

The #1 Recruiting Benefit to Crush the Competition



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The background of the slide features a close-up, top-down view of a person's hands. The right hand is holding a black pen and is in the process of writing on a white notepad. The left hand is resting on the notepad, with fingers slightly curled. The notepad is placed on a light-colored surface. The entire image is overlaid with a semi-transparent red filter, which serves as the background for the text.

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Introduction

For competitive organizations, **people** are your most valuable resources. Whether you're a healthcare organization, software company, or a manufacturer, your employees are what drives customer satisfaction, brand reputation and revenue.

Essentially — your people make or break your company.

Depending on your company strategy, you may be hiring seasoned professionals to fill crucial roles or you may focus on bringing in exemplary new hires who can grow and learn with the business. Either way, you know that you need to find and win the top candidates in your industry.

An often overlooked aspect of Talent Recruitment is Relocation - and the associated benefits that can be a huge selling point for your organization.

In fact, relocation benefits are the #1 recruiting benefit you can offer top candidates in order to win them away from the competition.

We've put together this quick guide to show how you can attract and retain top talent using relocation benefits as an incentive.

- CHAPTER 1 -

4 Tools to Simplify Talent Recruitment

4 Tools for Simplifying Talent Recruitment

Recruiting top talent is an art form, and in today's digital world there are many types of recruiting software available to simplify the process. These automated platforms provide functions that can significantly streamline identifying, contacting, and hiring top talent. As a recruiter, it makes sense to take advantage of digital tools and use cutting-edge technology to find and attract the best candidates. Here are four software tools that make talent recruitment easier:

1. Testing & Assessment Software



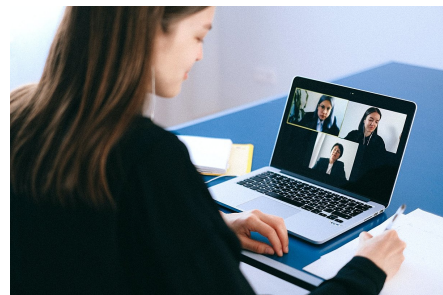
A range of testing and assessment programs are available to streamline pre-hiring assessments, each offering different features and capacities for testing knowledge, skills, abilities and qualifications. Implementing a testing and assessment program for the pre-hiring phase helps to identify the most qualified applicants from a pool of talent. The systems can provide targeted testing for skills such as coding, or more generalized testing, with advances such as bias-free algorithms to help select from a group of applicants. From simple testing to advanced testing that promises to collect behavioral data through exercises, a lot can be discovered about an applicant, and can be helpful in predicting future performance.

2. Job Aggregators



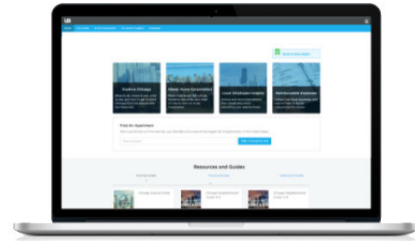
Job aggregating platforms provide access to an extensive pool of potential employees, both locally and in other areas. These aggregators offer a range of features and filters and are one of the most effective methods to connect with top talent. Modern job-seekers consistently access these platforms to discover potential employment opportunities, and often list their qualifications on several job aggregating platforms when seeking the perfect job. Generally, these platforms are the best way to find the team members you need.

3. Video Interviewing Software



Times have changed, and potential candidates no longer need to arrive in person to meet with HR for an interview. Digital interviewing is quickly becoming the standard, particularly for potential talent that doesn't live locally (yet). The features provided by these platforms vary, and some solutions also provide add-ons such as payroll and performance management, but all offer a simple and effective alternative to in-person meetings. They are also a great option for early screening, saving the in-person interviews for the final step in the hiring process.

4. Relocation Management Software



Top talent isn't always available locally, so you need to source candidates with a wider net. Although a surprising number of people are excited by the concept of relocating for a better job opportunity, the moving process can also present challenges. [Relocation management software](#) can streamline a new employee's relocation experience, making it easier on you as well.

Even better, by providing a cutting-edge relocation program, you immediately rise above the competition, putting you in position to attract the best candidates. Using innovative technology during the candidate hiring process creates a great experience right from the start, and you can also use it as a promotional tool to show how easy moving (and working) with you will be.

Use Technology to Get the Best Talent

It makes sense to use recruiting tools to streamline your hiring process. Rather than wading through piles of paper applications, or being fooled by an employee who looked good on paper but proved to be unproductive or troublesome, why not take advantage of technology? You can streamline your hiring process, reduce the load on HR, and focus on increasing productivity and engagement.

While we'd all love to be perfect recruiters, when hiring a new employee there are a lot of variables. The use of these recruiting tools can not only smooth the process, but also position you as a top employer so you can win those awesome candidates to help propel your business forward.

- CHAPTER 2 -

Recruiting Top Talent - 3 Reasons You Need a Great Relocation Program

3 Reasons Why Recruiting Top Talent Requires a Top-Notch Relocation Program



As a leading player in your industry hiring top talent is a key part of your growth strategy.

To this end, you probably invest tremendous resources vetting applicants, recruiting top candidates, and creating attractive benefit packages to seal the deal. HR and Recruiting professionals have thought of almost everything to keep their employees engaged and happy - keyword: almost.

Despite heavily investing in the recruiting and hiring process, companies often neglect one of the most critical aspects of bringing in new employees: relocation.

Offering relocation benefits can help attract top talent and help ensure that your new hires are properly equipped to jump into their new position without any other distractions or lingering relocation issues. On the other hand, forgoing relocation benefits can be extremely detrimental to both your recruiting and retention efforts.

Let's take a look at how offering relocation benefits helps you attract and retain the best talent for your organization.

1. Attractive Benefit

Offering relocation assistance allows you to broaden your search for top talent. If you were previously only sourcing local or regional candidates, offering relocation benefits allows you to extend your reach across the country. Broadening your search removes a major barrier to finding the best fit for the roles you're looking to fill. Providing relocation benefits also helps ensure that once you find the best candidate, you won't lose them.

Relocating is one of life's most stressful events, and if you don't offer any type of support, you may find candidates that aren't willing to uproot their lives, and possibly their families lives, to come work for your company. If you offer monetary assistance, along with tools to effectively plan and manage their move, they will likely be much more receptive to a relocation.

Firms that offer relocation benefits can even use this as a differentiator from competitors who are recruiting the same talent. If a candidate is choosing between two companies that each require relocation, relocation assistance may be the deciding factor.

Understanding the needs of your candidates and creating an attractive relocation program can add tremendous value to your recruiting efforts.

2. First Impression of Your Firm

The relocation process may be the first experience your recruits have with the company as an employee. Think about the tone you want to set for your incoming employees. If they have been left to figure out how to get from Point A to Point B without any assistance from your company, it can start the relationship off on the wrong foot.

Choosing not to offer relocation assistance or support for employees may lead to relocating employees feeling that they haven't been taken care of or aren't valued by the company.

On the other hand, if your relocating employee receives support for their move and is equipped with the tools needed to successfully relocate, they're more likely to have a positive first experience with your company. If your relocation program is easy to understand and provides a proven process for the employee to follow, then they'll probably assume most interactions with their new employer will follow suit. Keep this in mind if you're starting to build your company's first relocation program or policy. There are many opportunities to reflect your company culture in the assistance you offer relocating employees. For example, if your company strives to be innovative, providing technology-driven relocation solutions will show that.

3. A Successful Start

The third reason to offer strong relocation benefits is to ensure that your new employees walk in on their first day, ready to deliver.

If your new hires are planning and executing a move on their own, there's a good chance the stress they're feeling will spill over into their first days, or weeks, of work. This can impact their productivity and focus, which slows down the time it takes for them to start making an impact.

With a relocation program that provides guidance, your new hires are less likely to be scrambling to plan their move. A strong relocation policy sets clear expectations about what benefits new hires will receive, when they'll receive them, and how. Going one step further and providing Relocation Management Software to employees can also help them manage all their moving activities, learn about their destination, and provide office insights.

When your most valuable assets are your people, you can't afford to neglect your relocation program. Implementing a relocation program for your company can help widen your search for talent, reinforce company values, and start to realize the impact of their work faster. Don't wait until it's too late to reap the rewards of adding relocation to your recruiting plans.

- CHAPTER 3 -

Recruiting Top Talent: How Relocation Benefits Help Seal the Deal

Recruiting Good Talent: How Relocation Benefits Can Help You Seal the Deal

Chances are, you've heard of the skills gap. It's a phenomenon that has resulted in almost 70% of [U.S. employers reporting difficulty filling jobs](#) and 53% of new graduates either unemployed or underemployed in 2020.



What's causing this disconnect? The answer varies, but many employers blame educational gaps in particular areas. Others believe it's caused by educational challenges related to new technologies, outsourcing jobs to other countries, or lack of knowledge about potential career opportunities.

Regardless of what's causing it, most employers agree - finding good talent is tough. Which begs a couple questions: Where do you find top talent and how do you seal the deal once you've found your ideal candidate?

Let's start with the first question:

Where do you find top talent?

Despite what some universities or cities will lead you to believe, there's not one central epicenter for the best candidates - skilled professionals, technicians, and students can be found across the globe. If you only recruit within your city, state, or country, you're limiting your candidate pool and potentially limiting the scope of experiences and skillsets to draw from.

Branching outside your geographical comfort zone lets you recruit the best talent from around the country or even the world. When attracting top talent from other areas, it's important to promote your company's location as well as the position you're hiring for. Tell candidates why your city is a great place to live and work, and get them excited about the prospect of relocating.

Once you've found the best candidate, how do you seal the deal?

You can find several articles on the web about how to woo your top choice. One way is to offer competitive benefits, including relocation assistance. Show your top candidates across all levels, [from C-Suite to campus recruits](#), how your company values employees by helping them relocate to your location.

For entry and mid-level employees, providing guidance about their destination and suggestions for where and how to spend their money can go a long way to making them feel valued and supported. For your managers or executives, you may want to provide a more hands-on approach that reduces or eliminates any out of pocket costs for them.

This doesn't mean you have to spend a fortune to help every single new hire move. Relocation management software, like [UrbanBound](#), allows you to deliver everything from simple educational support to a full-service move, with the flexibility to adjust for various needs.

Attracting, recruiting, and signing good talent is one of the most common challenges Recruiting and HR professionals face today and as you might expect, there's no silver bullet that will result in a row of ideal candidates lined up at your door. Keep these tips in mind as you continue to build and evolve your recruitment program and feel free to [contact us](#) any time for help along the way.

CANDIDATE

BY



URBANBOUND™

UrbanBound created the first Relocation Management Software of it's kind, developed to streamline the employee relocation experience - even before they're an employee!

Attracting top talent is more than just selling your company. UrbanBound enables you to attract leading job candidates by promoting the best aspects of your company, location, and culture.

Every detail of the candidate relocation experience is addressed from start to finish, providing your new team members with critical information about housing, schools, cost of living and neighborhood insights, and even coordinating expense reimbursement. This support helps your company rise above the competition to win candidates, and sets the stage for a positive, productive experience for your new employee.

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