



VIRTUAL RESOURCE CENTER

Your Custom Tool for Encouraging Key Talent to Relocate to Strategic Locations



Is your organization developing a strategic work location that calls for recruiting talent?

Do your recruiters have a difficult time finding diverse talent willing to move to your HQ?

Are you looking to make your mobility program more inclusive?

At Cartus, we understand that choosing to relocate is not always a simple decision for your employees. That's why we partner with organizations to design a customized Virtual Resource Center to guide your employees (and their families) through this important decision-making process.

A Virtual Resource Center is a destination website that supports candidates and employees considering an assignment or relocation to one of your organization's key locations. When your organization needs talent in a strategic location, this educational tool can help inform employees and their family members about the new location, centralizing key information of your choosing and reducing an employee's time spent browsing the internet for (often unreliable) information.



Benefits to Your Mobility and Business Teams

Providing a well-rounded view of life at their new work location will greatly help your employees (and family) make one of the most important decisions of their career. A robust, clearly delivered resource center will add value to your diverse employee base, their families, and your organization.

A Virtual Resource Center can help your organization at many levels.

- Recruiters can make better use of their time and resources usually allocated to fielding calls and emails from candidates and employees regarding location-specific questions and concerns.
- Human Resources and business leaders can rest assured that their talent has wing-to-wing support, providing the caliber of mobility experience that employees value most and helping you achieve your duty of care.
- Mobility managers can provide a strategic, inclusive solution to key stakeholders that aligns with organizational goals.

Furthermore, your organization can address common obstacles to retention by addressing employee and family needs—such as education and housing—before they become issues.

Your organization's Virtual Resource Center acts as a central hub for all aspects of your employee's potential relocation, making valuable company information—as well as practical items like checklists and timelines—available at their fingertips.

Features & Benefits

Your organization's personally branded website—featuring your colors and logo—can include videos, pictures, architectural renderings, and more. Cartus will customize your Virtual Resource Center website to reflect the information most important to your organization, from candidate selection to repatriation and anything in between. Fun facts, healthcare, transportation, spouse/partner careers—all this and more are contained on the site.



Preparing to Move

Valuable resources to assist employees with essentials regarding their move. This section includes information on locating new housing, rental deposits, lease signing, rights and responsibilities, selling and buying a home, and much more.



Communities and Housing

Housing—a hot topic for relocating employees—is a large focus of your custom VRC. Covering all of the major details from neighborhoods to school systems, the housing feature will empower your relocating employee to feel at home, in the area of their choosing.

Purchasing and rental markets vary from location to location. Preparing your employees for regional nuances will better equip them for a successful move.

Explore a variety of local communities and samples of housing and rental options that will help employees visualize their life at their new location.



Education & Childcare

For parents, education and childcare are at the forefront of their decision to relocate. From school information based on sample schools to testing and private school registration, prepare your relocating employees and their families with information covering a diverse choice of schools near your work location.

Other items in this section include: pre-k programs, public schools by county, advanced learning, independent schools, special education services, charter and magnet schools, virtual school, and home schooling.



Community Amenities

Area attractions, sports and recreation, outdoor activities, fitness, places of worship, and more—empower your employees to envision a healthy, well-balanced life at their new work location.

Company Initiatives

A Virtual Resource Center enables you to showcase company initiatives, such as diversity, equity, and inclusion, sustainability, or disability support.

- For instance, Cartus can provide housing samples on the website that support diverse neighborhoods.
- Cartus will work in collaboration with your company to offer inclusive area resources and support.

- Cartus can provide a Discard and Donate program on the website to encourage employees not to move more than they need from a sustainability standpoint.
- The site can showcase area resources for a variety of communities, including women, LGBTQ+, disabled, special needs, and service members.

For more information or to schedule a Virtual Resource Center demo, please contact us at cartussolutions@cartus.com.
