



Leaner, Meaner & Greener

A Webinar Series from:

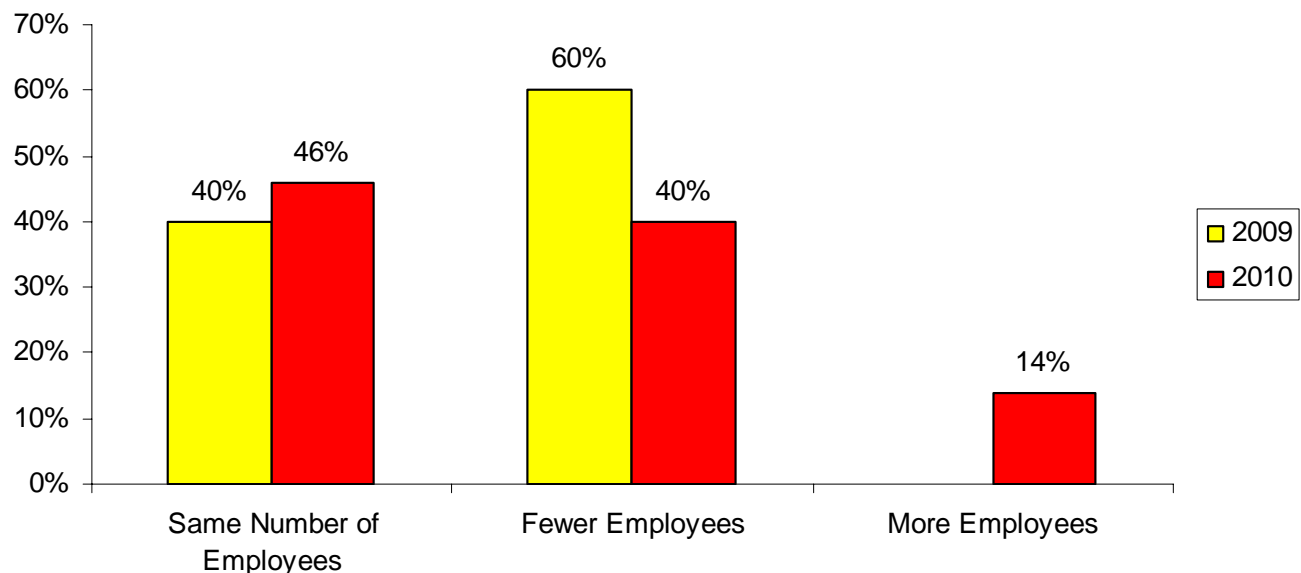


Poll Results

May 5, 2010

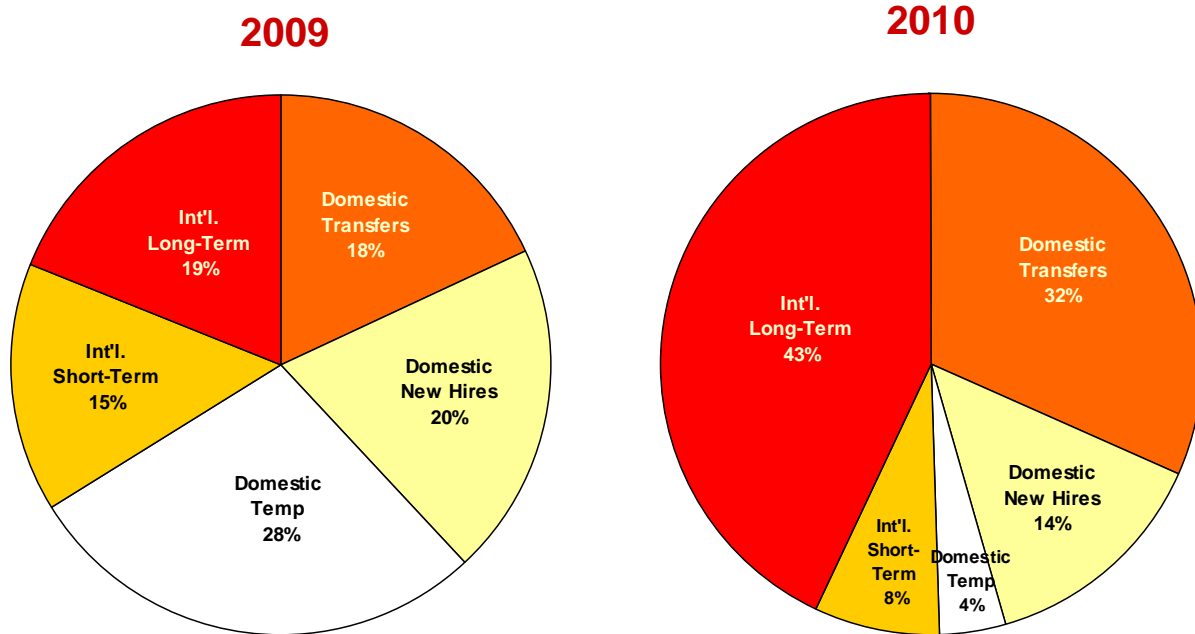
Crown Relocations held an interactive Webinar on May 5th entitled "Leaner, Meaner & Greener, A New Landscape of Relocation Management." Prior to the event, Crown conducted a Poll which surveyed global mobility surveys about global mobility policies, cost saving strategies and corporate social responsibility. Over 75 global mobility and relocation professionals responded:

As a result of the current economic climate, my company will relocate:



Companies are increasing relocation activity again. The responses indicated that “moving fewer employees” is on the decline and there is an emergence in this year’s poll of an increase in employee relocations, which did not exist last year. These findings were consistent between domestic and international relocations.

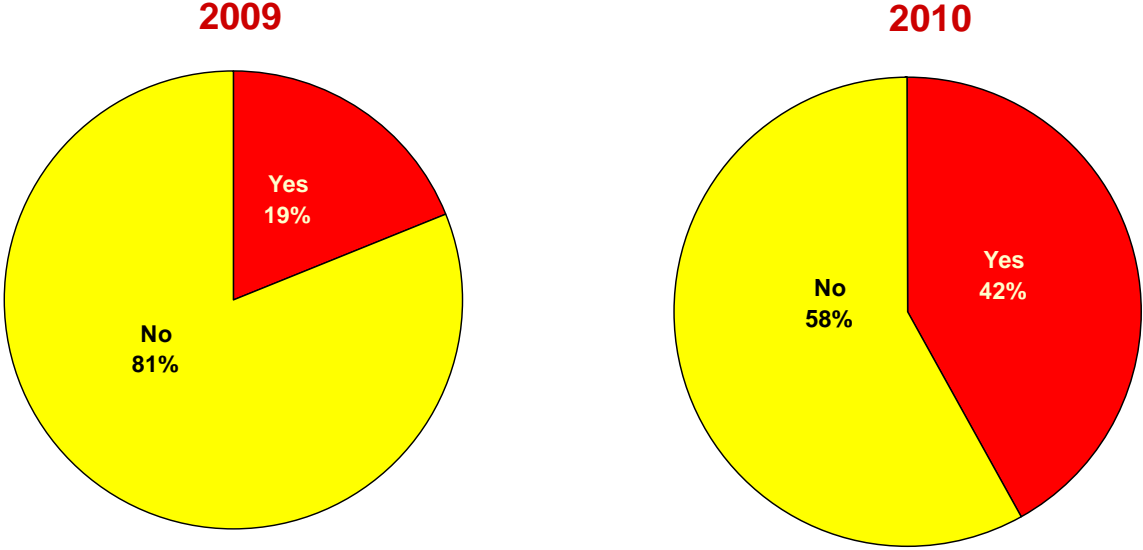
The move type *impacted* the most by the current economic climate is:



The word “impacted” is defined as “changed,” or the move type has been impacted in some way. As compared to last year’s poll, the International Long Term Policy has been impacted the most – not surprising as this is the most expensive move type. The industry has seen a surge in localizing or repatriating long term assignees, coupled with reducing this move type all together. Companies focused their cost cutting on the two highest cost move types.

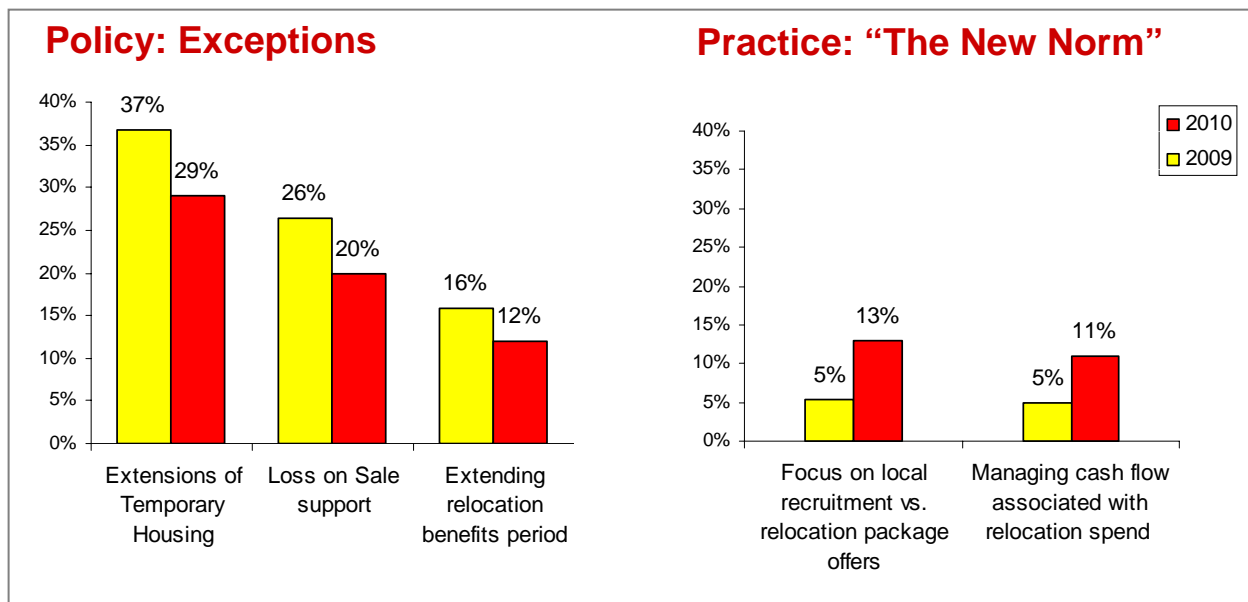
Domestic transfers which was a “go-to” plan in 2009 as a way to reduce domestic permanent transfers is declining, suggesting it was a short-term solution.

As a result of the economy, has your company amended its relocation policy?



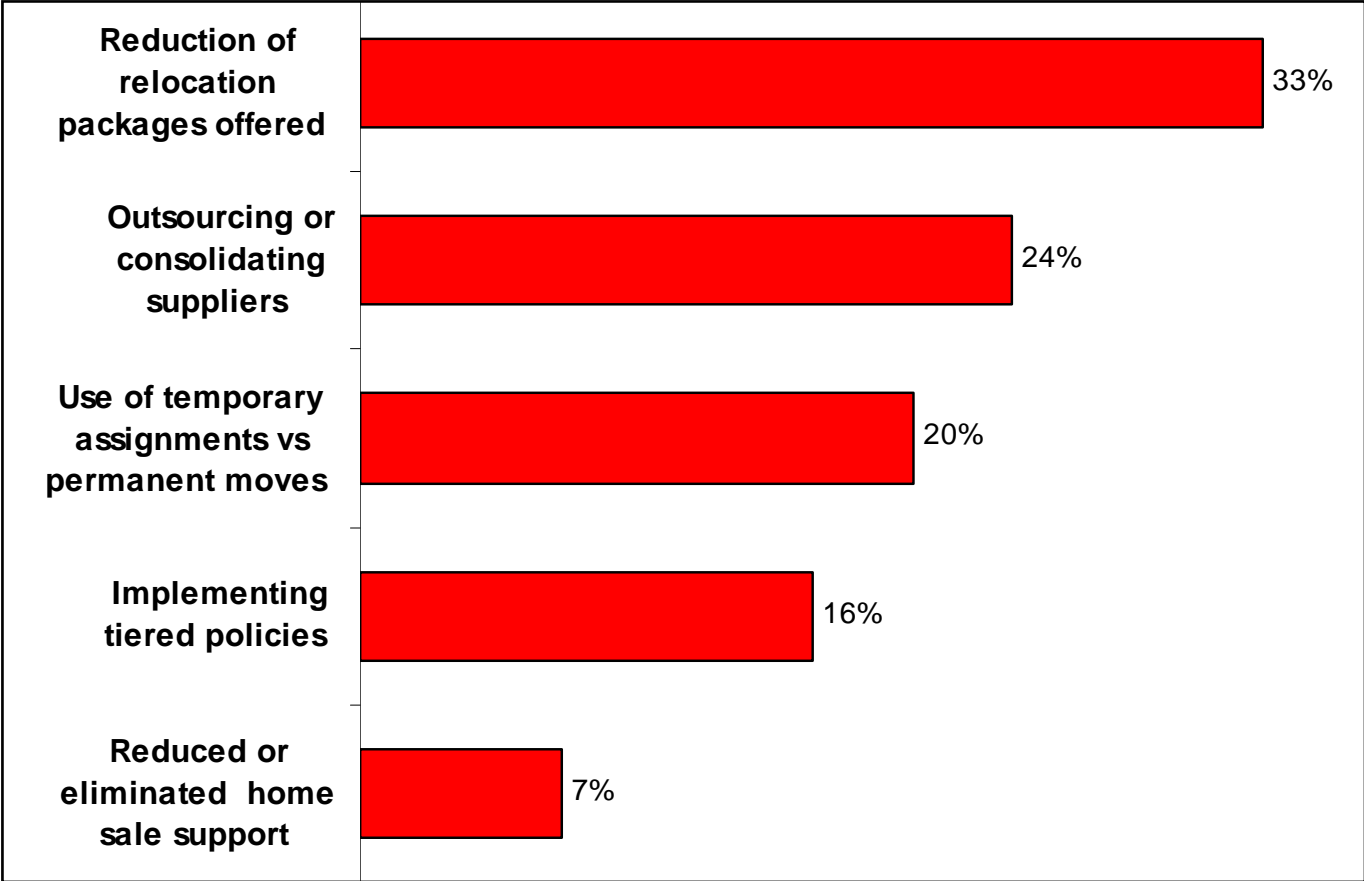
Most of the respondents amended or made exceptions to their policies as a result of the economy. Most companies did not make permanent changes to its relocation policy as a result of the economy.

Our company has made exceptions to the relocation policy and practice, such as:



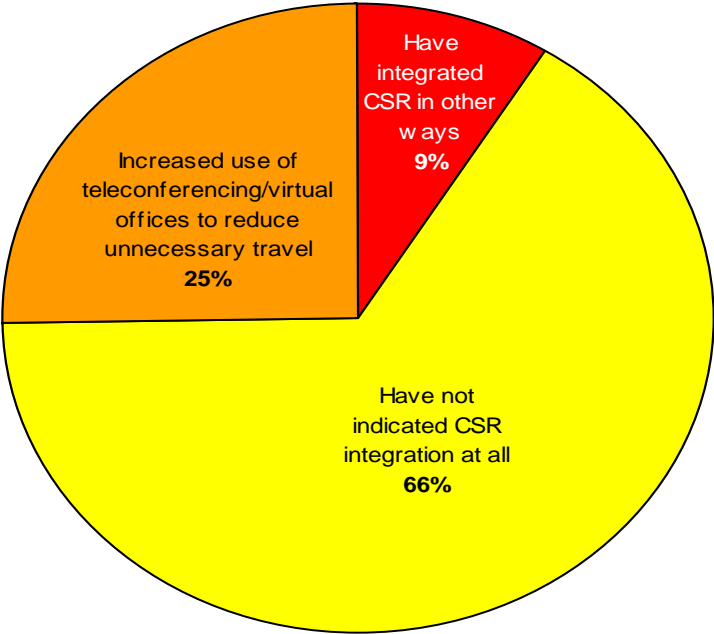
The chart to the left is related to "Policy" and the policy exceptions that were made. An interesting point in these results is the decline from the respondents in 2010 vs. 2009, suggesting that the exceptions are on the decline as the world emerges from the recession. The chart on the right differentiates policy from actual "practice," two areas that are increasing, suggesting that these changes/exceptions may become part of "the new norm" and will become permanent exceptions to relocation policies.

What Cost Savings strategies have your company implemented?



At the top of the chart we see that 33% of respondents simply have reduced relocation packages. The second most popular strategy is to outsource or consolidate suppliers to yield some direct program cost savings. This is also a trend being seen by Crown's Consulting Team who are responding to RFPs. Next is the use of temporary assignments vs. permanent moves, which is an approach that can have some tax advantages for companies, and allow avoidance of the costly homesale transaction. Coming in at 16% are tiered policies--allocating benefits according to skill or grade level.

What CSR practices has your company integrated or plans to integrate?



Twenty-five percent of the respondents reported efforts to reduce unnecessary travel through teleconferencing, virtual officing and use of similar tools. Beyond this tactic, only 9% were integrating CSR in any way.

This is in significant contrast to the overall increase in focus on CSR activities and marketing by businesses both in North America and globally. These actions are taken to mitigate business risks and to suit customer and employee preferences for a company taking positive steps in environmental and social issues.

Because employee mobility has environmental impacts and involves moving employees to cities of varying social and community needs, these issues are relevant. As such, this frequent disparity between corporate mission and practice suggest that it is an area needing more attention by corporations.

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