



THE FUTURE OF RENTAL RELOCATION

A housing market analysis with a whole new perspective
for the biggest investment in your company.

Presented By

Aaron Florez, President

Executive Summary

This research was configured to demonstrate why corporations should take a really hard look their Relocation Policies and ask themselves -

Are we really taking care of our employees?

What are we doing differently to attract the best talent?

What are we doing differently to retain our talent?

Are Lump Sums the answer?

How can I save money but still offer a better experience?

How hard is it to find an apartment?

Southbound Relocation has embraced this change with a whole new outlook from ground level experience.

In short - The majority of employees in today's world are Renters, it'd time for a change.

The Problem

- Buying a home will continue to be extremely difficult increasing the number of Renters who relocate. Rental Policies across the board have been lackluster at best.

The Solution

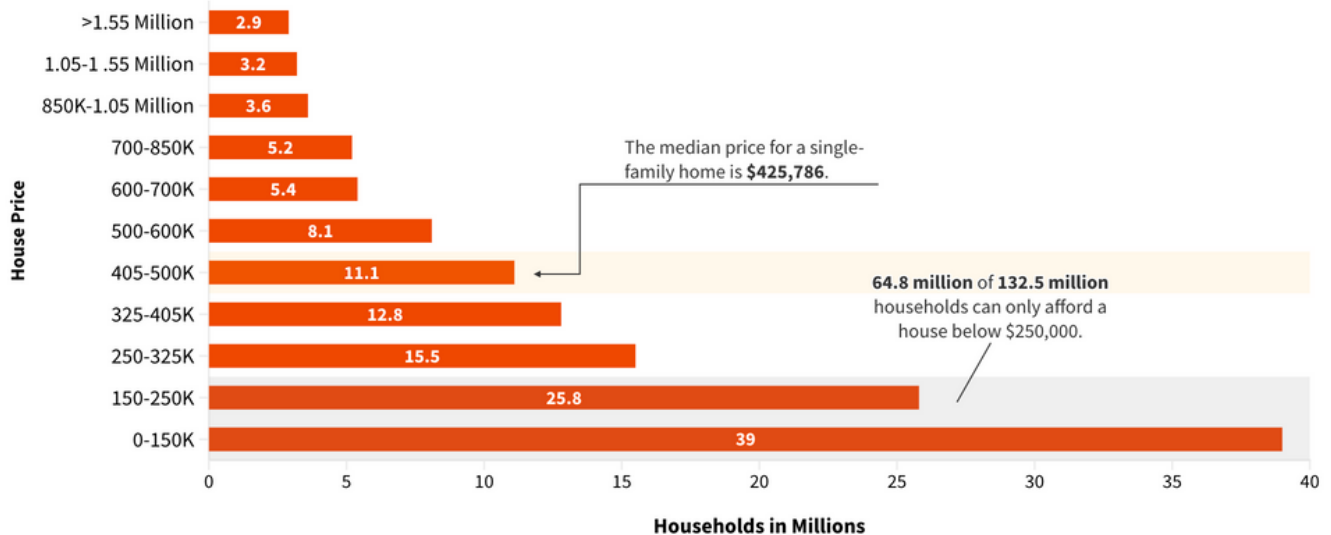
- A change in Rental Policies
- Using a service provider who understands the value of Renters
- New strategives in Talent Attraction

End Result

- Attracting better talent
- Elevated service to clients
- Cost cutting strategies
- Using a service provider who delivers what is needed
- Increased retention



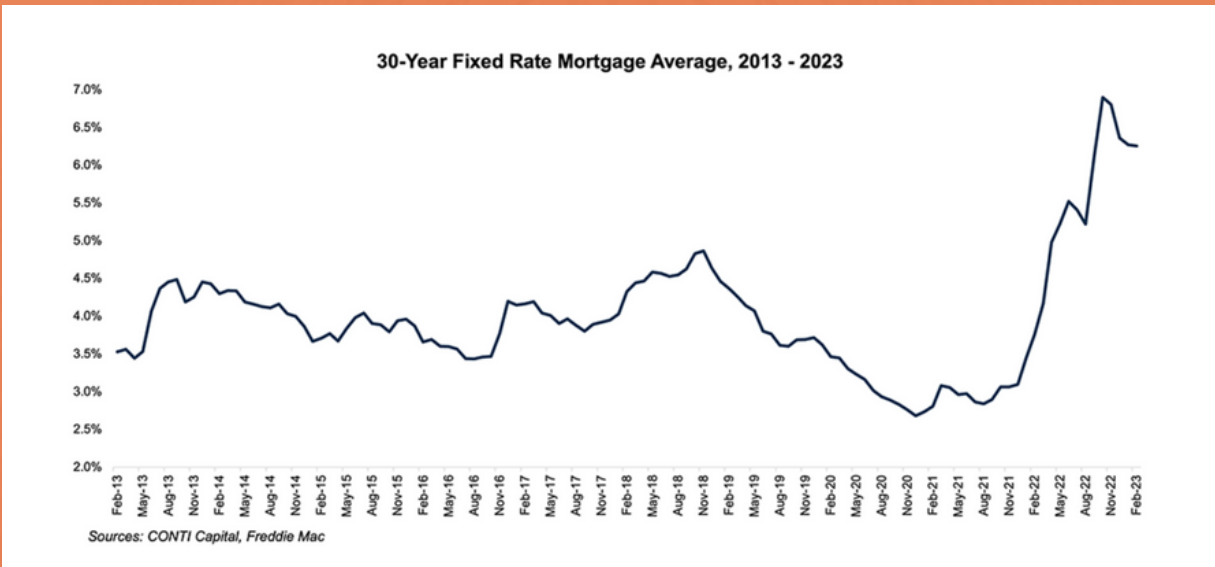
Nearly Half of All US Households Can't Afford To Pay More Than \$250,000 for a Home



Source: Calculations by the National Association of Homebuilders Housing Policy Department, based on data from U.S. Census Bureau; March 2023
Chart: Nicole Shih



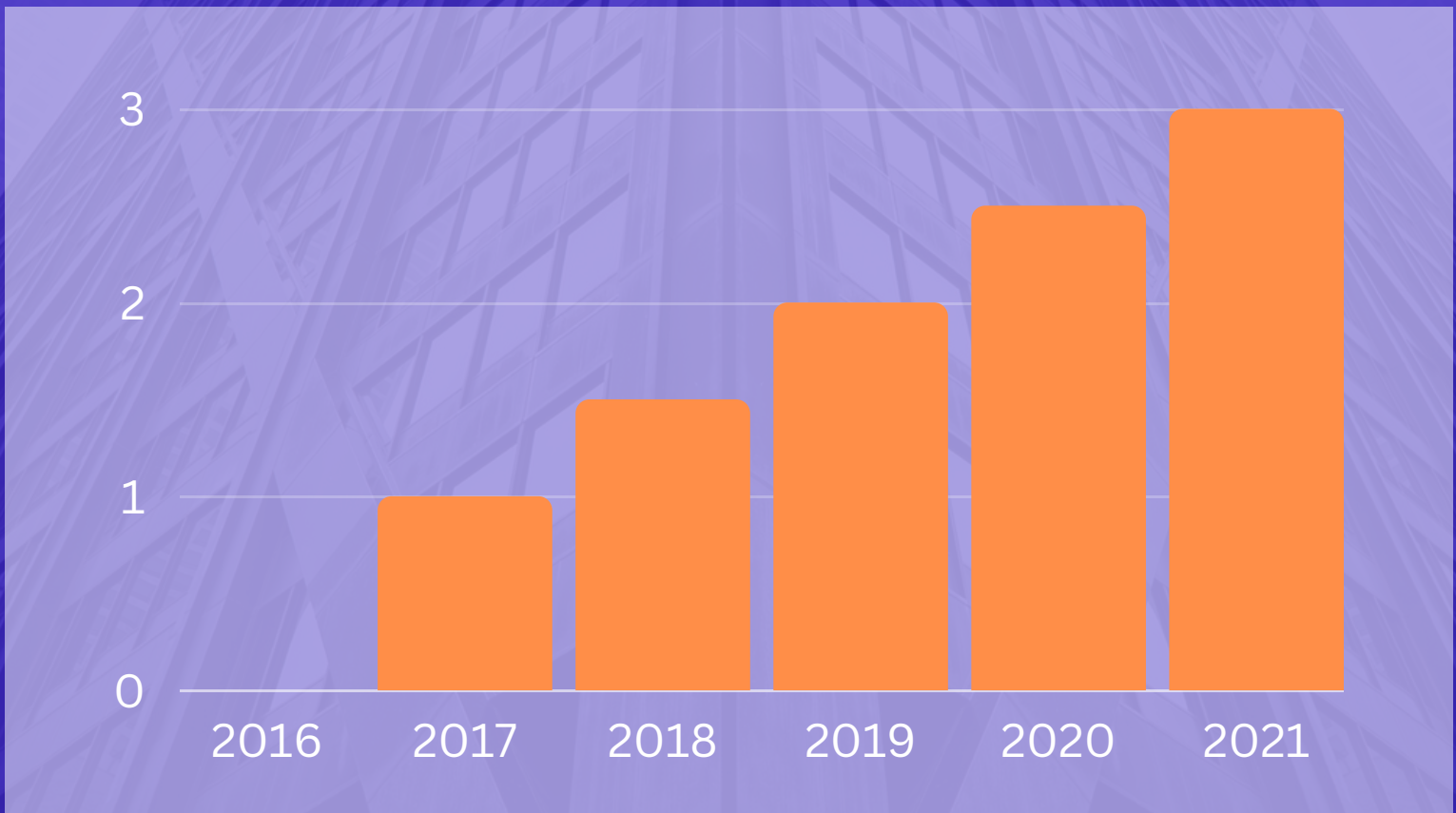
- The median U.S. home actually costs far more, at almost \$426,000. And 70%, or more than 93 million of all households, cannot afford that amount based on their current household income, according to the trade group, indicating steady demand for apartments.



Recent research has shown that remote work by itself pushed home prices up by 15.1% between December 2019 and November 2021.



The number of RENTER households making \$150,000 or more a year rose by 87% between 2016 and 2021 to more than 3 million, according to five-year estimates from the U.S. Census Bureau.

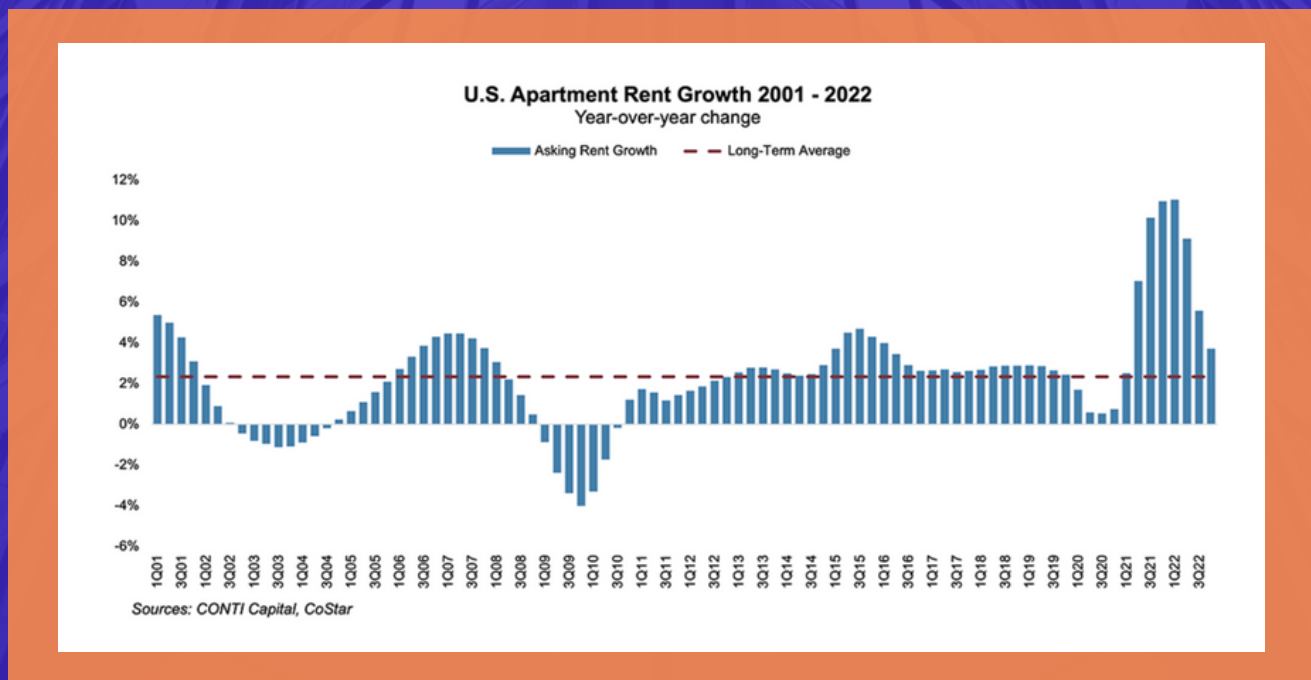


For transplants in new cities, renting for a year or two before buying is an obvious choice. But some high-earners who have recently moved say they will rent indefinitely.



The ripple effect from the housing market has driven up both occupancy and average rents throughout the nation, especially in Texas.

The Result - One of many reasons it's extremely difficult for renters to find an apartment and need assistance.





An average of 14 apartment seekers competed for a single rental across the U.S.





Rental Market Overview

Although minimal reduction in occupancy, rents continue to increase making it more difficult for an employee to relocate.

February '23 Rental Market Overview

State	Occupancy	Y/Y% Change	Effective Rent	Y/Y% Change
California	92.5%	-2.5%	\$2,512	5.7%
Colorado	90.8%	-2.2%	\$1,806	5.5%
Florida	90.5%	-3.8%	\$1,921	7.3%
Georgia	90.8%	-3.7%	\$1,575	4.8%
Illinois	92.9%	-0.6%	\$1,738	7.3%
Massachusetts	92.4%	-1.1%	\$2,596	7.2%
North Carolina	90.9%	-3.3%	\$1,470	7.7%
Tennessee	90.9%	-2.5%	\$1,418	8.5%
Texas	90.2%	-2.8%	\$1,395	5.7%



IN SUMMARY

Relocation is a people moving business; for years relocation management companies have relied on home sales for revenue. Those days are numbered and it's time to look at new revenue models. The way people live is shifting. The question is - Are you shifting with it?

Southbound Relocation offers Professional Rental Assistance and Revenue Solutions to a changing relocation market.

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****SOUTHBOUND RELOCATION IS A
MINORITY OWNED BUSINESS.****

References

Conti Capital; ALN Apartment Data; Co-Star, NEI Relo; Wall Street Journal;
Harvard Business Review