

# Survey Results 2019

At Station, we eat, sleep, and breathe cities. And we take pride in being able to answer the questions — both the practical ones and the unforeseen ones — that help put our customers at ease. Full of facts and advice that may be counterintuitive, unexpected, or at odds with conventional wisdom, our knowledge base has been earned through years of experience.

We strive to work more effectively, to think more proactively, and to adapt to situations more responsively. We always want to know more. And it's with that in mind that we recently conducted our first relocation survey.

Using a quantitative method, we distributed this survey to 671 people, each of whom fell into one of three categories: they've relocated within the last 12 months (56%), they were considering relocation within the year (34%), or they were in the middle of relocating when they responded (9%). These individuals ranged in age from 18 to 60. All responders were American, with a female-to-male split of 52% to 48%.

This survey has helped us as we continue to build our understanding about the world of relocation, what our customers need the most, what they feel they need assistance with, and how we can help them as effectively as possible. We're looking forward to learning more as we progress.

## Highlights

Nearly two-thirds of recent movers and current movers — and three quarters of soon-to-be movers — are relocating for personal reasons, not because of work.

**What this tells us is that people value flexibility and freedom. Rather than a job transfer forcing them to settle somewhere new, these individuals are making a change and seeking out exciting opportunities in fresh locations.**

Among those who relocated for work, slightly less than half received compensation and/or additional assistance from their employers. But among those who are considering relocation within the year, more than 37% don't know whether or not their employer will provide help.

**This suggests that many people who are staying put at the moment — but who are interested in living someplace else — may have the ability to do so without incurring any major costs. In short, they may have more freedom and flexibility than they know.**

More than half of people in the middle of relocating move directly into long-term housing.

**Moving is a pain. It can cause a lot of disruption in people's lives. So minimizing the frequency of moves is in the best interests of our customers, their finances, and their mental health. We understand that long-term relocators are seeking a stable housing solution, so we do the legwork and help to deliver terrific options in desirable places.**

Across the board, people sought information about life — and connections with like-minded people — in their new cities.

**Brokers and moving companies can do a lot to help individuals find new homes and to physically get their things from point A to point B, but there's a whole world of location-specific services based around the core real estate offering on which we've built our business. At Station, we customize a set of services with our customers' unique needs and preferences front and center.**

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## Findings & Perspective

### Real Estate: Stability is the Priority

Real estate is what we've built our business on, so we were keen to drill down and learn as much as possible about the types of homes people choose during and after their moves.

One of the most fascinating finds from the survey is that people in the middle of relocation really commit, opting out of short-term housing altogether while they get their bearings in new places. More than half of responders who were in the middle of a move when the survey was distributed were moving directly into long-term housing. This pattern held true — with 66% moving straight into a condo or house — for our “micro-mover” segment. (We define this group as people moving to a different location within the same state or into a nearby state in the same region — for example, New York to Connecticut or Oregon to Washington.)

Among people relocating temporarily, things were markedly different: 80% opted to move into a furnished, short-term apartment or house, and 20% chose to stay in Airbnb accommodations. Within this same group of temporary relocators, nearly one-third found real estate brokers to be helpful throughout the process.

This suggests that people want something stable, whether that means a permanent home for long-term relocators or a furnished home for short-term relocators.

As city specialists, we're well-placed to help people — micro- and macro-movers alike — find a spot to really put down roots in a place they love, no matter their needs. Our years of experience placing individuals in both short- and long-term housing has taught us that while many people benefit from working with brokers or other real estate advisors, we provide a deeply personalized approach that helps connect people with the realities of life in their new hometowns.

### Everyday Life: Individuals Desire Reliable Information

No matter how long they're staying in a new city or the reasons they're relocating in the first place, people across all demographics and in all situations crave information they can rely on. From finance to weather to commute logistics, many people emphasized that they want to know more about the true cost of living, housing, and taxes — and how to budget more effectively during their move.

As you might expect, a major priority for people moving with children is education. How are schools in the area? How far are they from home? Can the kids take a bus? These insights are crucially important to the approximately 23% of people who relocate with children.

Money and school were two major priorities, but they were not the only concerns to rise to the top. Many other survey responders desire access to information about the weather at different times of the year, health concerns like allergies, public transit, and nearby highways. Still others wish they could learn what a typical day in their new city is like. They feel that this glimpse would ease their transition into a new home, including knowing about proximity to grocery stores, banks, shops, and restaurants.

These findings tell us that, while one-third of recent relocators found real estate brokers and movers in their destination cities to be helpful, there is a wide range of services — from info about schools to logistics to taxes and beyond — that neither of these types of companies specialize in. We consider your needs, deliver our core real estate offering, and then customize a range of services to complement it based upon your lifestyle and your priorities.

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## Relocating: Moving Beyond the Move

Nearly two-thirds of recent movers and current movers — and three quarters of soon-to-be movers — are relocating for personal reasons, not because of work.

89% of people who've relocated in the past year didn't use a relocation service to help them. This tells us that the general public doesn't know what we have to offer at Station. One respondent even identified the need for "[s]omeone that is knowledgeable and understands my needs. A personalized experience, like you're talking to a friend that knows you, your likes, and dislikes."

Of the people who were in the middle of relocating, 93% chose not to use a relocation service. Of this same group, roughly half found working with a real estate broker to be helpful.

On the whole, among prospective relocators, people crave information more than they desire physical help: 59% want help finding the right place to live; 55% want help finding the right neighborhood; and 26% want help meeting like-minded people.

Others expressed a desire for assistance planning and managing their relocation, including its timeline and budget. They want someone to help them connect with movers, house-cleaning services, and other third parties to ease their transition. When asked what relocation companies could help them with, responders said they could provide knowledge and expertise, reduce the time spent searching for a home, better customize searches, and make this change simpler.

Many recent relocators are satisfied with the assistance they've gotten from moving companies (34% found them helpful) and from real estate brokers (31% found them helpful). But of this group, 20% wish they had more support finding the right neighborhood and 17% wish they had more support

finding the right home to move into. Others specifically expressed two desires: to have spoken with someone who could provide them with realistic expectations about their new cities and to have gotten more information about different housing options in their new cities.

## Conclusion: A Gap in the Market

The process of reading, compiling, and analyzing this survey data has made a few things abundantly clear: Most people don't know what relocations services offer, what they cost, or how they can help to personalize and manage the overwhelming process of finding a place to live. And that's not to mention getting things in order once the initial move is through, helping to connect relocators to the knowledge, people, and services that will help them thrive in a new place.

But this space — a combination of real estate assistance coupled with on-the-ground support and information — is where we operate. This lack of awareness works in our favor, as we can help our customers to get oriented, get settled, and get moving in cities all around the world.