cartus

US and canada domestic mobility survey 2025

elevating employee experience: navigating an employee-centric era

EXECUTIVE SUMMARY

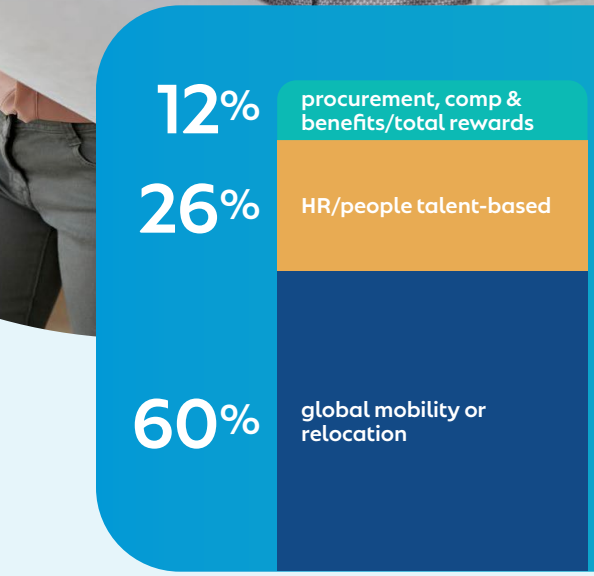
coming soon:
full survey report and in-depth analysis and insights by our in-house experts!

US and canada domestic mobility survey 2025

elevating employee experience: navigating an employee-centric era

We are excited to share this **executive summary** showcasing the latest trends in domestic* mobility programs within the United States and Canada—the industry's **top two Americas markets**. Discover how organizations are responding to shifts in mobility volume and activity, navigating the housing market, managing remote work dynamics, and adopting flexible mobility practices. We also cover the growing **focus on DEI and sustainability** in mobility functions.

A heartfelt *thank you* to the **106 respondents** whose valuable insights are helping to shape the future of domestic mobility.



who?

60% of our survey respondents work in global mobility or relocation, 26% are in HR/People/Talent roles, and 12% are in procurement, compensation & benefits, or total rewards.

41% report having two to three employees managing relocation, 25% have just one, and 23% have five or more.

Industries represented in the survey include extraction (oil, gas, and mining), construction, consumer services, finance, manufacturing, media, retail, tech, and transportation.

More than half (54%) relocate employees within the United States and Canada, while 37% do so only within the United States.

* As the survey title implies, we will be using the word "domestic" in the context of this report to refer to intra-country programs and move volumes in the United States and Canada only.

mobility volume and activity

Nearly three quarters (75 out of 106) indicated that their overall domestic mobility activity either increased or remained the same over the past two years.

top 3 reasons

for mobility activity increasing

1. company growth
2. expansion into different markets
3. talent not available locally

for mobility activity decreasing

1. cost containment strategy
2. hybrid solutions (e.g., remote work)
3. reducing volume in different markets

domestic mobility priorities vs. challenges

key domestic mobility priorities	key domestic mobility challenges
1 improve the employee experience	1 rising mobility costs
2 improve in-house mobility processes and optimization	2 meeting relocating employee expectations (e.g., accommodating personal or unique requests)
3 a more flexible approach to mobility (e.g., core/flex, tiered policy)	3 achieving a more flexible approach to mobility

Improving employee experience is the top priority for HR and mobility professionals managing US and Canadian mobility programs in 2025. This aligns with the challenges of meeting relocating employee expectations and adopting a flexible mobility approach (the latter of which may be interpreted as a way of enhancing employee satisfaction).

Rising mobility costs remain a significant challenge, needing to be balanced against improving the employee experience. Optimizing in-house mobility processes is the second highest priority, as teams strive to manage their internal resources more effectively.

real estate market

72% of respondents offer a home sale program, with buyer value option (80%), direct reimbursement (46%), and appraised value buyout (40%) included in policy.

Regarding the 2024 US buyer representations agreement, 46% of those surveyed understand the changes to legislation "somewhat," while 30% understand them "very well."

The top measures to assist employees in selling homes include:

- marketing assistance — 76%
- mandating network broker utilization — 41%
- offering a home sale incentive — 38%

flexible mobility

When asked about the demand for greater flexibility in their mobility programs, 42% of respondents indicated that it remained the same, while 40% reported an increase. This latter figure is 25 percentage points lower than the 65% increase noted in our 2024 Global Talent Mobility Survey. The heightened focus on flexibility in international global mobility programs, as opposed to domestic programs within the US and Canada, may be attributed to the fact that international assignments often involve more complex logistical, legal, and cultural challenges that require more adaptable and flexible approaches to mobility. It may also be due to a more competitive global market, which is influencing companies to offer more flexible relocation options to attract and retain key international talent. (Watch out for the Full Survey Report for more comparisons between domestic and international mobility programs!)

Following are key drivers for a more flexible approach to mobility:

- Changing employee expectations/needs
- Improving employee experience
- Cost savings

Shell shares their flexible mobility journey: "The Journey to Flexible Mobility"

remote, hybrid, and extended business travel (EBT) moves

Currently, 39% of companies in the United States and Canada have remote workers, yet 71% do not offer company-sponsored benefits. Those that provide benefits mainly offer medical coverage and work equipment. Most respondents indicated that their Corporate HR team manages the domestic remote work policy for relocation within the United States and/or Canada.

In 2025, 44% of companies expect to have up to 100 remote/hybrid workers as part of their mobile employee population, while 32% anticipate having between 100 and 500.

internship programs

Regarding internships, 62% of respondents administer them, with the majority (87%) offering a student summer intern program. Dive deeper, and you'll find that more than half (56%) are supporting under 100 interns annually, with an additional 86% managing fewer than 500 each year.

62%
of respondents administer intern programs

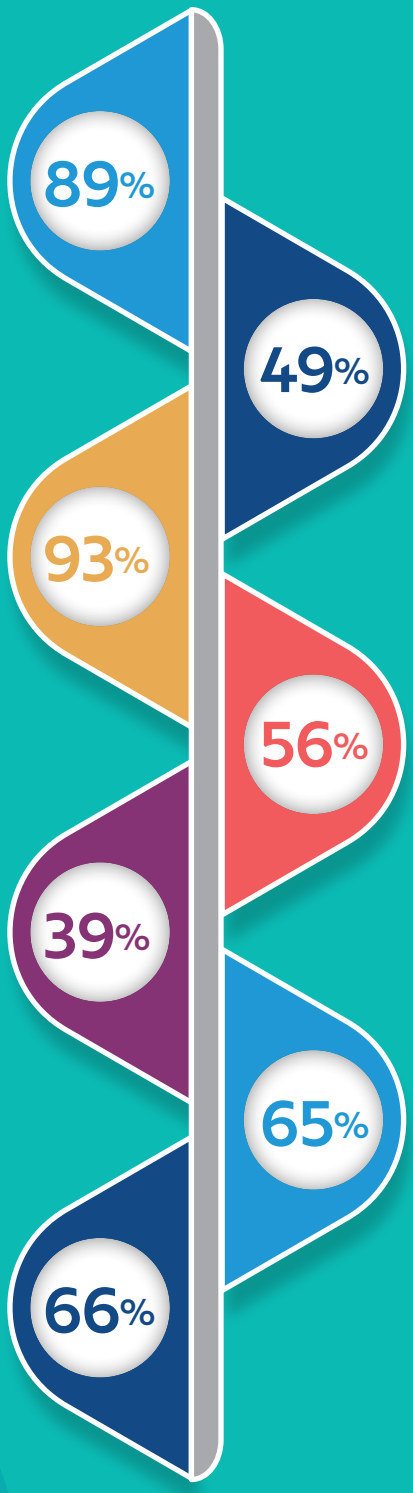
extra insights: relocation revelations

89% of respondents said they are not looking for a **TECH-ONLY SOLUTION** for specific move-types

In US and Canada domestic mobility, 93% reported either increased or unchanged **COST CONTROL FOCUS** over the past two years

39% said they are "making progress" when it comes to aligning relocation with their organization's **DEI PRIORITIES**; this may include partner support, leveraging Employee Resource Groups (ERGs), or providing cross-cultural and/or language training

Two thirds do not currently offer benefits for **EMPLOYEE-INITIATED MOVES**



Just under half (49%) are considering a domestic **POLICY REVIEW** in 2025

Encouragingly, over half (56%) of organizations surveyed have a strategy for corporate **SUSTAINABILITY** that covers the whole business and its supply chain

65% offer a **LUMP SUM-ONLY** or "lump sum plus" move

Stay tuned for our full survey report with detailed analysis and insights from Cartus experts covering the hottest mobility topics:

- Types of moves or assignments
- Policy (e.g., program structure, employee-initiated moves, lump sum)
- Real estate marketing, including the US buyer representation agreement
- Home sale programs
- Internships
- Flexible mobility
- Mobility cost
- Diversity, Equity, and Inclusion (DEI)
- Remote, hybrid, extended business travel (EBT) moves
- Sustainability
- Technology

For more advice and insights on your mobility programs or to automatically receive a future copy of the full survey report, email cartussolutions@cartus.com or visit cartus.com.

cartus

cartus.com
cartussolutions@cartus.com
© 2025 Cartus Corporation.
All rights reserved.
Cartus and the Cartus logo
are registered trademarks
of Cartus Corporation.