



# DOMESTIC CORPORATE RELOCATION IS GAINING MOMENTUM

What HR Leaders Need to Know in 2026

A Research-Backed Guide for Human Resources Professionals



# INTRODUCTION: THE SHIFTING LANDSCAPE OF CORPORATE MOBILITY



After several years of uncertainty following the pandemic, domestic corporate relocation in the United States is strengthening once again. For HR professionals managing talent acquisition, retention, and workforce planning, understanding this trend is essential for maintaining competitive advantage.

Corporate relocation is no longer just about moving boxes. Today, it influences retention, engagement, and your organization's attractiveness as an employer.

Employees are weighing quality of life, housing costs, schools, career growth, and family support. At the same time, organizations are watching budgets closely while still needing relocation plans that work in the real world.

This ebook provides you with the latest research and data on domestic corporate relocation trends, helping you make informed decisions about your organization's mobility program.

# KEY FINDINGS: DOMESTIC RELOCATION VOLUME IS RISING

**55%**

of companies increased relocation volume in 2024

**68%**

of workers returned to in-person work (up from 34%)

**30%**

of companies considering moving offices to another city

**558**

companies surveyed across 20+ industries

Source: [Atlas Van Lines 2025 Corporate Relocation Survey](#)

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The survey found that 39% of companies reported relocation volumes increased somewhat from 2023, while 16% reported significant increases. Companies had a positive outlook on corporate relocation budgets heading into 2025, signaling a strategic emphasis on talent mobility.

## Why Companies Are Relocating Employees

Organizations are relocating employees for several strategic reasons:

- Consolidating teams into key markets
- Reopening or expanding regional offices
- Moving roles to locations with stronger talent pools
- Reducing commute burdens in hybrid environments
- Accessing business-friendly environments with lower tax rates

# RETURN-TO-OFFICE MANDATES ARE DRIVING RELOCATION DEMAND

One of the most significant drivers of domestic relocation activity is the widespread return-to-office movement. According to recent research, the workplace landscape has shifted dramatically.

## THE STATE OF HYBRID WORK IN 2025

According to Gallup research, 51% of remote-capable employees in the U.S. are now in hybrid arrangements, with most companies expecting at least 2-3 days per week in-office. This represents a stabilization from the volatility of previous years.

For HR leaders, this has direct implications for relocation programs. The Owl Labs State of Hybrid Work Report 2025 found that 34% of hybrid workers now go into the office four days a week, up from just 23% in 2023.

[Source: Owl Labs State of Hybrid Work 2025](#)

## WHAT THIS MEANS FOR RELOCATION

The Atlas Van Lines survey found that remote work declined from 44% to just 17% in 2024, while in-person work doubled from 34% to 68%. This suggests heightened relocation demand as employees are required to reside closer to their offices.

## MAJOR COMPANIES LEADING THE RTO PUSH

Fortune 100 companies are leading the return-to-office push. Research shows that 54% of Fortune 100 desk workers are now mandated to work fully in-office, up from just 5% two years ago. This represents a seismic shift in workplace policy that directly impacts employee relocation needs.

[Source: Fortune: Return-to-Office Mandates at Fortune 100 Companies \(July 2025\)](#)



# HEADQUARTERS RELOCATIONS ARE AT RECORD LEVELS

Corporate headquarters relocations have surged, creating new opportunities and challenges for HR teams managing workforce transitions.

## 2024 SAW A FIVE-FOLD INCREASE

According to CBRE's Americas Consulting research, 96 companies announced headquarters relocations in 2024, compared to just 18 in 2023. This represents the second-highest number of relocations in at least seven years.

## TOP INDUSTRIES LEADING RELOCATIONS

Technology and manufacturing sectors led the charge in 2024, each accounting for 28 headquarters moves. These industries are strategically repositioning to reduce costs, access skilled talent, and tap into new market opportunities.

[Source: CBRE: The Shifting Landscape of Headquarters Relocations 2025](#)

## PRIMARY REASONS FOR RELOCATING

- Business climate and lower taxes (21 relocations)
- Access to consumer base (19 relocations)
- Tax incentives and proximity to key markets
- Workforce optimization and talent access

## TOP DESTINATION MARKETS

Texas dominated as the top destination state, accounting for nearly half of all state-to-state relocations. Dallas-Fort Worth led all metropolitan areas with 100 new corporate headquarters from 2018 to 2024, followed by Austin (81), Nashville (35), and Houston and Phoenix (31 each).

[Source: CBRE Research via GlobeSt \(May 2025\)](#)

# HOUSING MARKET CHALLENGES AND SOLUTIONS

Housing affordability remains a significant factor in corporate relocation decisions. Understanding the current landscape helps HR professionals design more effective relocation packages.

## THE MORTGAGE RATE CHALLENGE

According to Freddie Mac's Primary Mortgage Market Survey, the 30-year fixed-rate mortgage averaged 6.16% as of early January 2026, down from 6.93% a year ago. While rates have moderated, they remain elevated compared to the historic lows many employees locked in during 2020-2021.

[Source: Freddie Mac Primary Mortgage Market Survey](#)

## THE LOCK-IN EFFECT

Employees with existing mortgages at very low rates (around 3% from 2020-2021) are often hesitant to give them up for current rates near 6-7%. This lock-in effect has been cited as a major factor in employees declining relocations.



# HOUSING MARKET CHALLENGES AND SOLUTIONS

## HOME SALES SHOW IMPROVEMENT

The National Association of REALTORS reported that existing home sales increased for three straight months through November 2025, reaching their highest level in nine months. Pending home sales jumped 3.3% month-over-month in November 2025, signaling growing buyer confidence.

[Source: NAR Existing Home Sales Report \(December 2025\).](#)



## POLICY RESPONSES FOR HR LEADERS

Companies are responding with enhanced relocation benefits to address housing challenges:

- Mortgage interest differential assistance (MIDA)
- Mortgage rate buydowns or temporary housing assistance
- Increased home sale assistance programs
- Cost-of-living adjustments for high-cost markets
- Flexible housing options including rent-to-own programs

[Source: TRC Global Mobility: Relocation Real Estate Projections for 2025.](#)

# WHAT THIS MEANS FOR YOUR ORGANIZATION

The convergence of rising relocation volumes, return-to-office mandates, and housing market pressures creates both challenges and opportunities for HR leaders.

## RELOCATION IS A STRATEGIC TALENT TOOL

The corporate relocation service market is projected to grow from \$20.22 billion in 2025 to \$32.47 billion by 2032, reflecting a 7% compound annual growth rate. This growth signals that organizations increasingly view mobility as a strategic investment in talent.

[Source: Coherent Market Insights: Corporate Relocation Service Market 2025-2032](#)

## EMPLOYEE EXPERIENCE MATTERS

A positive relocation experience helps employees settle quickly and stay engaged. A poor experience can increase stress, reduce productivity, and raise the risk of turnover after the move. The Atlas survey found that 47% of companies agreed or strongly agreed that they lost good employees due at least in part to corporate relocation policy issues.

## FAMILY CONSIDERATIONS ARE PRIMARY

Family obligations emerged as the leading reason for employees declining relocation in 2024, returning to the top spot after briefly being in second place. This underscores the importance of comprehensive family support in relocation packages.

# ACTION STEPS FOR HR LEADERS

Based on the latest research, here are recommended steps for evaluating and improving your corporate relocation program:

**1. EVALUATE YOUR CURRENT PROGRAM**  
Review your existing policies against current market conditions. The Atlas survey revealed a shift away from standard, one-size-fits-all policies toward more flexible, customizable relocation benefits tailored to employees' needs.

**2. IDENTIFY FRICTION POINTS**  
Survey relocated employees to understand where they experienced challenges. Common friction points include housing affordability, family considerations, and spouse/partner career impacts.

**3. ALIGN MOBILITY POLICY WITH BUSINESS STRATEGY**  
Ensure your relocation program supports organizational goals. Whether you are consolidating teams, expanding into new markets, or supporting return-to-office initiatives, your mobility strategy should be aligned accordingly.

**4. LEVERAGE TECHNOLOGY AND DATA**  
Use relocation analytics to identify trends and plan for future mobility needs.

**5. ADDRESS HOUSING CHALLENGES PROACTIVELY**  
Consider enhanced benefits such as mortgage assistance, temporary housing support, and cost-of-living adjustments. The decrease in relocation declines due to insufficient financial support (down 10 points to just 7% in 2024) shows these investments pay off.

**6. SUPPORT BOTH DOMESTIC AND GLOBAL NEEDS**  
While this ebook focuses on domestic trends, 42% of companies reported international relocations stayed about the same in 2024. A comprehensive mobility program should address both U.S. domestic and global relocation needs.

# SOURCES AND FURTHER READING

All sources cited in this ebook are current and published within the past year. Click any link to access the original source.

## **PRIMARY RESEARCH**

[Atlas Van Lines 2025 Corporate Relocation Survey \(58th Edition\)](#) - The industry's first and longest-running study, surveying 558 decision-makers across 20+ industries.

[CBRE: The Shifting Landscape of Headquarters Relocations 2025 Update](#) - Analysis of 561 public HQ relocation announcements from 2018-2024.

## **WORKPLACE AND HYBRID WORK RESEARCH**

[Owl Labs State of Hybrid Work 2025](#) - Survey of 2,000 full-time U.S. workers on hybrid work trends.

[Fortune: Return-to-Office at Fortune 100 Companies \(July 2025\)](#) - Analysis of RTO mandates at major corporations.

[Archie: RTO Statistics, Research & Trends 2026](#) - Comprehensive compilation of return-to-office data.

## **HOUSING AND REAL ESTATE DATA**

[Freddie Mac Primary Mortgage Market Survey](#) - Weekly mortgage rate data from Freddie Mac.

[NAR Existing Home Sales \(December 2025\)](#) - Latest housing market statistics from the National Association of REALTORS.

[TRC Global Mobility: Relocation Real Estate Projections 2025](#) - Regional housing market analysis for relocation professionals.

## **INDUSTRY ANALYSIS AND MARKET RESEARCH**

[GlobeSt: Headquarters Relocations Rebound \(May 2025\)](#) - Commercial real estate analysis of HQ relocation trends.

[InterLink Relocation: 2025 Moving Trends \(May 2025\)](#) - Analysis of migration patterns and relocation destinations.

[Coherent Market Insights: Corporate Relocation Service Market 2025-2032](#) - Market size and growth projections for the relocation industry.

# ABOUT INTERSTATE RELOCATION SERVICES

Interstate Relocation Services has been helping companies and employees navigate the complexities of corporate relocation for a long time. As a full-service moving and logistics company, we understand that successful relocations require more than just transportation.

## OUR CORPORATE RELOCATION SERVICES INCLUDE:

- Comprehensive move management
- Policy consulting and program design
- Household goods transportation
- Temporary housing coordination
- Real estate assistance
- Expense management and reporting

To learn more visit [Moveinterstate.com](https://www.moveinterstate.com)

