

US and Canada domestic moves: drivers and disruptors

POST-EVENT SUMMARY NOTES



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The webinar brought together industry experts to discuss the key drivers and disruptors in US and Canada domestic mobility and explore findings from Cartus' [US and Canada Domestic Mobility Survey 2025](#). Hosted by Cartus Global Consulting Director, Terri Bonfiglio, panelists Amy Spiker from Eaton, Anna A. Ciri from Textron, and Joeyee Ching from Hexcel shared their experiences, challenges, and best practices in managing intra-country mobility programs, focusing on a number of hot topics.

top priorities



- Improve the employee experience
- Improve in-house mobility processes and optimization
- A more flexible approach to mobility

top challenges



- Rising mobility costs
- Meeting relocating employee expectations
- Achieving a more flexible approach to mobility

* Cartus US and Canada Domestic Mobility Survey 2025

key questions and answers

employee experience

What strategies and best practices are in place to deliver a positive employee experience for domestic moves?

- Emphasizing communication across all lines of business and utilizing the intranet for easy access to policies and relocation documents.
- Creating AI-generated videos to explain specific policy components, such as expense management and home sale.
- Engaging in discussions with HR business partners and employees to provide guidance on unique situations.
- Offering partner and family acclimation support, career coaching, and connections to local resources to help integrate into the new location.
- Providing wellness support and non-traditional benefits to ease the relocation process.

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partner support

How do you ensure that the relocating family, especially the partner, feels fully supported?

- A core/flex policy enables a company to provide more customized benefits to relocating families. This approach may be structured by tiers, considering the assignee population. This benefit has gained popularity, and based on utilization and feedback, people value the flexibility and various options tailored to their needs, whether it involves their spouse or family. General feedback indicates that this policy works well and is appreciated by those who choose to use it.



Listen! Learn more about the flexible mobility journey with [Amy Spiker, Eaton](#), and [Alex von Springer, Shell](#)

- Additional support services include partner and family acclimation assistance and partner career coaching.
- Facilitating connections and growth for the partner and relocating family in the new location is also vital. Providing resources to help them connect with fellow expatriates or a like-minded community fosters better integration into the new environment.

What do you provide?

- Home sale benefits (76%)
- Buyer Value Option (BVO) (80%)
- New home purchase benefits (73%)



* Cartus US and Canada Domestic Mobility Survey 2025

home sale program design

How can a home sale program help avoid resistance to relocation, and what specific policies are in place?

- Implementing a traditional guaranteed buyout program with loss on sale offered, as well as home sale incentives.
- Requiring employees to list within a specified percentage of the brokers' market analysis and appraised value to ensure accurate pricing and quick sales.
- Offering temporary mortgage buy-downs and rental incentives for homeowners to ease the financial burden of relocation.
- Providing fix-up allowances to ensure homes are in the best showing condition for potential buyers.



The number one reason for employees turning down a relocation was tied to family and personal circumstances

* Cartus US and Canada Domestic Mobility Survey 2025

86%

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process optimization initiatives

What initiatives have been implemented to streamline internal processes and support stakeholders?

- Building microsites for mobility and immigration within the HR library to organize information and make it easily accessible.
- Creating a mobility service for a company's in-house HR team to provide consistent experience and support for cost estimates, relocations, and inquiries.
- Providing semi-annual training to business units and engaging HR business partners in escalations to ensure understanding of processes and procedures.
- Streamlining the relocation repayment collection process and providing tools online for HR business partners to access necessary details.

policy review

Do you have specific intervals to conduct a policy review, and what drives these reviews?

- Panel responses varied. Some conduct annual in-depth policy benchmarks, while others update policies flexibly based on usage, spending, and new insights.
- The core/flex policy approach is agile, allowing for frequent refinements and small changes on an ongoing basis.
- It is important to stay updated with industry trends through networking, surveys, and educational sessions. Receiving industry surveys and relevant thought leadership content often acts as a trigger for policy reviews.

are you considering a policy review this year?

- 49% domestic policy review
- 62% global policy review

* Cartus [Global Talent Mobility Survey 2024](#) and US and Canada Domestic Mobility Survey 2025



data analytics

How are data analytics being harnessed to improve domestic mobility programs?

- Using dashboards and talent intelligence platforms to provide HR partners and managers with access to data for custom reports and decision-making.
- Sharing high-level dashboards with HR leaders to keep them informed about mobility trends and spending.
- Monitoring benefit utilization and spend to continuously refine and enhance policies.
- Conducting policy reviews based on industry trends, networking, surveys, and feedback from employees and HR business partners.

Learn about Cartus' brand-new [data insights dashboard](#).

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thank you to our fantastic panelists for sharing their expertise!

The strategies discussed in this session underscore the importance of communication, flexibility, and data-driven decision-making in creating positive employee experiences and streamlining internal processes. For those interested in further enhancing their mobility programs, we encourage you to reach out to your Cartus representative, email cartussolutions@cartus.com, or visit cartus.com. Successfully managing a global mobility program requires continuous learning and adaptation, and Cartus is here to support you every step of the way.

find out more

Webinar: [US and Canada Domestic Moves: Drivers and Disruptors](#)

Q&A: [Transcript of the live Q&A session that closed the event](#)

Research: [US and Canada Domestic Mobility Survey 2025](#)

Podcast: [US and Canada Domestic Mobility Survey: Beyond the data!](#)

Podcast: [Maximizing internship success: Strategies for attracting, retaining, and relocating top talent](#)