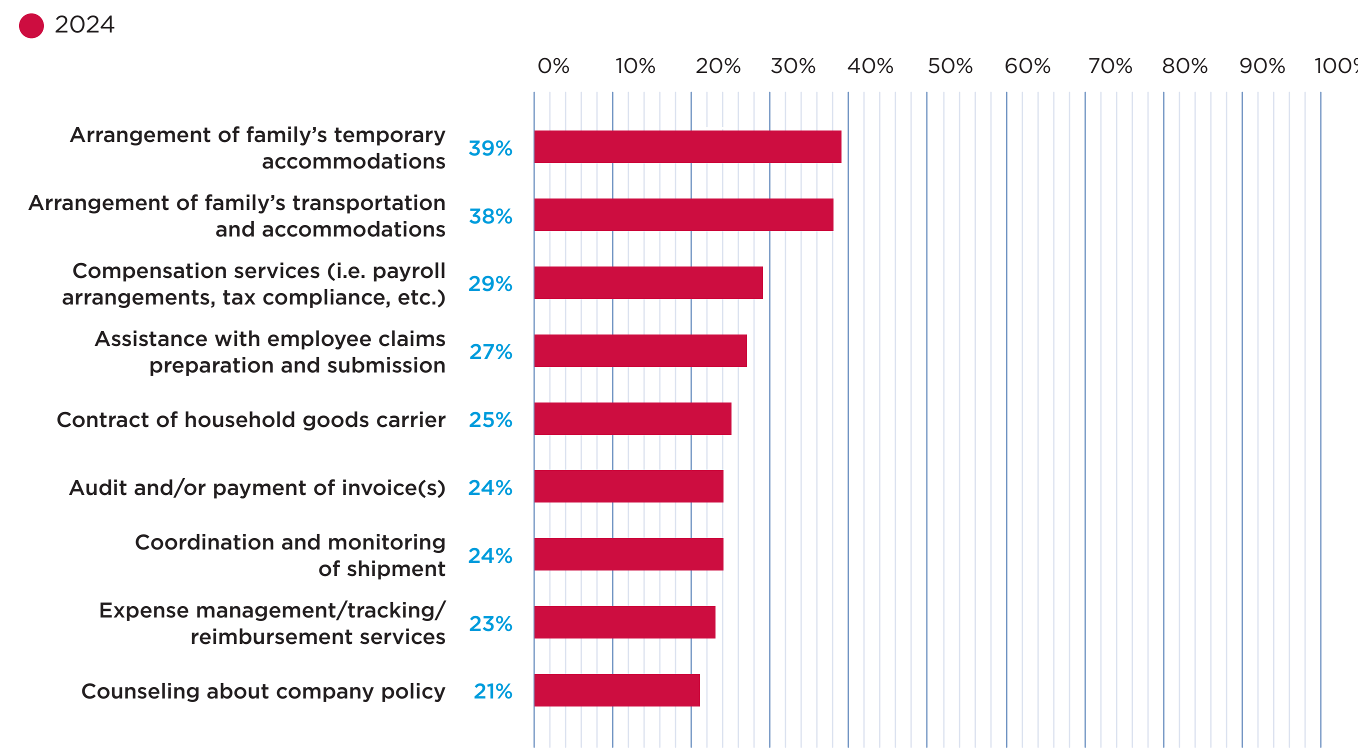
The most common services outsourced to relocation services, human resources outsourcing (HRO), or brokerage firms in 2024 were:

- *Arrangement of family's* ***temporary accommodations*** *(39%).*
- *Arrangement of family's* ***transportation and accommodations*** *(38%).*
- ***Compensation services*** *(payroll arrangements, tax compliance, etc) (29%).*
- *Assistance with employee* ***claims preparation and submission*** *(27%).*

Coverage of Payment for Carrier Transportation Expenses by Company Size



Top Services Outsourced to a Relocation Service, HRO, or Brokerage Firm in 2024



The first two services highlight how companies were listening to transferees' concerns about the impact of relocation on their families—recognized as the most common reason for a failed relocation. Companies have placed more importance on the whole family rather than just the worker's well-being, as the investment in appropriate support far outweighs the cost of a failed relocation (HR Daily Advisor).

The other services reflected the growing trend of simplifying the relocation process for both employees and employers.
By managing key aspects such as expenses, transportation, accommodations, and other financial considerations, companies have helped employees transition smoothly into their new roles. At the same time, outsourcing these services to specialized providers allows businesses to streamline operations for a more efficient and hands-off approach to relocation.

There were some fluctuations in which departments selected a relocation service, HRO, or brokerage firm. HR departments (78%) remained the most common and even increased slightly over 2023. Executive management (28%) and relocation/mobility/procurement (28%) both decreased. This could have been reflective of this year's survey sample as 80% of respondents were directors or managers and only 5% were vice presidents or presidents.

Similar to last year, most companies paid directly for carrier transportation expenses (66%), but there was an increase in expenses paid for by the employee and then reimbursed (32%). Handling transportation services on behalf of employees further reduced the stress and administrative burden associated with coordinating their own move, allowing them to focus on their transition and new role with greater ease.

Assistance Policies

Companies relocated many different types of workers in various stages of their professional and personal lives.

FIXED BENEFITS

Employees may have had different needs that made them receptive to various benefits, assistance policies, and incentives. Most relocation policies (91%) had a fixed relocation benefit coverage of specific items.

In 2024, companies took a more tailored approach to offering fixed relocation benefits. The most common method, reported by 35% of companies, was basing fixed benefits on the employee's level. This marks a shift from 2023, when 53% of companies provided fixed benefits to all

Types of Employees Relocated
on average in 2024

61% *Transferees*

55% *Renters*

45% *Homeowners*

45% *Mid-level*

39% *New hires*

28% *Top-level*

27% *Entry-level*

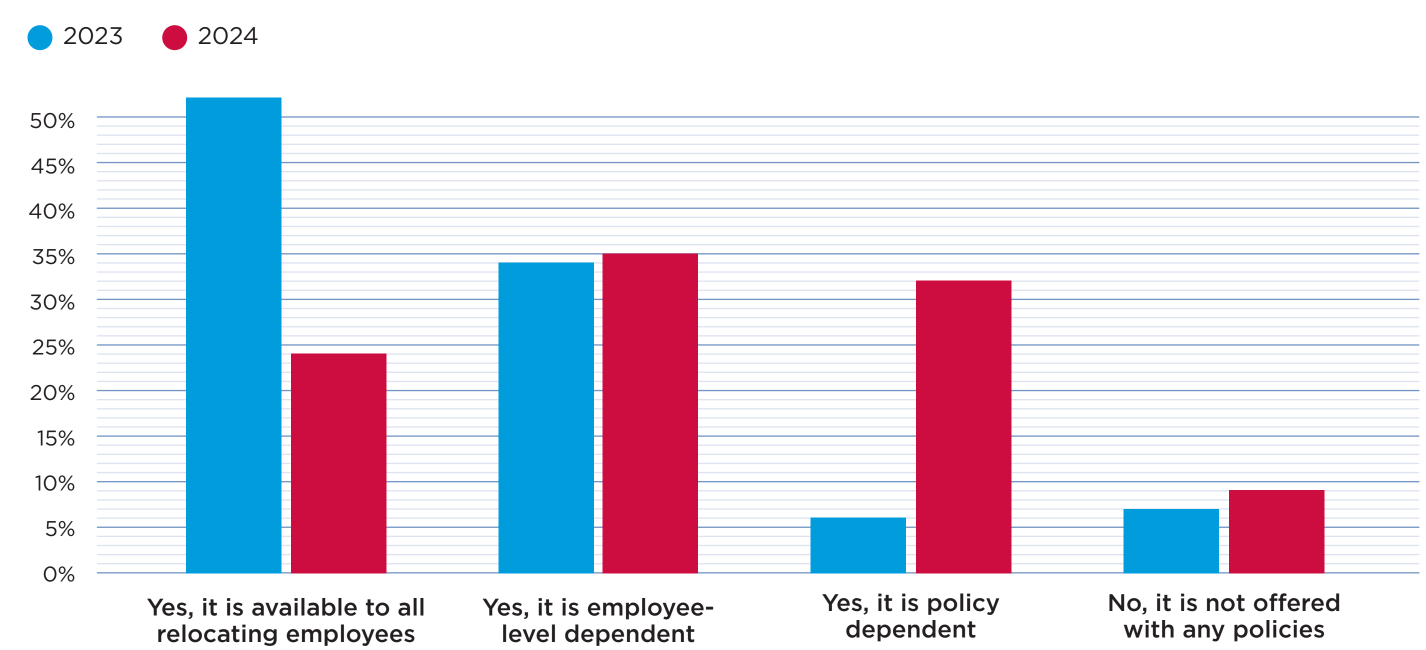
relocating employees—a number that significantly declined to just 24% in 2024. The most notable change, however, was the increase in companies tying fixed benefits to specific relocation policies, rising from just 6% in 2023 to 32% in 2024.

The types of fixed benefit coverage were very evenly distributed amongst small, medium, and large companies.

- *37% of small companies, 35% of medium companies, and 34% of large companies said relocation fixed benefit coverage was **employee-level dependent**.*
- *33% of small companies, 32% of medium companies, and 30% of large companies said relocation fixed benefit coverage was **policy dependent**.*
- *20% of small companies, 26% of medium companies, and 24% of large companies said relocation fixed benefit coverage was **available to all relocating employees**.*

This shift further supported the perception that corporate relocation policies strategically changed to meet the needs of the business and the employee. While relocation budgets and volumes remained steady, the demand for skilled workers and workplace flexibility continued to rise. As a result, companies have started moving beyond one-size-fits-all protocols and embracing innovative, customizable approaches to relocation benefits, creating new opportunities for both businesses and employees.

Relocation Policies with Fixed Benefit Coverage Compared to 2023



*The **fixed benefits** that increased in 2024 were:*

52% *Travel expenses-final move*

51% *Temporary housing*

42% *Household goods shipping*

40% *Storage*

42% *Rental assistance/transaction costs*

37% *Travel expenses-home finding trips*

36% *Miscellaneous expense allowances*

Companies may have tried to ease the strain of rising mortgage rates and a slow real estate market by offering enhanced temporary housing benefits and helping employees navigate the home buying process with more support for home finding trips. Rental assistance saw a slight increase possibly for the same reason. Interestingly, support for real estate and transaction costs at the origin location dropped by 13 points. Companies may start shifting resources toward housing at the destination to offset the higher costs.

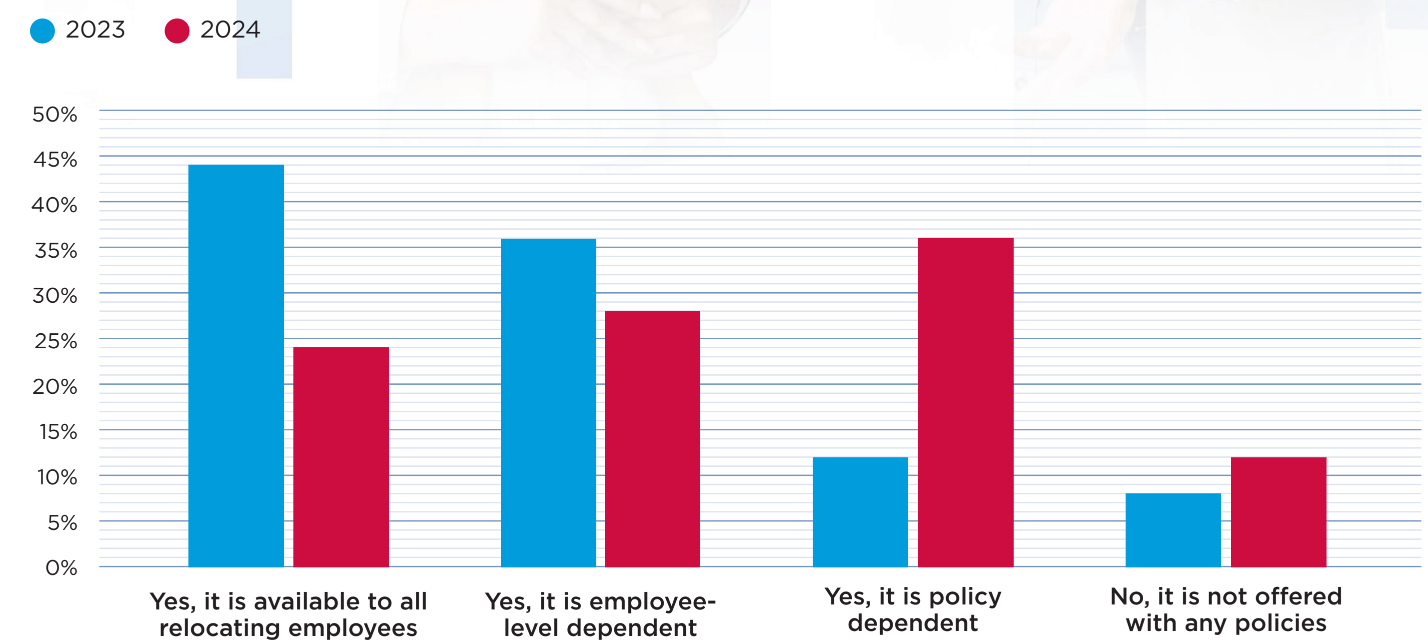
FLEXIBLE BENEFITS

Most relocation policies incorporated flexible use of the full relocation benefit coverage amount to a list of possible services (88%). Similar to fixed benefits, the majority of companies responded that flexible benefits are policy dependent (36%), compared to 28% that said it is employee-level dependent, and 24% that said it is available to all relocating employees. In 2023, the majority of companies (44%) said flexible use of the full relocation benefit amount was primarily available to all relocating employees.

The flexible use of the full relocation benefit coverage amount was also evenly distributed amongst small, medium, and large companies.

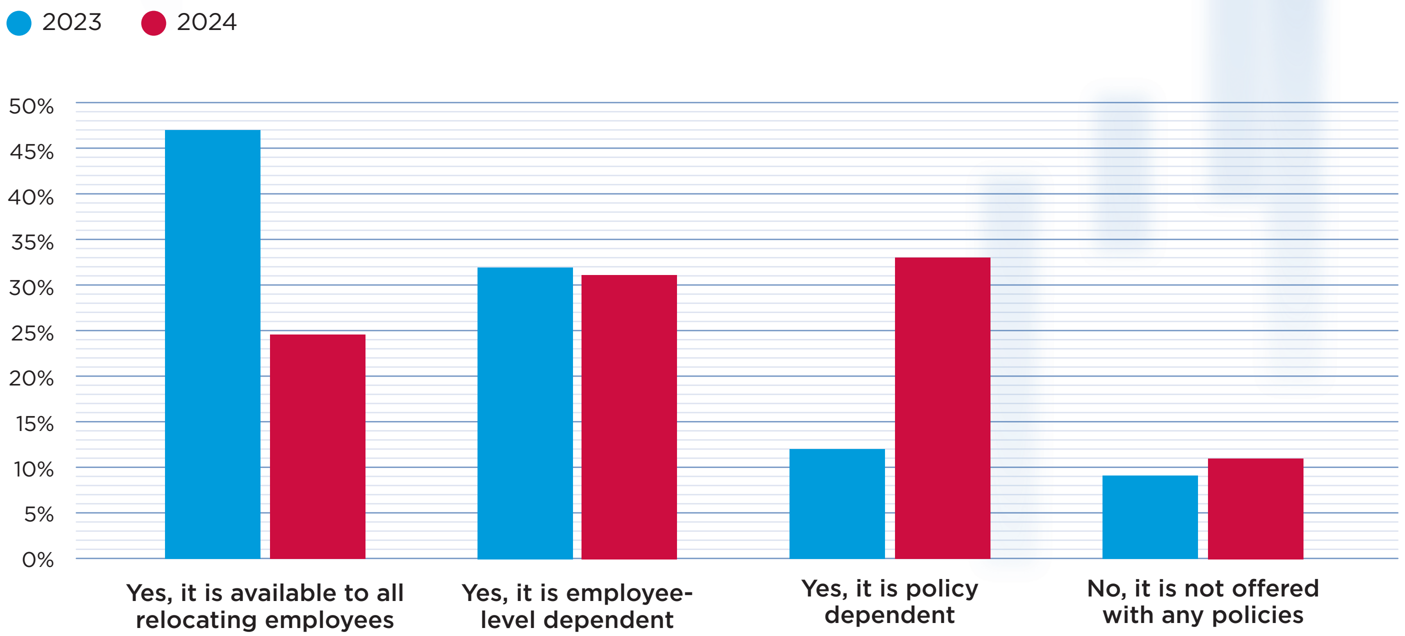
- *25% of small companies, 31% of medium companies, and 26% of large companies said it was **employee-level dependent**.*
- *42% of small companies, 35% of medium companies, and 26% of large companies said it was **policy dependent**.*
- *22% of small companies, 25% of medium companies, and 24% of large companies said it was **available to all relocating employees**.*

Relocation Policies with Flexible Use of the Full Relocation Benefit Amount, 2023 vs. 2024



The responses stayed largely the same when companies were asked if their relocation policy incorporated flexible use of a portion of the relocation benefit coverage amount. 33% of respondents said that it was policy dependent and 31% said it was employee-level dependent.

Relocation Policies with Flexible Use of a Portion of the Relocation Benefit Amount, 2023 vs. 2024



NONSTANDARD INCENTIVES

The number of nonstandard incentives for relocation remained mostly steady from 2023 to 2024 with a few exceptions. The number of companies reporting they did not offer any nonstandard incentives or exceptions decreased from 18% in 2023 to 10% in 2024. There was also movement in the most commonly offered incentives.

Over half (51%) of companies said offering incentives or exceptions encouraged employee relocations "frequently." 39% said these incentives "almost always" work. While those numbers were down slightly from 2023 levels, companies were clearly responding to workers' biggest worries—the economy and housing.

*How often did **offering incentives or exceptions prove successful** in convincing employees to relocate?*

39% *Almost Always*

51% *Frequently*

9% *Seldom*

1% *Never*

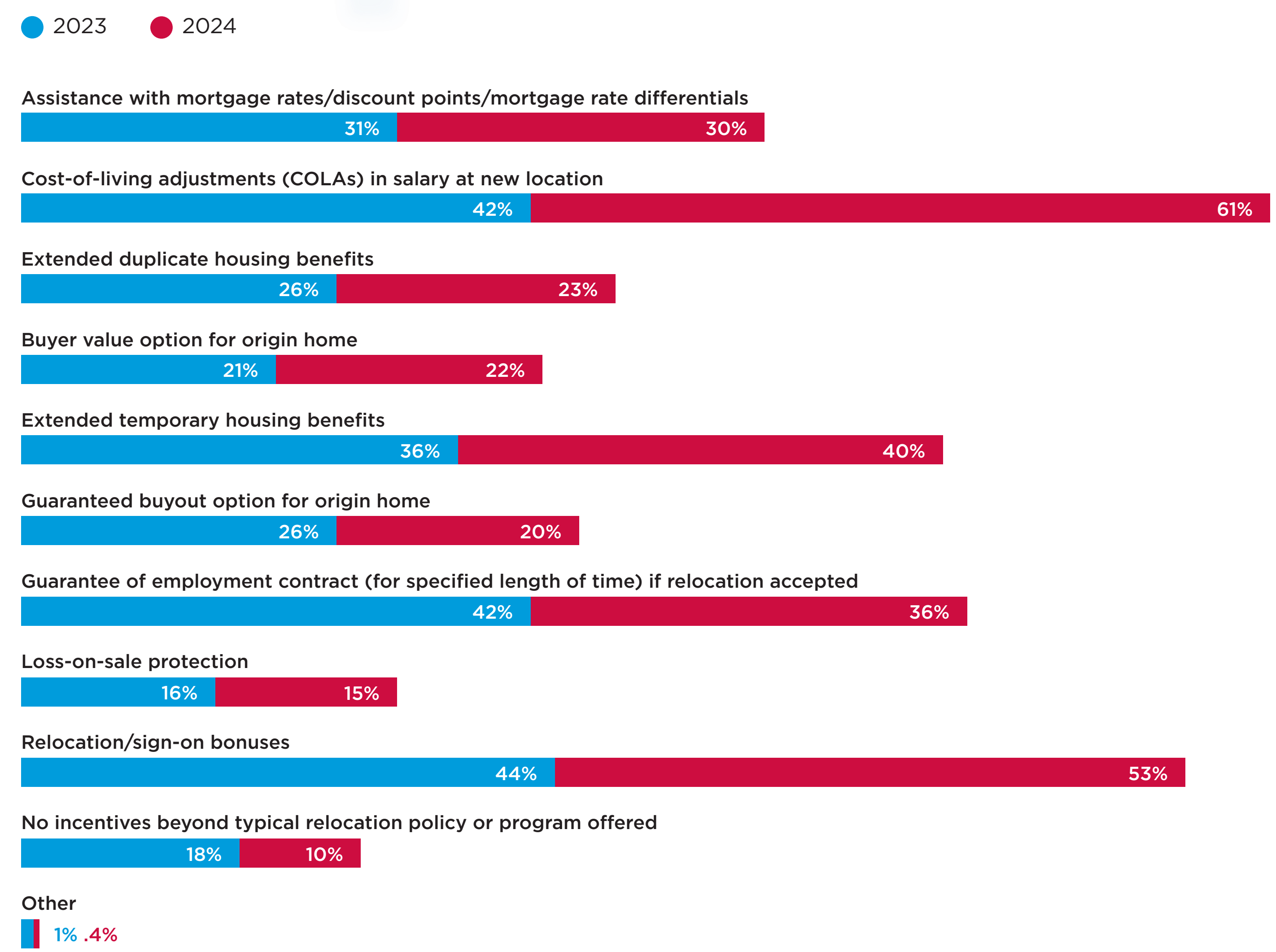
*The **top three** most offered nonstandard incentives or exceptions were:*

61% *of companies offered **cost of living adjustments** (COLAs) to salaries at the new location, an 19-point increase from 2023.*

53% *of companies offered **relocation/sign-on bonuses** in 2024, an 9-point increase from 2023.*

40% *of companies offered **extended temporary housing benefits** in 2024, a 4-point increase from 2023.*

Additional Nonstandard Incentives or Exceptions Offered By Companies, 2023 vs. 2024



Similar to 2023, small companies had more variation in nonstandard incentives and exceptions offered compared to medium and large companies. They put more emphasis on financial incentives, like cost-of-living adjustments (63%) and relocation/sign-on bonuses (56%). While those were popular amongst medium and large companies, these sized companies were more likely to offer incentives to homeowners. 43% of medium companies and 45% of large companies offered extended temporary housing benefits compared to 33% of small companies. Similarly, 24% of medium companies and 35% of large companies offered extended duplicate housing benefits compared to 16% of small companies.

HOUSING/REAL ESTATE

Across the board, companies' top offerings to homeowners varied only slightly, suggesting that companies' policies were effective and adaptable in meeting homeowners' needs amid changes in the housing market. Some notable changes year over year included:

- *11% fewer companies offered to reimburse/pay for **federal tax liability**.*
- *10% more companies offered bonuses or incentives for **employee-generated home sales**.*
- *9% fewer companies offered **mortgage subsidies or allowances**.*
- *10% more companies offered **duplicate housing assistance**.*

*The **top three** most common types of assistance offered to homeowners were:*

35%

*of companies offer to reimburse/pay for home **purchase costs**.*

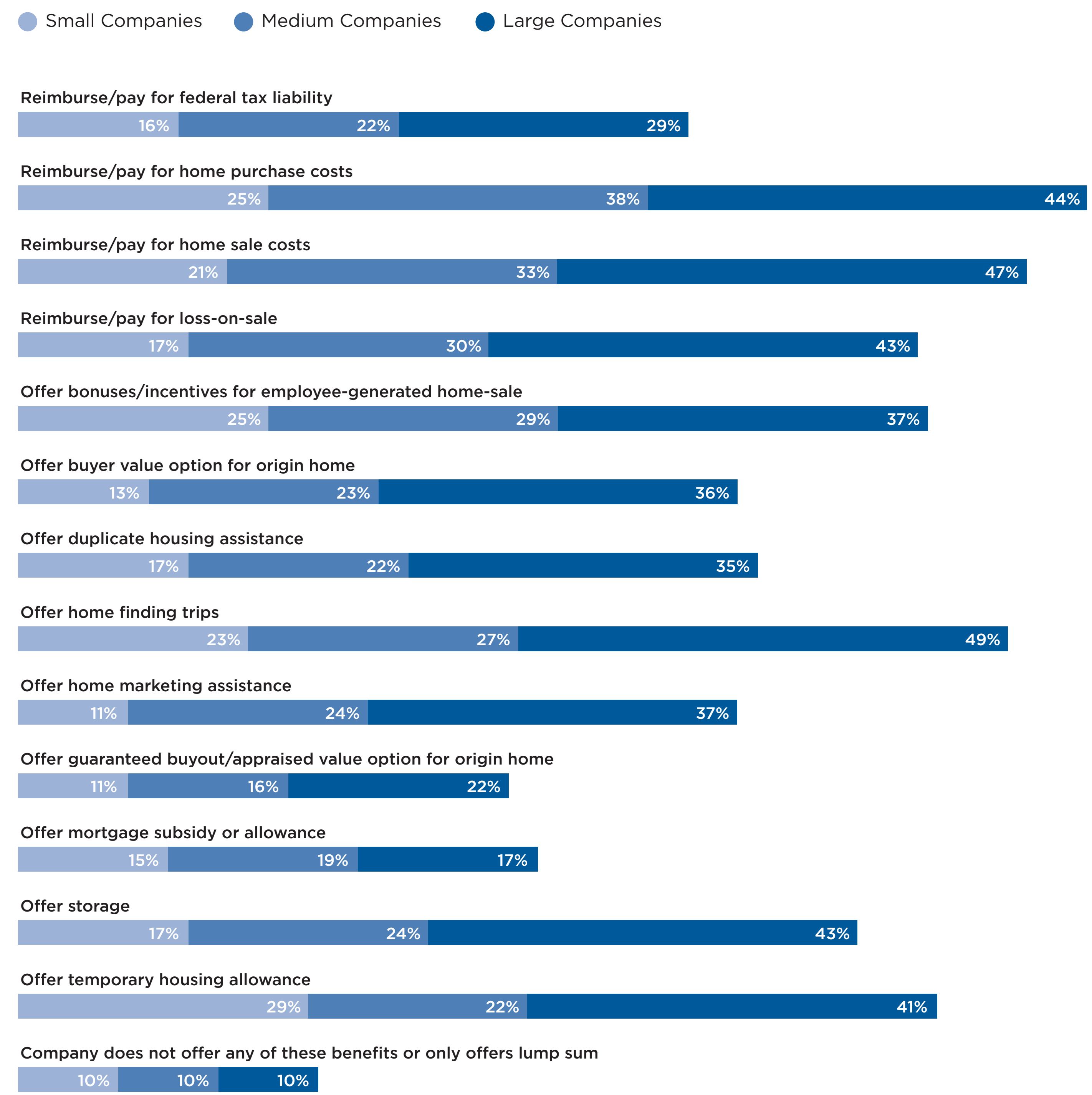
31%

*of companies offer to reimburse/pay for **home sale costs**.*

29%

*of companies offer **home finding trips**.*

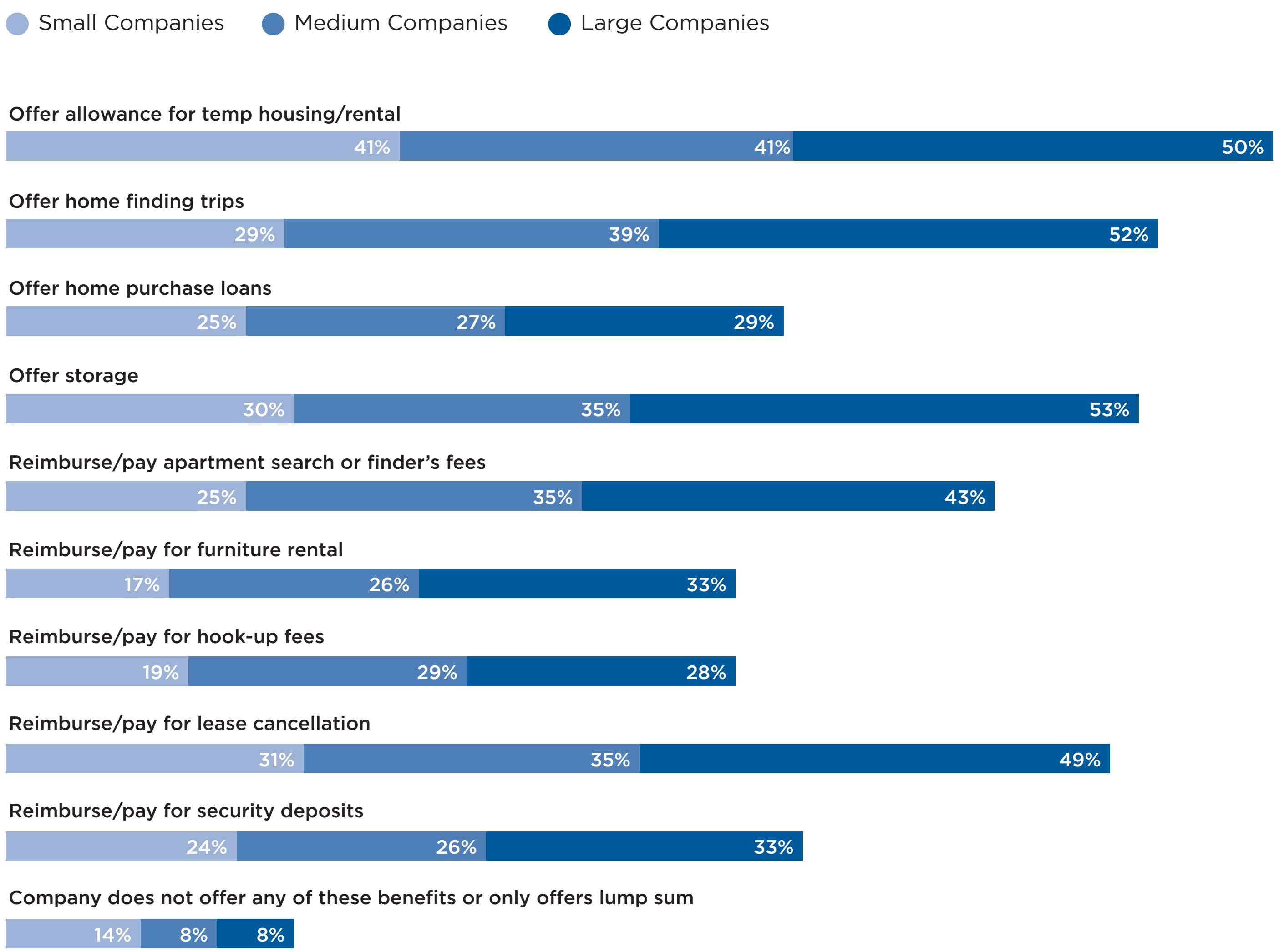
Homeowners Assistance by Company Size



RENTING

Some of the increases suggested that companies were open to helping renters become homeowners, including a big jump in the number of companies that offered home purchase loans (11% in 2023 vs. 26% in 2024). This could depend on where people were moving. Over the past year, 23 of the 50 largest metros saw a diminishing advantage to renting (Realtor.com). Or, it could have been impacted by the expected length of the relocation. In 2024, companies said, on average, 35% of relocations were permanent (more than three years), up five points from 2023. Companies also said, on average, relocations less than 12 months (25%) or 1-3 years (31%) decreased.

Rental Assistance by Company Size



*The **top three** most common types of assistance offered to renters were:*

42%
*of companies offered allowances for **temp housing/rental**.*

38%
*of companies offered **home finding trips**.*

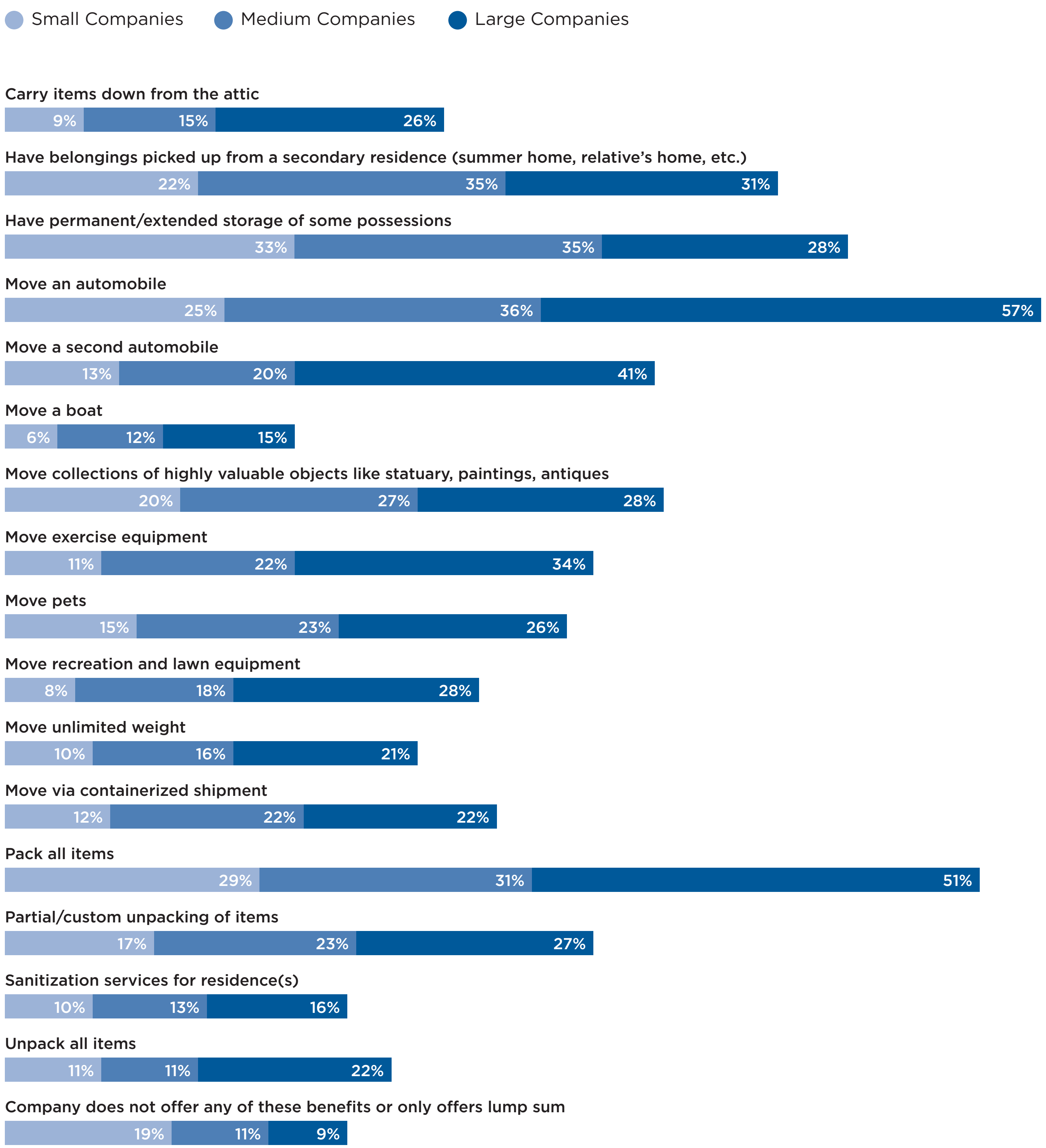
36%
*of companies offered **storage**.*

MOVING

The types of moving expenses companies reimbursed remained largely consistent with 2023, though there was a shift in the most commonly covered expenses.

Companies may have adapted their relocation policies to offer more flexibility in covering moving expenses based on employee needs. While coverage for some traditional moving services, such as full packing (34%) and full unpacking (13%), declined from 2023, there was an increase in reimbursements for specialized services. These included moving a boat (11%), transporting a second automobile (21%), and picking up belongings from a secondary residence (30%), suggesting a shift toward more personalized relocation support.

Reimbursement for Relocating Employees by Company Size



The ***top three*** *types of reimbursed moving expenses were:*

36%

of companies paid to ***move an automobile****.*

34%

of companies paid to ***pack all items****.*

33%

of companies paid to have ***permanent/extended storage*** *of some kind.*

Summary

There was a **decline in formal relocation policies**. Fewer companies maintained structured policies, potentially leading to more customized relocation packages and procedures.

Companies **increasingly used alternative assignments** (e.g., extended business travel, rotational placements) to meet strategic goals, develop talent, and control costs.

More companies provided **relocation provider access** (46%) and **financial support** (42%) for voluntary moves.

Lump-sum payment amounts increased due to inflation and higher relocation expenses, but fixed sums may not fully cover costs.

91% of relocation policies included fixed benefits. Fixed benefits were increasingly based on employee level (35%) or policy type (32%). Companies embraced innovative, **customizable approaches to relocation benefits**, creating new opportunities for both businesses and employees.

Cost of living adjustments (61%), relocation bonuses (53%), and extended temporary housing (40%) saw notable increases as **nonstandard incentives**.

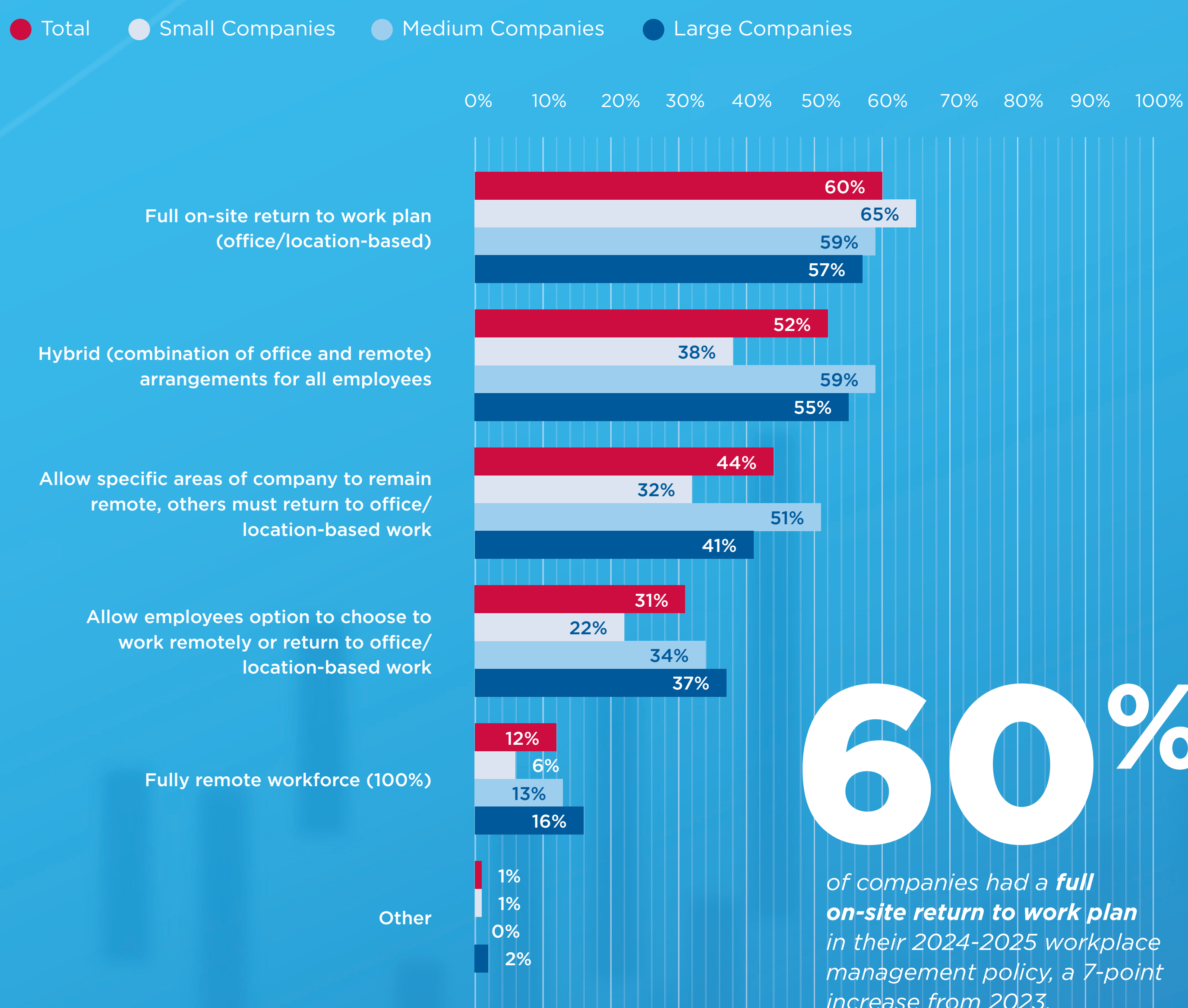
More companies provided **home purchase loans** (+15%) and **bonuses for employee-generated home sales** (+10%), while mortgage subsidies and tax liability reimbursements declined by approximately 10%.

While **full packing/unpacking reimbursements** decreased, companies expanded coverage for specialized services like second automobile transport and secondary residence moves.

Workforce Mobility

All types of workplace accommodations trended up in 2024, except for hybrid work arrangements for all employees (52%). Companies reported increases in full on-site return to work (60%), allowing specific areas of the company to stay remote while others returned to the office (44%), allowing employees to choose between remote work or office work (31%), and allowing fully remote work (12%).

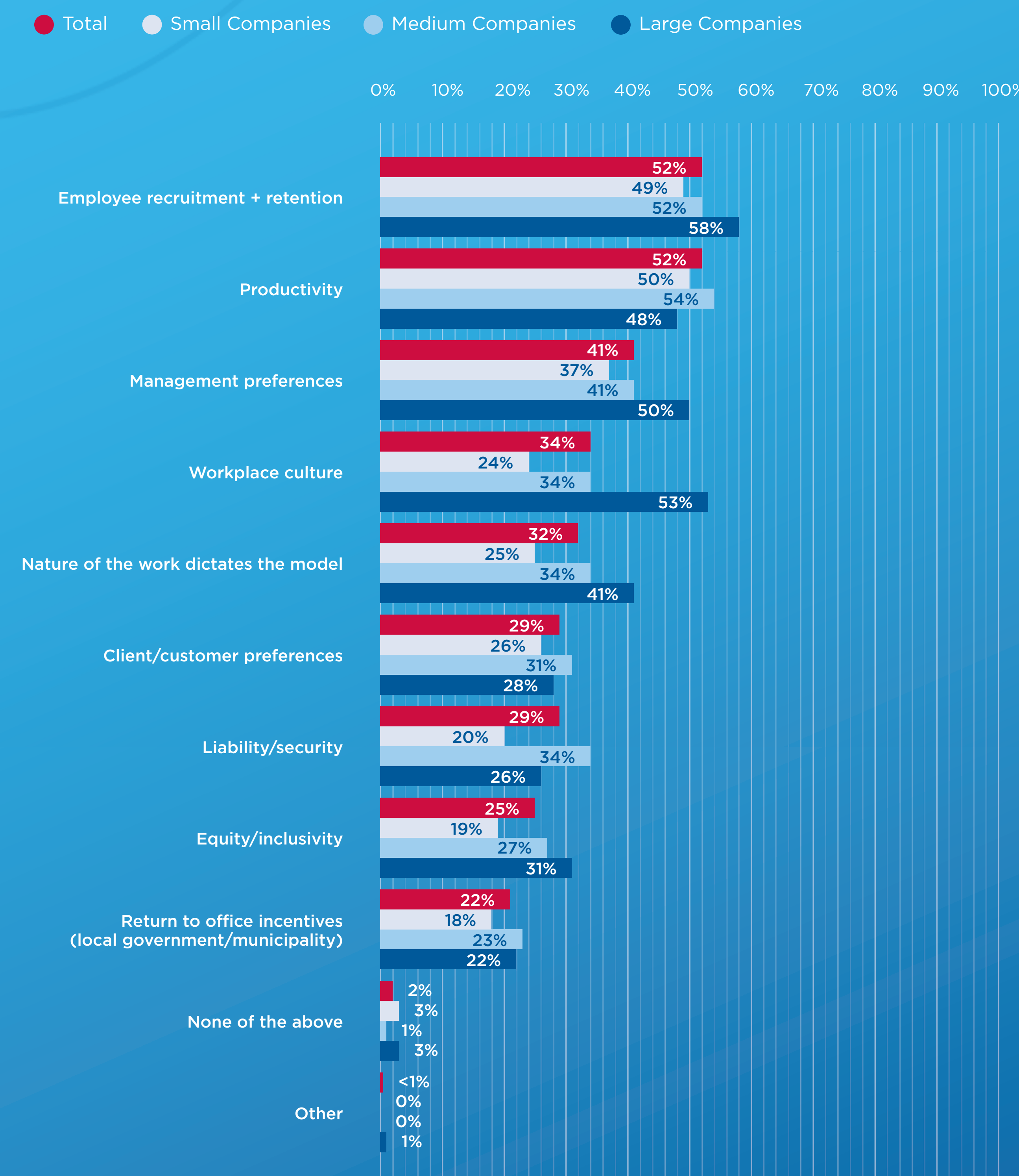
2024-2025 Workplace Management Policy



60%

*of companies had a **full on-site return to work plan** in their 2024-2025 workplace management policy, a 7-point increase from 2023.*

Factors Shaping the Workplace Model in 2024



Return to Work

There was a surge in the number of organizations bringing employees back to the office from 2023 to 2024. According to recent talent trends research, the number of in-person workers doubled from 34% to 68% (McKinsey Quarterly). Meanwhile, the number of remote workers fell from 44% to 17%, and hybrid roles declined from 22% to 14%. In terms of company size, our survey found that small companies were more likely to report returning to in-person work at 65%, compared to 59% of medium companies and 57% of large companies.

According to a ZipRecruiter report, more companies have implemented "structured in-office attendance" policies, with a notable increase in those requiring at least three days in the office—rising from 37% to 53%. Most companies said it was an effort to improve their culture and productivity.

While remote work has proven beneficial for individual productivity, many organizational leaders recognize the office environment as a valuable space for fostering team collaboration and driving long-term business growth (HRD Connect). Plus, fully remote workers were consistently less connected to their organization's mission or purpose compared with their counterparts (Gallup). In the U.S., employees felt increasingly detached from their jobs, which made productivity concerns and future talent loss a big risk for today's job market. Rapid organizational changes caused by budget cuts, restructuring of teams, and additional job responsibilities for employees were behind the burnout. Companies felt that returning to the office had several benefits for both the organization and its workforce.

Remote/Hybrid Work

According to McKinsey, there's no clear workplace model winner. In-office, remote, and hybrid workers all reported similar levels of effort and satisfaction. But the satisfaction may have actually stemmed from the ability to choose. Even in the face of increased return-to-work mandates, the majority of companies reported allowing remote work in some capacity in 2024.

- *51% of medium companies allowed* ***specific areas of the company to remain remote*** *compared to 32% of small companies and 41% of large companies.*
- *37% of large companies allowed employees to* ***choose between remote work and in-person work*** *compared to 22% of small companies and 34% of medium companies.*
- *16% of large companies had a* ***fully remote workforce*** *compared to 6% of small companies and 13% of medium companies.*

Top 3 *Remote Work Constraints*

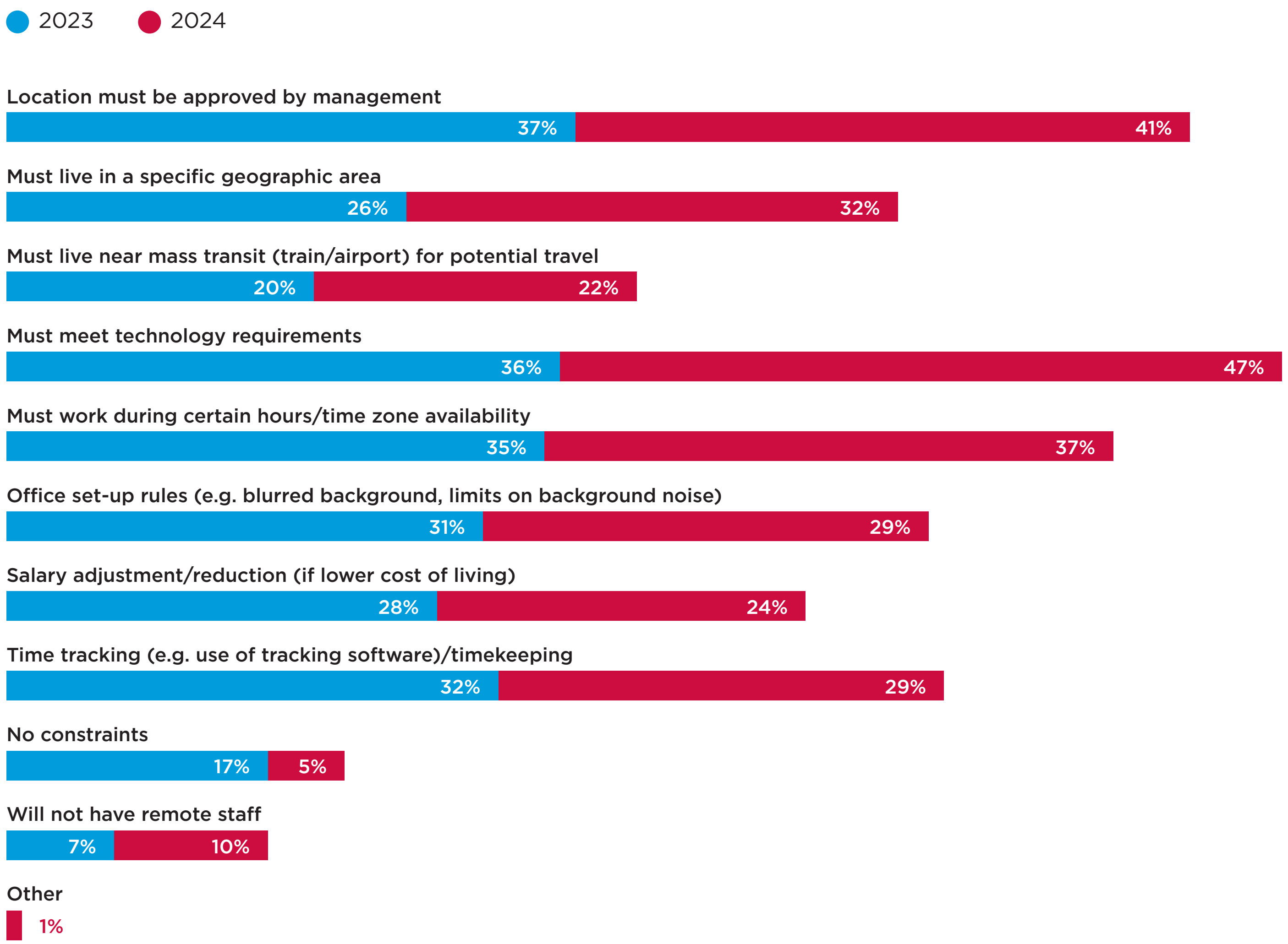
47%
Must meet ***technology*** *requirements*

41%
Location *must be approved by management*

37%
Must work certain hours regardless of ***time zone***

Nearly five years into work-from-home practices, companies have been refining policies to meet organizational needs. Nearly half (47%) required employees to meet technology standards, while geographic restrictions were rising—41% required location approval, 32% mandated residence in specific areas, and 22% prioritized proximity to mass transit.

Remote Work Constraints, 2023 vs. 2024



Remote hiring also increased. In 2024, 22% of companies actively recruited remote workers from the outset (ZipRecruiter). By hiring outside their geographic locations, companies accessed a wider talent pool. This could reshape how companies approach talent mobility, leading to a reduced need for relocation, increased use of alternative assignments, or changing relocation policies for commuters who need to visit the office occasionally.

Hybrid work was a happy medium for companies that wanted enhanced culture and employees that desired more flexibility. Giving employees a choice between remote work and office work increased three points over 2023. This control of their work–life balance helped them stay motivated and gave them the energy and mental clarity to perform their jobs well (PwC Global Workforce Hopes and Fears Survey).

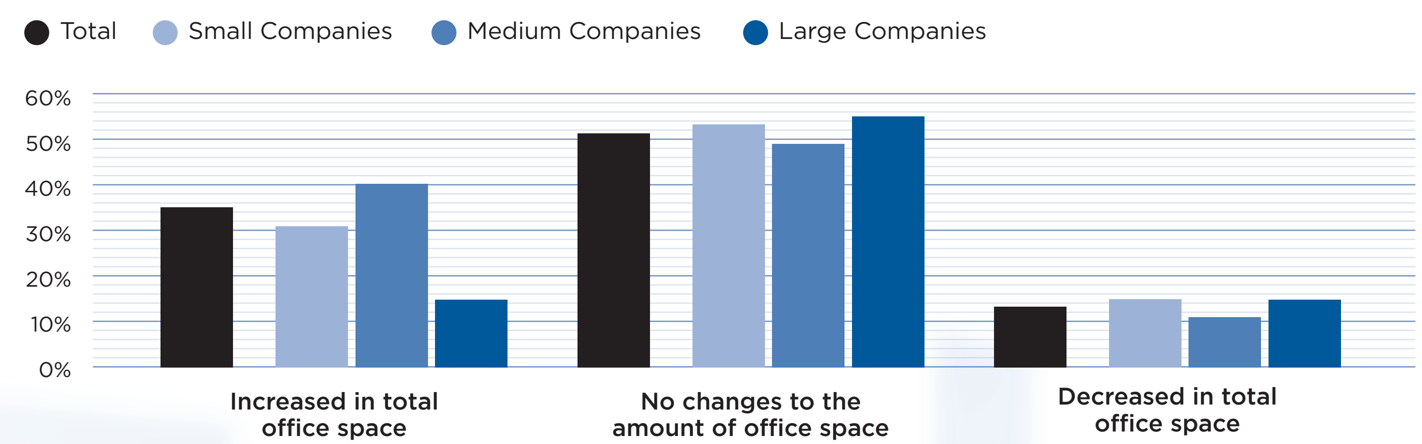
Office Space

As workplace models evolved, more companies kept the same amount of office space—51% in 2024, up from 40% in 2023.

- *There was a 5-point increase in companies reporting **decreased office space**.*
- *There was a 16-point decrease in companies reporting **increased office space**.*

It's possible that companies had their eye on even bigger changes for the future. In 2024, 30% of companies said they were considering moving their offices to another city, a 6% increase from 2023. Corporate moves were expected to increase in 2025 as a survey of corporate real estate executives revealed 60% of companies were exploring this option (Bloomberg).

How Physical Office Space Changed in 2024



***Top 6** Actions for Office Space*

30% *Exploration of Office **Relocation to Another City***	**27%** ***Renovation** of Office Space*	**23%** *Purchase of **Additional Office Space***
22% *Lease of **Additional Office Space***	**21%** *Exploration of Office Space **Downsizing***	**20%** ***Acceptance of Incentives** from Local Government for Return-to-Office Work*

There are two factors driving this new trend. First, companies want access to workforce strengths in particular markets. Corporations are eyeing areas where workers choose to live, which typically have lower cost of living and better quality of life (National Association of REALTORS®). Atlas Van Lines' 2024 Migration Patterns Study revealed that the top inbound states in the U.S. include Arkansas, Idaho, Tennessee, and Maine. These also appear on NAR's list of top states gaining the most job switchers.

The second reason companies consider relocating is to find a more business-friendly environment (Bloomberg). This includes lower tax rates, cheaper overhead, and incentives from cities and states. Relocating could save companies 15% on wages if the area has a lower cost of living. However, if companies are focused on improving employees' quality of life, this adjustment would have big risks. These quantitative reasons may have historically caused companies to leave expensive markets, but the qualitative reasons will drive relocations moving forward.

Summary

The number of in-person workers **doubled from 34% to 68%**, while remote work declined from 44% to 17%.

Hybrid work also dropped from 22% to 14%.

Structured in-office attendance policies increased, with 53% of companies requiring at least three office days per week.

Companies cited **improving culture, collaboration, and productivity** as key reasons for these changes.

The majority of companies allowed remote work in some capacity, though with more restrictions (e.g., tech standards, location approvals).

Remote hiring rose, with 22% of companies actively recruiting remote workers.

Most companies (51%) maintained the same office space, though fewer expanded compared to 2023.

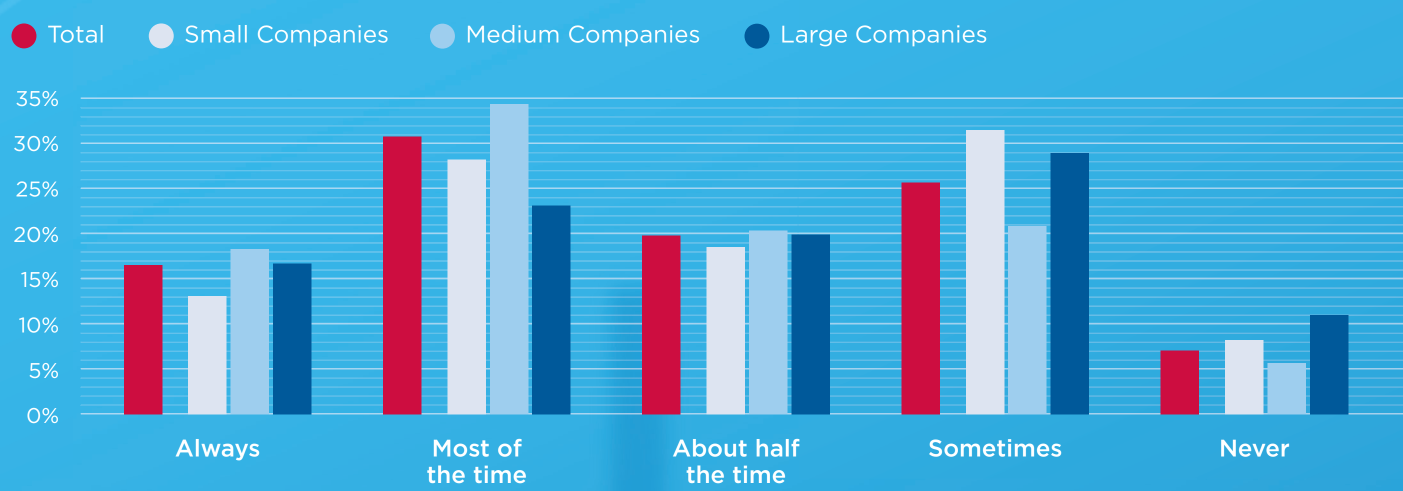
30% of companies considered relocating offices to cities with better workforce availability and business-friendly environments.

Artificial Intelligence

AI Adoption

In 2024, artificial intelligence (AI) proliferated in the workplace. 93% of companies used artificial intelligence applications as part of their work, and 31% said they used it most of the time. Most companies (59%) use AI more than they did in 2023, and 62% expected usage to rise in 2025. For a lot of companies, AI adoption paid off in a big way. One-third of CEOs said AI increased revenue and profitability over the past year, and about half expect it to do the same over the next 12 months (PwC's Global CEO Survey).

How Frequently Companies Used AI Tools or Applications for Work



59%

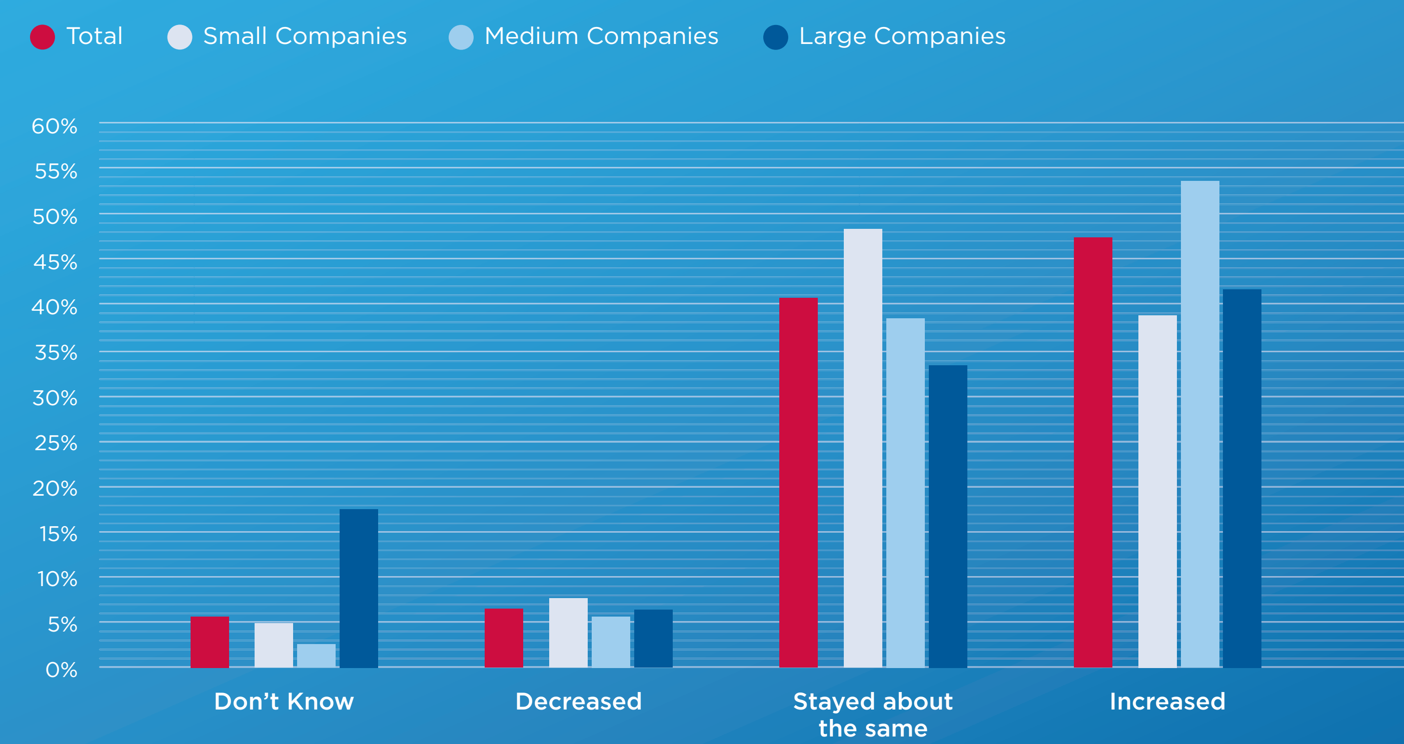
*of companies said **how frequently they used AI tools** in 2024 increased over 2023.*

AI Investment

Relative to 2023, 47% of companies said their investment in AI for relocation-related tasks increased. Around 41% said that their investment remained the same. Medium-sized companies (53%) invested more in AI than small (39%) and large companies (42%). More medium companies (60%) also said they expected their investment to increase in 2025.

A McKinsey Global Survey on AI found that 67% of organizations expected to invest more in AI over the next three years. Those investments may pay off for HR departments sooner than others. The survey found that the function in which the largest share of respondents reported seeing meaningful cost reductions was human resources.

How Did Companies' Investment in AI Change in 2024



AI in HR

Last year, AI continued to significantly transform human resources (HR) departments by enhancing efficiency, reducing costs, and improving collaboration (SHRM). In 2024, more HR teams adopted the use of AI for talent acquisition. Recruiters said AI saved them time, improved their ability to identify top candidates, and reduced their recruitment costs. This could have a positive impact on how companies relocate new hires, including predicting relocation expenses, enhancing the employee experience with personalized relocation plans, and evaluating relocation success factors to predict retention.

In 2024, there were significant swings in how companies reported using AI tools and applications. There were three functions that nearly tied at the top.

38%

*of companies used AI for **calculating relocation payments**.*

38%

*of companies used AI for **budget setting or tracking**.*

37%

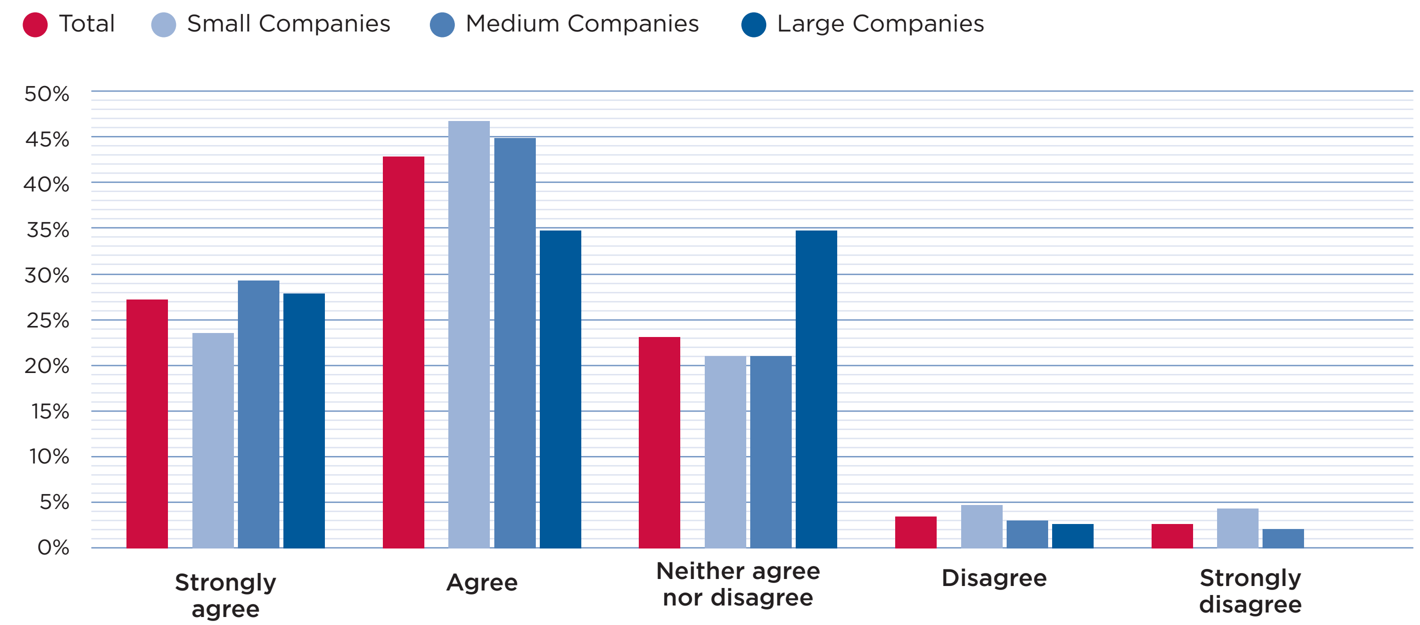
*of companies used AI for **analyzing submitted applications** and resumes.*

To round out the top five uses for AI, 36% of companies reported using AI for employee monitoring/activity tracking, and 36% of companies reported using it for evaluating candidates.

There were three functions where companies reported a drop in AI usage.

- ***Writing email communications*** *dropped 10 points from 2023.*
- ***Writing training documents*** *dropped 6 points from 2023.*
- ***Writing policies*** *dropped 4 points from 2023.*

Agree or Disagree: AI Made Relocation-Related Work More Efficient



Summary

47% of companies **increased their AI investment** for relocation-related tasks, while 41% maintained previous levels.

Medium-sized companies (53%) **led AI investments**, outpacing small (39%) and large companies (42%).

60% of medium companies **expected higher AI spending** in 2025.

67% of organizations planned to **invest more in AI over the next three years**, with HR departments seeing the most cost savings.

AI helped HR teams streamline hiring, improve candidate matching, and optimize relocation strategies, enhancing **employee experience and retention**.

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