

June  
2010

# Relocation Times

KEEPING ARIZONA ON THE CUTTING EDGE OF RELOCATION...



Recognized Regional Group  
**WORLDWIDE ERC**  
THE WORKFORCE MOBILITY ASSOCIATION



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## IMPORTANT NEWS

The Arizona Relocation  
Alliance presents:

## June General Meeting

Date: June 28<sup>th</sup>

Time: 11am- 2pm

What: Review &

Highlights from the ERC  
National Relocation  
Conference 2010

Location: Prudential  
Relocation, Scottsdale

Cost: \$20 members  
\$25 non-members

Please visit:

[www.azrelocationalliance.com](http://www.azrelocationalliance.com)

for more information.

Please stay tuned for details  
on who will be speaking at  
the event.

A special **THANK YOU** to the  
organizers and Prudential  
Relocation .

[www.azrelocationalliance.com](http://www.azrelocationalliance.com)  
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## Trends in the Moving Industry

By: Darrin Schenk – Horizon Moving & Storage

Those of us in the Moving and Storage industry are certainly glad that the summer of 2009 is behind us. It was the worst year the industry has suffered through in a long, long time. We are happy to report that this summer we are much busier as the economy climbs out of the gutter. But things have changed across the board; we are not playing the same game anymore. Companies have made policy changes that affect recruiting of employees, and also how we as service providers work with them. As someone eloquently put it during the last ARA meeting, corporate relocation policies have gone from "Carte Blanche" in the recent past to now more like "A U-Haul and a bucket of chicken". What has this done to the Moving and Storage industry, and their ability to provide service? It depends on the company, and the approach they take to solving some of the issues HR and Procurement face in acquiring talent for their company.

One approach has been to cut prices, trying to underbid other providers to win jobs. This has several downsides to it, including increased claims and complaints. Some moving companies are now using labor off the street; workers with no training, background checks, drug testing, etc. Damage to items and complaints are bound to increase when this tactic is employed.

On the opposite side of the spectrum, some companies are adding services and increasing the value of what their fees provide. One not-so-new approach to relocation is the lump sum package provided by the employer. Unfortunately this can sometimes encourage new hires to go the do-it-yourself route so they can keep the excess funds for themselves. The funds allocated for relocation were not meant to double as a signing bonus, and some companies are now switching to reimbursement only, reducing this option. It also encourages the new hires to let the professionals handle their upcoming move, and increase their chances of getting everything here in one piece. The goal of corporate relocation is to get the new hire and their families here in as seamless and uneventful fashion as possible. By utilizing skilled professional movers and trained, skilled labor, you greatly increase the chances of achieving this goal.

When it is time to go to RFP, or if you are considering adding or replacing a service provider, here are a few things to look for that will increase your satisfaction with your relocation provider:

- **Responsive customer service** – Whether it is your Account Representative or Move Coordinator, you want someone who is always just one phone call away.
- **Options for your new hire** – Container Solutions which offer do it yourself and full service options, and of course full pack and load services.
- **Value added services** – Electronics disassembly/assembly, home computer network setup, home theater set up, home cleaning services at both origin and destination, etc.

**About the Author:** Darrin Schenk is a National Accounts Manager for Horizon Moving Systems, a United Van Lines agent. In the true spirit of this organization, if you have questions or would like an additional industry opinion on a subject, please feel free to contact him at 602-462-2171 or email him at [dschenck@horizonmoves.com](mailto:dschenck@horizonmoves.com) .

*"People will forget what you said, people will forget what you did, but people will never forget how you made them feel."*  
~Maya Angelou

## Considering Relocation to Europe in 2010?

In tough times, while looking for a job, we have broadened our perspectives and considered this the perfect time to take a chance. Some of us have started to dream of relocating, at least for a couple of years, to a country far, far away, where we could indulge our creativity. Some of us have entertained the idea of becoming creative hippies, nomads who move from agency to agency, from one part of the globe to the other. But now it's time to wake up. Although things are starting to look good in 2010 in the employment market, bear in mind it's still quite difficult to land that dream job.



Thinking about moving to Europe, for example? Here are some things to expect. I managed to get in touch with Kat Lamb, a creative consultant at talent-sourcing firm Creative Recruitment Ltd. in London, and tried to get to the core of main issues a young professional may encounter while trying to relocate this year.

"The main problem with the relocation process is that agencies need people that are free immediately. If we send a CV, clients usually want to interview straight away, and local candidates will always be at an advantage here," she said.

But being the right person at the right time in the right place is not enough. While your portfolio is the first thing they are interested in, they usually look for candidates from other local competitors, which automatically puts international candidates at a disadvantage.

I asked Kat to share her best advice for a young professional who wants to relocate to Europe this year. She told me that the best way to approach relocation is to try to live in the city you'd like to move to for a while and actively try looking for a role, as you will always be up against a lot of local talent.

"The market is extremely competitive; loads of people are still out of work, and for an agency to take someone from abroad rather than someone living locally and working for a similar agency—it doesn't happen a lot," Kat said.

In 2010, though Europe shows some pretty good signs of recovery, it's still a year when getting a good job in an agency will be extremely tough. Local candidates will be always one step ahead of you, simply because of time and financial issues. So if you want to land a job in Europe this year, break the piggy bank and move there for a while. If you're sure a creative position in London, Amsterdam, Paris or Barcelona is only few weeks away, start packing. There are few chances you'll get a job while sitting behind your computer, unless you have very good awards in your pocket.

Before you start packing, though, consider these points:

**Choose your city carefully.** For example, while Amsterdam might seem very appealing to you, remember that Holland is a relatively small country with huge creative talent. Landing a job here may be pretty difficult. Analyze the market well, before you make your pick.

**Get used to the language.** Europe is a diverse continent. After you pick your city make sure you can speak the language, especially if you're a copywriter. It's pretty difficult to land a job in Germany or France if you don't speak the language. So unless you have some very good awards at hand you might want to take some language lessons.

**Expect failure.** While salaries are still dropping and people are still losing their jobs, young professionals like us can face even greater difficulty, especially if you're a foreigner. So if you do take a risk and take an extended career trip to another country, expect the possibility of not making it. And if you don't land a job in a month or so, maybe you should consider moving back home, at least until the crisis is over.

Source: Advertising Age.com, Ioana Filip, March 2010



## TOP 10 CITIES FOR START UP COMPANIES

ZoomProspector weighed 11 factors—including the number of startups, quality of the workforce, and resources like universities and venture capital – to compile a list of the top places to build the next Apple or Google.

1. Boulder, CO
2. Boca Raton, FL
3. Santa Monica, CA
4. Bend, OR
5. Irvine, CA
6. Cambridge, MA
7. Bellevue, WA
8. Franklin, TN
9. San Francisco, CA
10. Rockville, MD



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