

THE TWO-MINUTE PLAY

A relocation gap is hiding in your enterprise accounts.

Your clients already pay to move their people, yet their biggest populations get almost no support. Here's how to spot it, and raise it, in two minutes.

WHY IT'S WORTH RAISING

01

You become the advisor who caught what others missed.

02

You deepen the relationship without selling anything.

03

If the answer's no, you've lost nothing and the client still valued the question.

THE PROBLEM

Where the gap is

Big enterprises support their hardest moves and leave their largest populations alone.



THE HARDEST MOVES

International and managed relocations run through an RMC, supported end to end.

📁 Executives

☆ Critical Talent

🔍 High Complexity

POPULATION

A small share

SUPPORT

Supported end to end



THE LARGEST POPULATIONS

Mostly on US domestic lump-sum or self-serve programs. A payment and an email, then a new city alone.

🎓 Interns & Early-Career

👥 Volunteer & Hand-Raisers

🚪 Departure Support

POPULATION

Most of your moves

SUPPORT

Left to do it alone

“ Pure lump sums correlate with poor employee experience, underspending on essentials, and failed moves.

Cartus Global Talent
Mobility Survey, 2024

THE SOLUTION

What Relocity Guide is

A mobile app that guides each employee through their whole move.

📱 Guide tier



Guided by policy

Matched to each person's destination and policy, so they stop guessing and stop calling HR.



Settled, not stranded

Guides every one of these employees through the move, so they arrive settled instead of figuring it out alone.



Full visibility

Gives the employer real-time visibility into every move, so duty of care holds even when people self-direct.



For roughly the cost of cutting the check, the employee gets a guided, supported move, and the company covers its duty of care to people it'd otherwise leave on their own.

66%

lower cost per move

EV manufacturer on Guide.

Satisfaction up, client-reported.

THE FOCUS

Who to focus on

Your client may not own this directly. These are the leaders you need to identify.



01

Mobility or HR lead

Owns relocation, and usually where volunteer and departure moves sit.



02

Talent acquisition or early-career lead

Owns intern, campus, and management-trainee programs.



03

Senior leadership

Often a CHRO or head of TA. Signs off, but doesn't run this day to day.

THE QUESTIONS

What to ask

Discovery questions for the end of an existing call with your clients.

01

Do you have a US domestic intern or early-career program?

02

Who handles lump sum relocation, or volunteer and work-from-anywhere moves?

03

Do you provide relocation benefits tied to departures or staff reductions?

04

OPTIONAL

If you happen to know, roughly how many of those moves a year?



Light discovery, not a script. Just a natural addition to a conversation you're already having.

THE HANDOFF

If there's **interest**

Next steps to continue the conversation.



No pitch or immediate next steps necessary.

If the client has one of these populations and you know who runs it, bring it back to your mobility team. We plan the introduction with you and build the go-forward from there.



No populations like this?

Nothing to chase. You still showed up as the advisor who asked the sharp question, and the relationship's better for it.

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