



**Scott McCain, President  
Paragon Relocation**

## Adding Caregiving Services to Your Relocation Program: the Right Approach

With Scott McCain, President, Paragon Relocation

Family is the number one reason that employees turn down a corporate relocation, according to Worldwide ERC®. This is contributing to recruiting issues for many companies in what is already a tight labor market. In 2016, nearly 80 percent of HR leaders reported difficulty in recruiting for high-skilled jobs. Finding the right neighborhood and schools for employees and their families has always been a core part of any successful relocation program, but what about caring for aging parents? Roughly 17 percent of today's workforce is acting as a caregiver, but with 10,000 baby boomers retiring each day, this percentage will likely increase. Employees are looking for assistance: 68 percent of working caregivers report making sacrifices in their careers in order to care for aging parents. What can organizations do? Scott McCain, President of Paragon Relocation, says that organizations can increase acceptance rates by offering eldercare services to potential relocating employees.

### **Q: How can organizations ensure candidates accept relocation opportunities?**

**A:** As a best practice, organizations should offer a pre-decision consultation that includes a partner or spouse in order to understand what the employee's unique situation is. But it's time to weave in the question: Do you have aging parents who will play a role in your relocation decision? Employees are unlikely to bring this up because they don't expect to be eligible for company sponsored caregiving benefits.

In the case where a parent lives with an employee, they will receive the same benefits as a dependent. But more often than not, parents live on their own in proximity of the worker, and relocating away from the aging parent—without any company benefit—may be a deal breaker. To avoid this, organizations can offer caregiving or eldercare services to employees. This approach may be

the difference between converting a top performer and losing them. If organizations can get five to 10 percent more employees to accept relocation opportunities by overcoming this challenge, organizations will see a decrease in recruiting costs and a positive impact on the bottom line.

### **Q: What are some services organizations can offer employees in this situation?**

**A:** Today more companies have benefits to address moving pets—likely a \$1,000 allowance—than they do for parents. Caregiving services include help with finding a senior community in the new location, preview trip accommodations, and providing resources for home sale and household goods. Services like this will remove stress from employees so they are less distracted and more productive at work. Establishing a forward-thinking policy like this speaks to the culture of a company and

positions the organization as an employer of choice as well.

### **Q: What is a first step in offering caregiving services?**

**A:** Organizations can start by providing more than just a community referral network. Then, post a description of the service within the voluntary benefits site and send a few company communications so employees become aware of the resources available to them. Many services that will help support employees and improve productivity and capture rates for relocations are available at no cost to organizations.

### **Q: Can technology help?**

**A:** Virtual tours and WebEx technology are useful in selecting suppliers in various locations. Dashboards and reports can also provide usage metrics to allow companies to understand the adoption rate among employees for these services.