BENIVO



VIP MOVES BENCHMARK

2025

Executive Summary



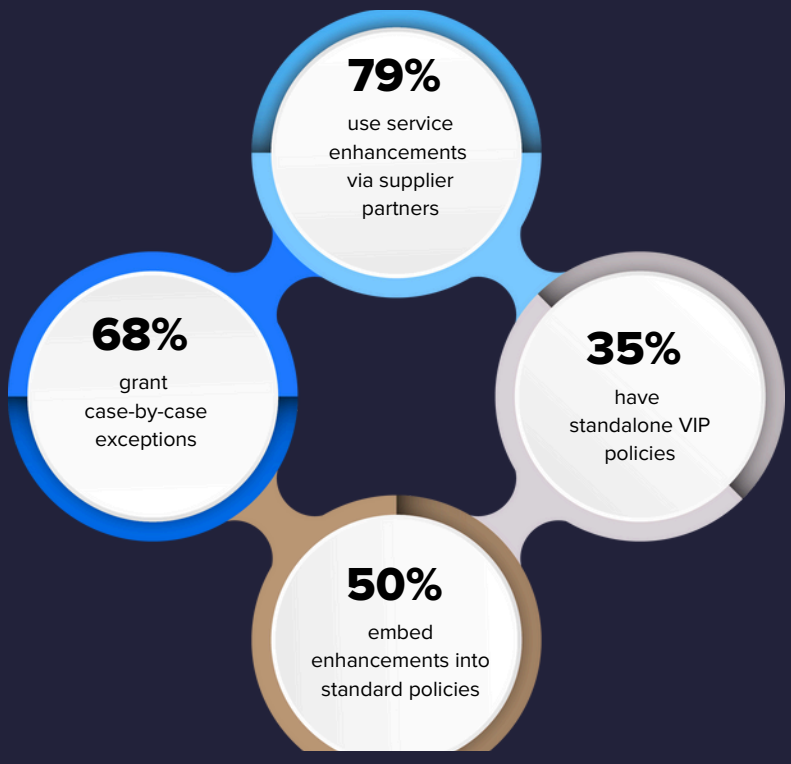
To benchmark how companies define and manage VIP mobility, uncovering best practices, service models, costs, and future trends based on direct interviews with 34 global mobility leaders.

Key Findings

Who qualifies as a VIP?

- 100% offer enhanced benefits for VIPs
- Most common profiles: C-Suite, Senior Execs, VPs, business-critical roles
- Some base eligibility on skillsets or retention risk (e.g., group moves)

How are VIPs supported?



VIP Relocation Costs

- Median cost: $242,343
- Ranges from $20K to $1M+
- Common cost drivers:
  - Host housing and schooling
  - Tax equalization
- Premium HHG shipments, travel



Popular Enhancements

- Dedicated, highly-experienced consultants
- White-glove HHG and housing services
- Executive spouse/partner support
- Business-class travel and extended home leave
- Streamlined vendor communication via Single Point of Contact (SPOC) models

Challenges Reported

- Rising costs, especially for housing and taxes
- Coordination with multiple vendors
- Complexity in tax compliance
- Manual administration (high burden on GM teams)

Trends & Forward Strategy

- Shift toward tech-enabled, scalable VIP models
- Growing focus on automation, AI dashboards, and real-time milestone tracking
- Increasing interest in cost control and simplified service layers

Benivo's Role

Benivo addresses all major pain points via:

- Concierge level support with 10+ year experienced relocation consultants.
- A unified platform with 24/7 transparency.
- AI-powered dashboards, compliance alerts, and automation.
- Less layers. Less touch points. Higher quality.

💼 VIP Cost with Benivo: Tracked, Transparent, and Tailored



Summary of Findings

Benivo conducted a benchmark survey to gain deeper insights into how companies structure and deliver VIP mobility benefits and services. This study, conducted through direct interviews with mobility leaders from 34 companies, examined the evolving landscape of executive relocation, common approaches to policy design, emerging trends, and challenges faced by organizations in managing their high-value talent.

As global competition for senior executives intensifies, companies must balance exceptional service delivery with cost control, compliance, and operational efficiency. This report summarizes the key findings from our survey, providing actionable insights into the strategic direction of VIP mobility programs and how organizations are refining their approaches to meet the needs of their most valued employees.

Detailed Findings

VIP-Specific Enhancements

Key benefits offered with enhancements or exclusively to VIP profiles include:



Enhanced Accommodations

65% provide longer stays and 50% provide upgraded housing option

Tax Consulting Services

50% offer specialized tax advice and support

Generous Shipments

44% allow for larger or more frequent household goods shipments

VIP Relocation Service Enhancements

Popular enhancements include:

77% Single point of contact assigned to VIP cases

62% Senior-level consultant oversight is provided for VIP relocations

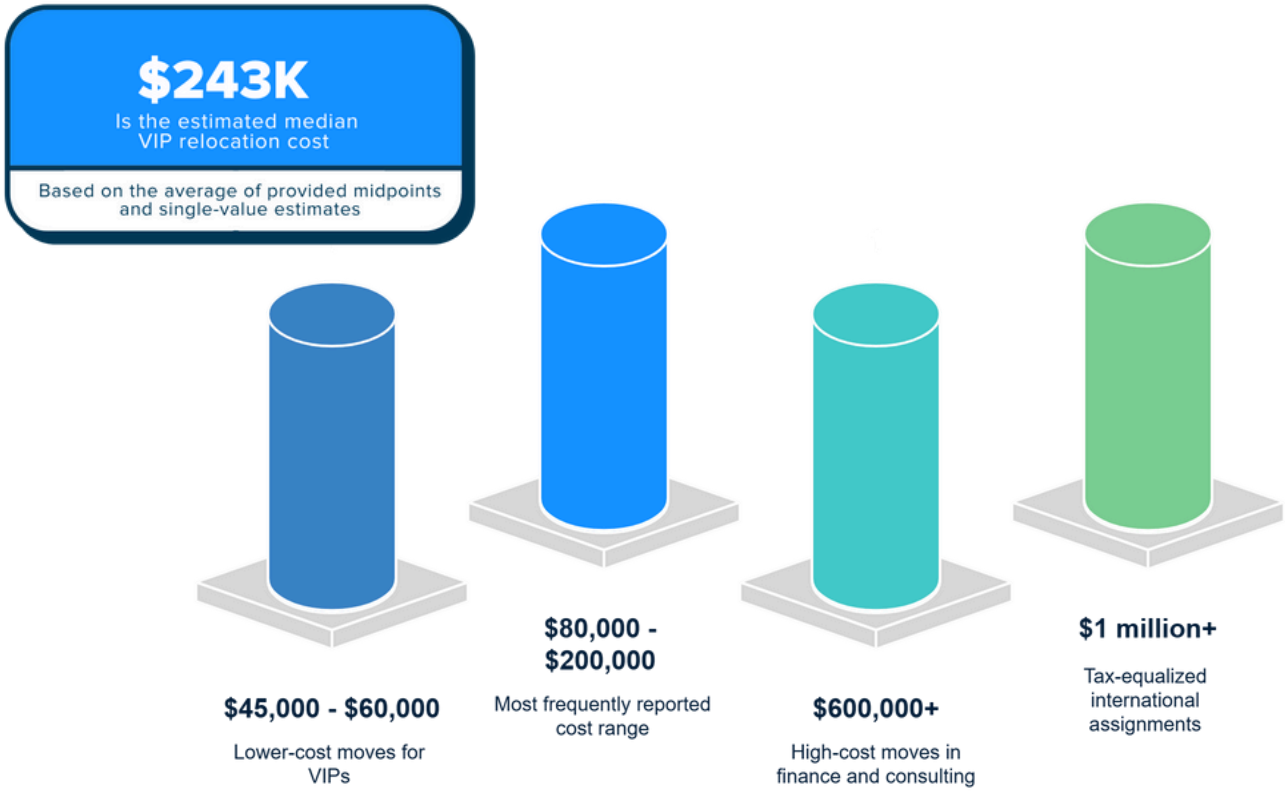
59% Expect more frequent updates from suppliers during VIP relocations

Simplified VIP Experience

All respondents (100%) see value in reducing the number of layers a VIP interacts with, with a combined 85% rating this factor as very important or extremely important when selecting a mobility services partner.

High Variability in VIP Relocation Costs

VIP relocation costs range widely based on policy structure, destination, and support level.



VIP Premium Costs

Compared to standard relocations, VIP moves often cost 25-50% more, though 31% of companies report spending over 100% more than a standard move.

Key VIP Cost Drivers

Among the most significant cost drivers cited are host housing and schooling, large/complex household goods shipments, and tax equalization support for expatriates.

Common VIP Benefit and Service Enhancements

Our survey revealed several widely adopted enhancements designed to elevate the VIP mobility experience:

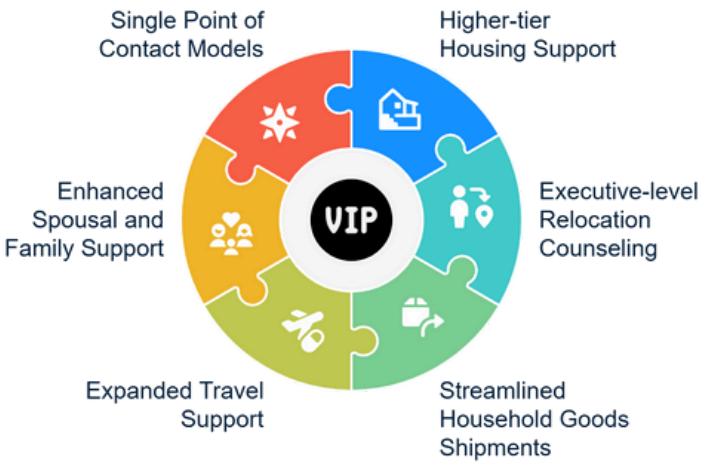
Higher-tier housing support.
Many companies provide premium temporary housing, increased host-location housing budgets, and additional support for complex housing markets.

Executive-level relocation counseling.
VIP moves frequently involve dedicated consultants with depth of experience and lower caseloads to ensure hands-on guidance.

Streamlined household goods shipments.
Many organizations approve additional storage, specialized packing services, and high-touch shipping experiences.

Expanded travel support.
Business-class airfare, extended home leave provisions, and increased travel flexibility are common differentiators.

Enhanced spousal and family support.
More companies are offering executive spouses personalized career transition services and extended language training.



Single Point of Contact (SPOC) models.
VIP programs often assign a single mobility specialist or a dedicated account manager to oversee all aspects of an executive relocation.

Common Challenges and Planned Program Adjustments

Despite the sophistication of VIP programs, several challenges persist:

- **Cost pressures.** Organizations are balancing increasing costs with the need to maintain a high-quality experience.
- **Service coordination issues.** Managing multiple service providers and ensuring seamless execution remains a challenge.
- **Tax and compliance complexities.** Navigating international tax obligations and regulatory risks for executives is a top concern.
- **Administrative burdens.** Mobility teams are seeking solutions that reduce manual workload and increase automation.

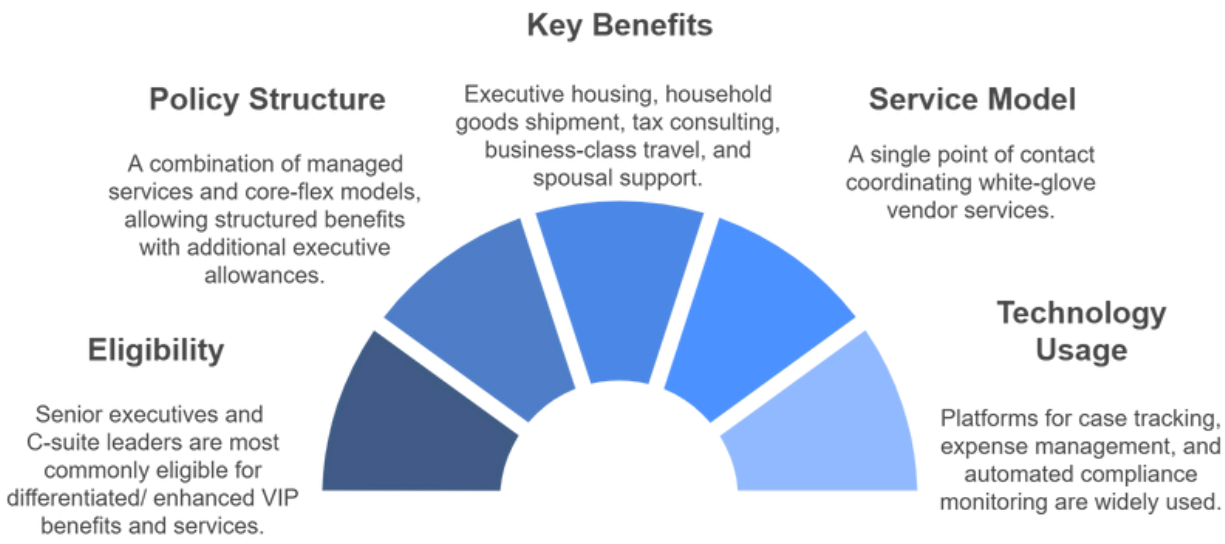
Planned program enhancements focus on greater cost transparency, service efficiency, and policy modernization to align with evolving business and talent strategies.



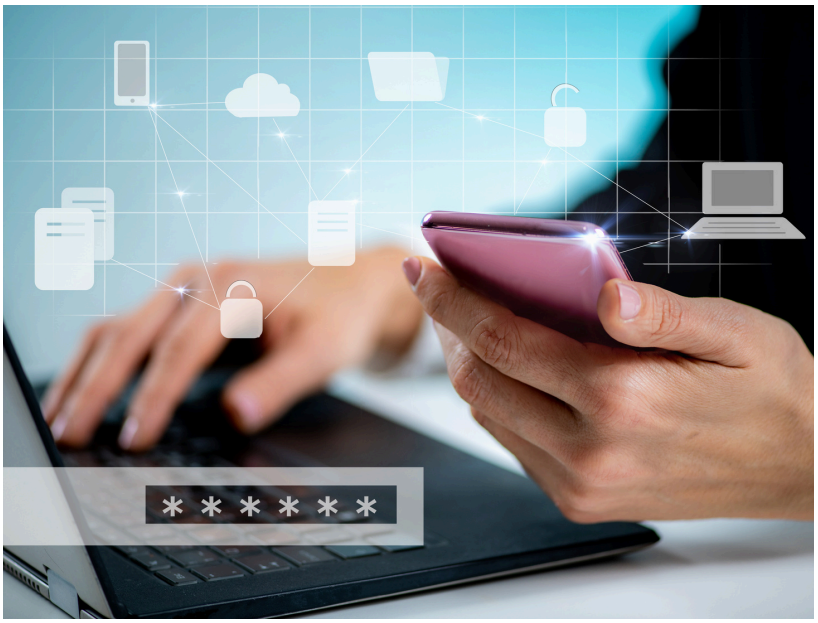
The Typical VIP Mobility Approach: A Benchmark Profile



Based on survey responses, the most common VIP mobility approach includes:



VIP Relocation Costs and Influencing Factors



Relocating senior executives is a significant investment, with costs varying widely based on policy design and destination. Our findings indicate:

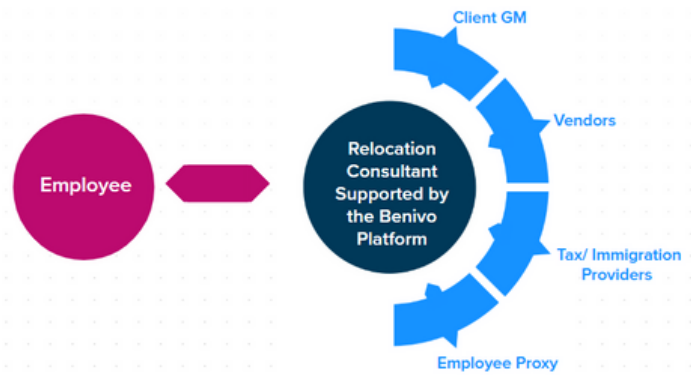
Most frequently reported VIP relocation cost range:
VIP move cost estimates shared during our interviews ranged from as low as $20,000 for contributory allowance-driven packages to over $1,000,000 for tax equalized long-term international assignments. The estimated median VIP relocation cost, based on the average of provided midpoints and single-value estimates, is $242,343.

Biggest cost drivers:

- Household goods shipments (size, value, and special handling requirements)
- Temporary housing (extended stays, luxury accommodations)
- Tax equalization and compliance services
- Home sale assistance and duplicate housing costs
- Premium travel arrangements

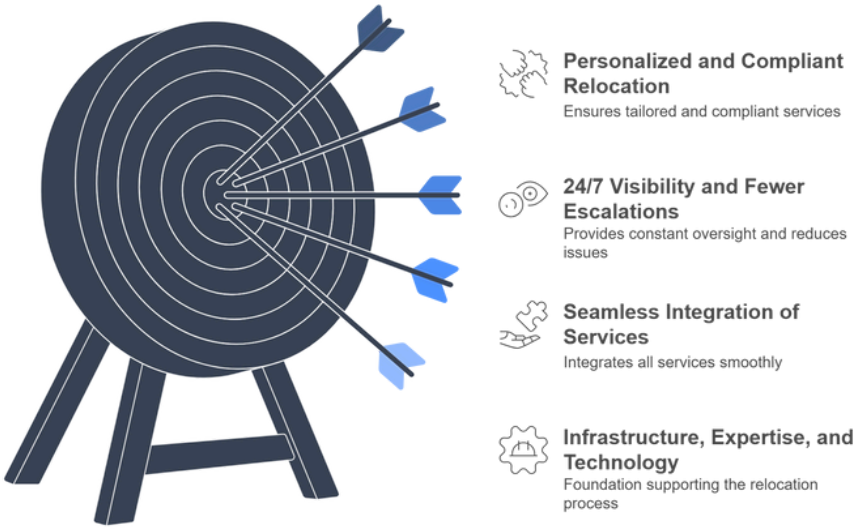
Cost-saving strategies:
Companies are exploring vendor negotiations, tech-enabled cost tracking, and hybrid service models to improve efficiency while maintaining service excellence.

How Benivo Supports VIP Mobility Excellence



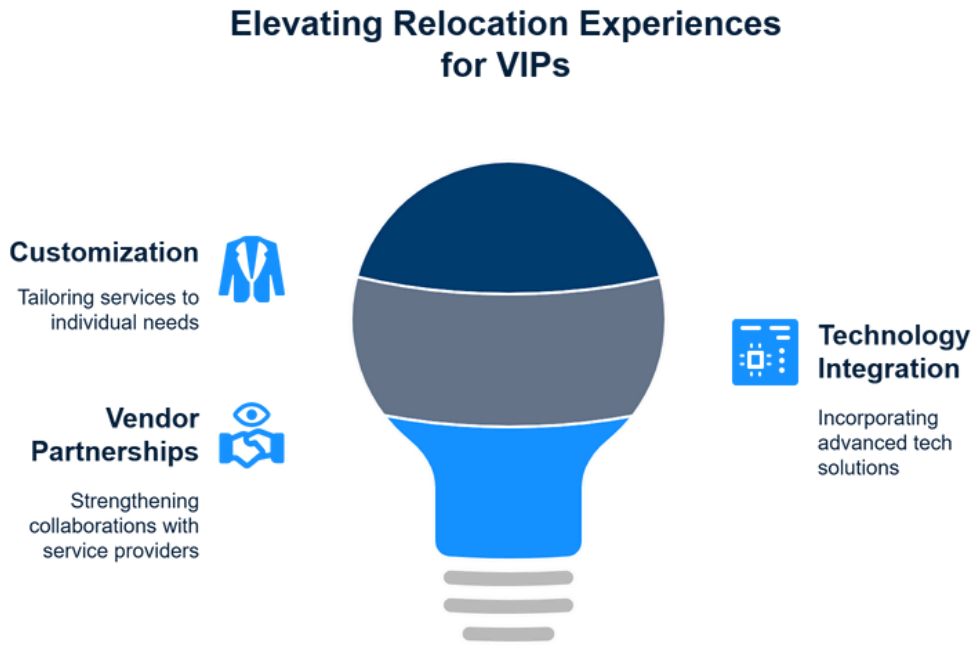
The VIP Mobility Benchmark Report reveals that while many companies offer high-touch services for VIPs, there remains a lack of formal documentation, scalable models, and consistent visibility across the program. Benivo transforms this experience by delivering a unified, high-tech, high-touch platform tailored for VIPs.

With dedicated VIP relocation consultants, concierge-level supplier coordination, and built-in tools like AI dashboards, real-time milestone tracking, and sentiment analysis, Benivo ensures each VIP relocation is personalized, compliant, and proactively managed. Clients benefit from 24/7 visibility, fewer escalations, and seamless integration of services—all while maintaining confidentiality and enhancing the employee experience. Whether a company is formalizing its VIP service or seeking to scale with consistency, Benivo provides the infrastructure, expertise, and technology to deliver a truly world-class experience. Visit www.benivo.com to learn more.



Conclusion

As VIP mobility continues to evolve, companies are refining their strategies to ensure high-touch service, operational efficiency, and financial sustainability. The benchmark findings underscore a shift toward greater customization, smarter technology integration, and enhanced vendor partnerships to deliver premium relocation experiences for top-tier talent.



Benivo is well-positioned to support companies in optimizing their VIP mobility programs. With our integrated technology platform, dedicated consultant oversight, and expertise in cost-efficient, high-touch relocation solutions, we help organizations streamline their executive mobility programs while delivering an unmatched employee experience. By leveraging data-driven insights and automation, Benivo simplifies the VIP relocation process while ensuring premium service levels tailored to the needs of senior executives.

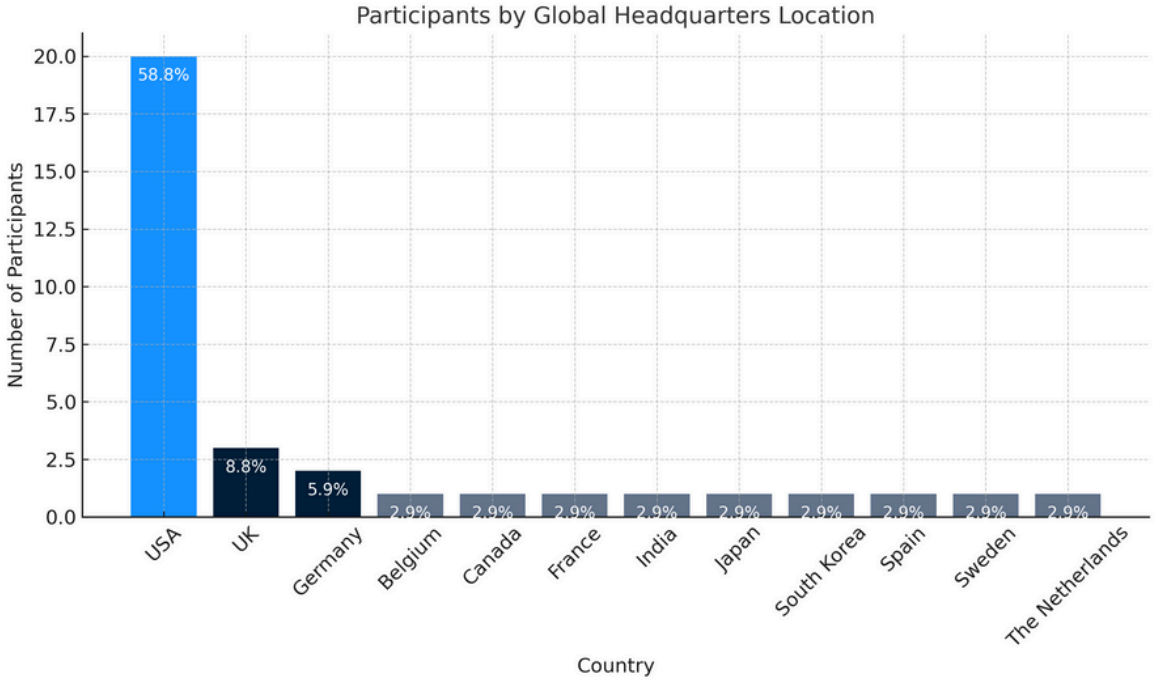
Key challenges such as cost pressures, service coordination, and administrative complexity demand innovative solutions. Benivo's technology-driven approach reduces friction points through real-time tracking, automated compliance management, and a unified mobility experience that aligns with the expectations of VIP employees. Our ability to integrate supplier networks, enhance financial transparency, and provide concierge-level support makes Benivo a strategic partner for organizations seeking to modernize their executive mobility programs.

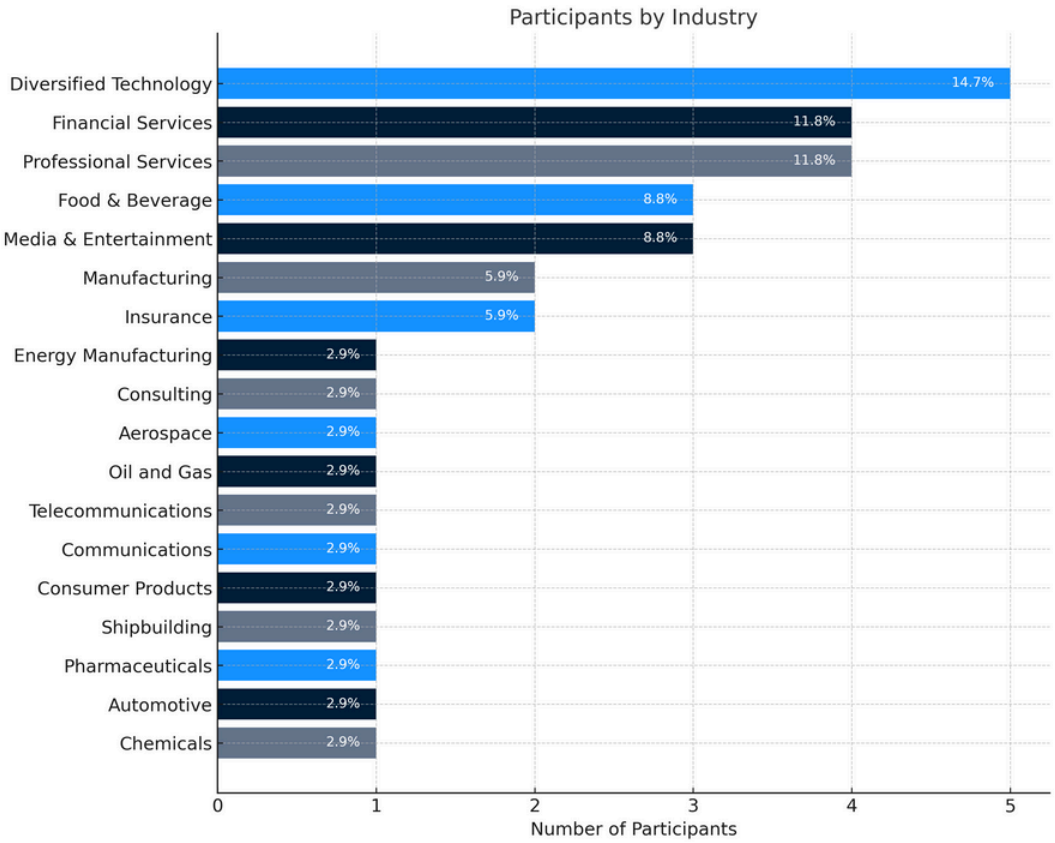
As companies navigate the complexities of global talent mobility, embracing strategic partnerships and innovative solutions will be key to maintaining a competitive edge in attracting and retaining executive talent.



Survey Data

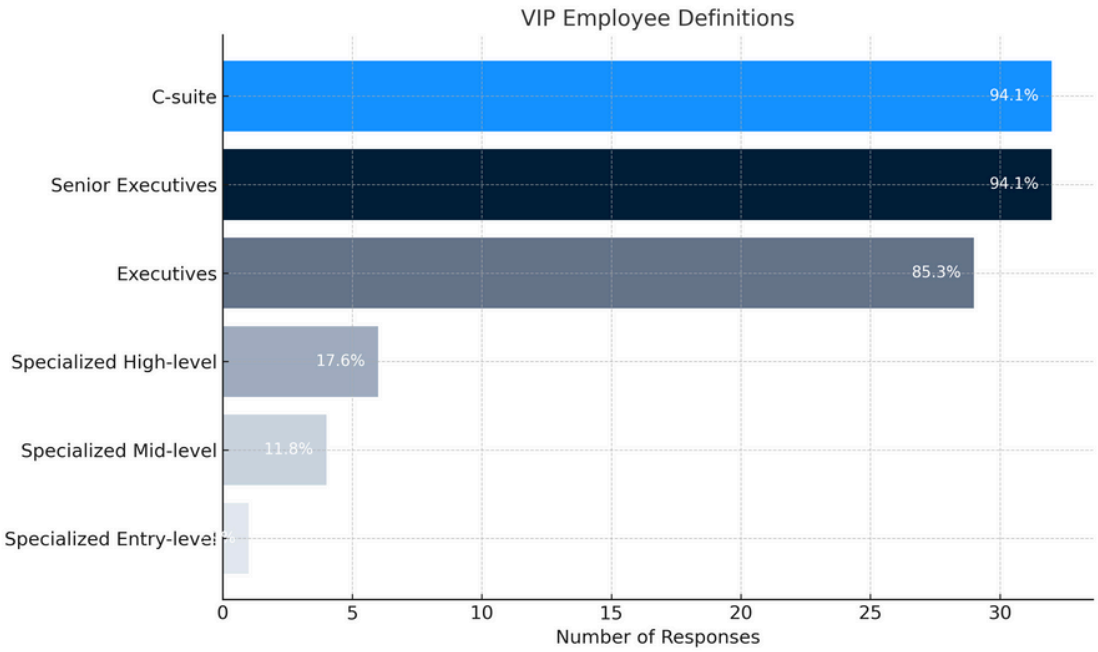
Participant Profiles





General Program Overview

Definition of VIP employees as a distinct profile in the context of mobility support.



Please note that each respondent could select multiple categories, so the percentages total more than 100%.

Common themes from the “other” responses:

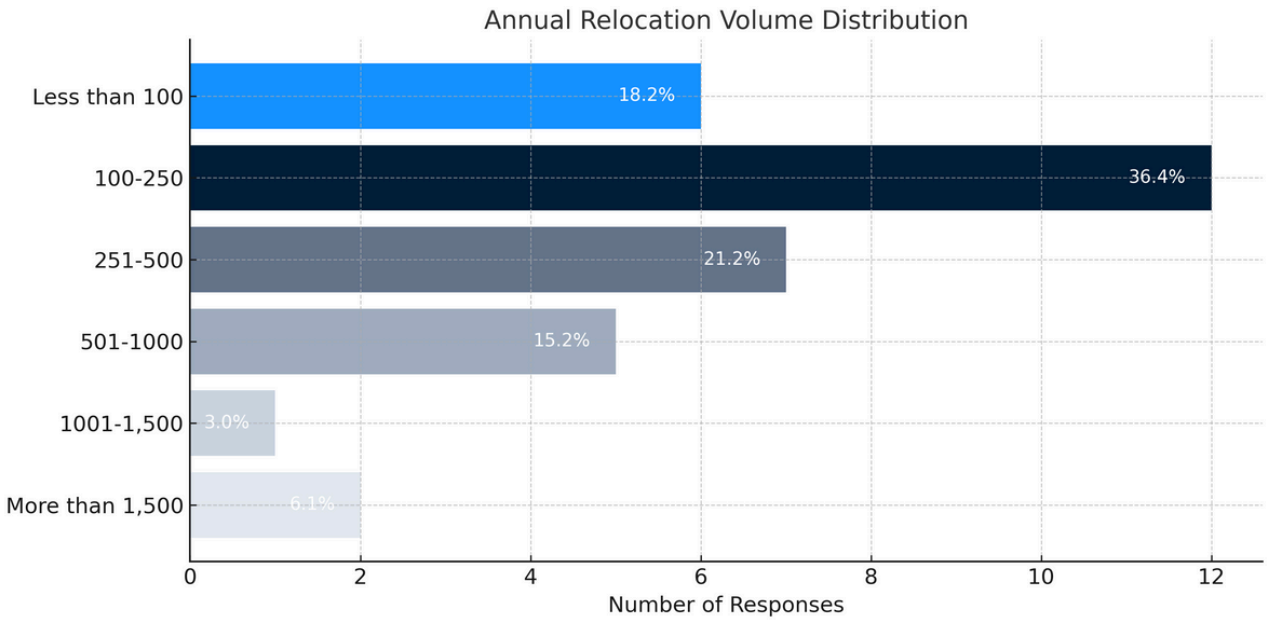
Expanded Senior Leadership Definitions:
Many respondents include VPs and above, with some specifying SVPs, EVPs, Managing Directors, Regional Heads, and General Managers as VIPs. Some organizations distinguish between VIPs and EVIPs or Ultra VPs and board members for different levels of mobility support.

Directors and Functional Leadership:
Some companies extend VIP eligibility to Directors and Associate Directors, particularly those in critical roles or strategic business-driven instances. Functional heads and senior leadership roles may also qualify.

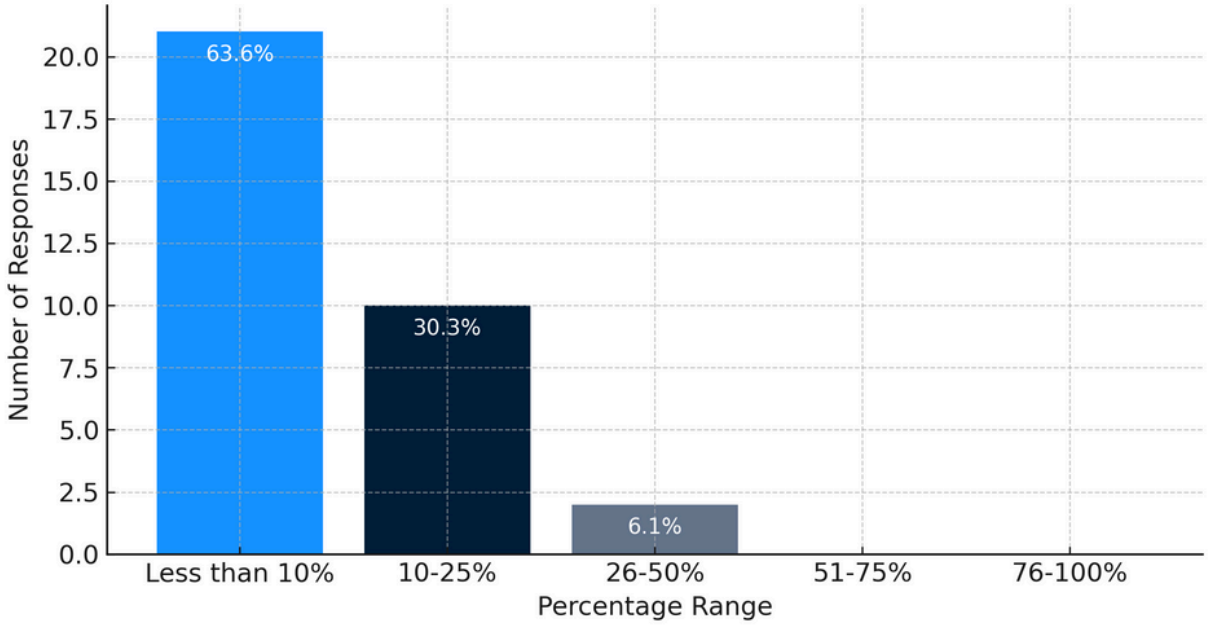
Business and Skill-Based Criteria:
Beyond job title, several organizations identify VIPs based on business-driven mobility needs, such as transformational assignments, employees with critical skills, or aggressive retention targets. Some companies acknowledge mid-level employees with specialized or strategic skills as VIPs.

Case-by-Case Exceptions:
A few respondents highlight that VIP designation can be flexible and situational, depending on factors like special needs, past move experiences, or unique business circumstances. Some apply a specialized RMC VIP program to a subset of top-tier employees.

Approximate total annual volume of newly initiated employee mobility cases (includes newly-initiated permanent/indefinite transfers and temporary assignments, both domestic and international):

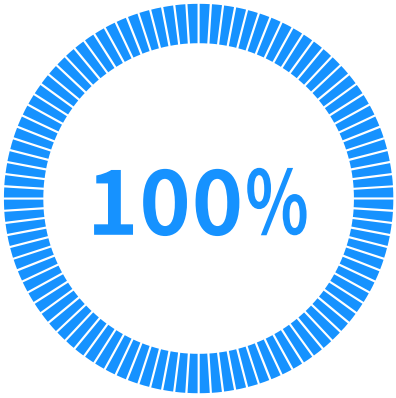


Approximate percentage of annual moves that qualify for differentiated VIP mobility benefits and/or services:



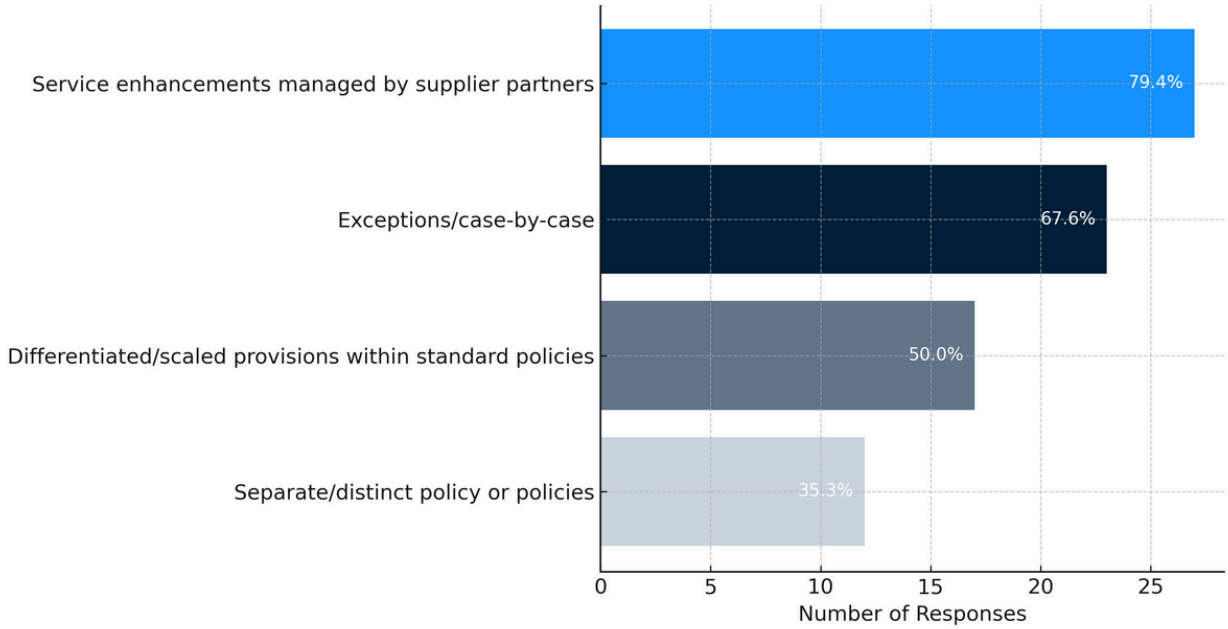
VIP Benefits and Services

Are differentiated mobility benefits and/or services offered to VIPs?





How are differentiated VIP benefits and services managed?

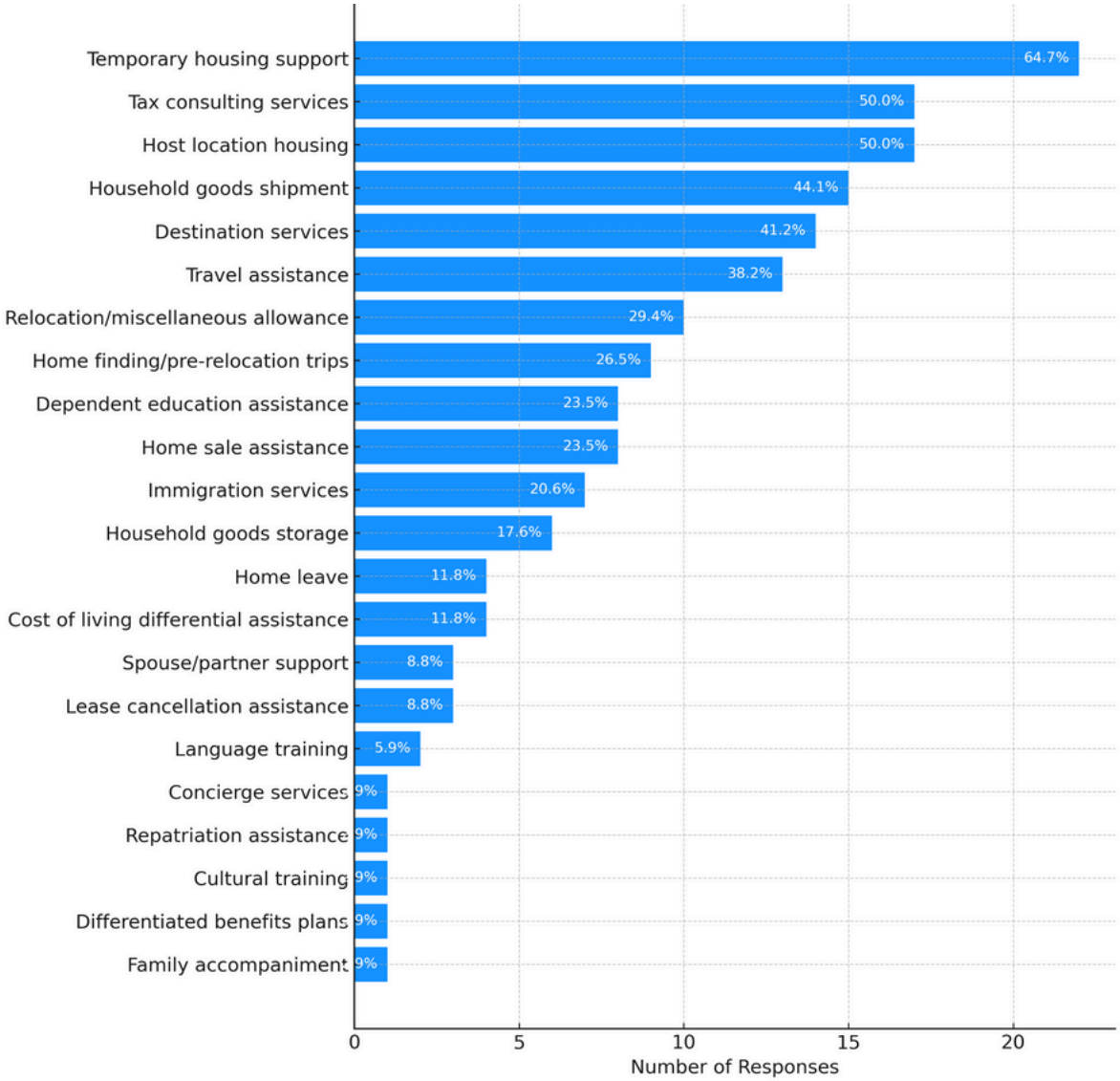


Please note that each respondent could select multiple approaches, so the percentages total more than 100%.

Common themes from the “other” responses:

- Some companies apply a points-based flexible benefits approach, where VIPs receive a higher allocation of points but the available benefits remain the same.
- A few companies provide a standard mobility policy but issue an addendum with additional enhanced benefits for VIPs.
- Some organizations rely on business flex provisions to accommodate VIP needs without a formal policy structure.
- A small number of companies structure VIP benefits within a budget-driven core-flex model, where VIPs receive an increased budget allocation rather than distinct provisions.

Mobility benefits or services enhanced for and/or offered exclusively to VIPs:

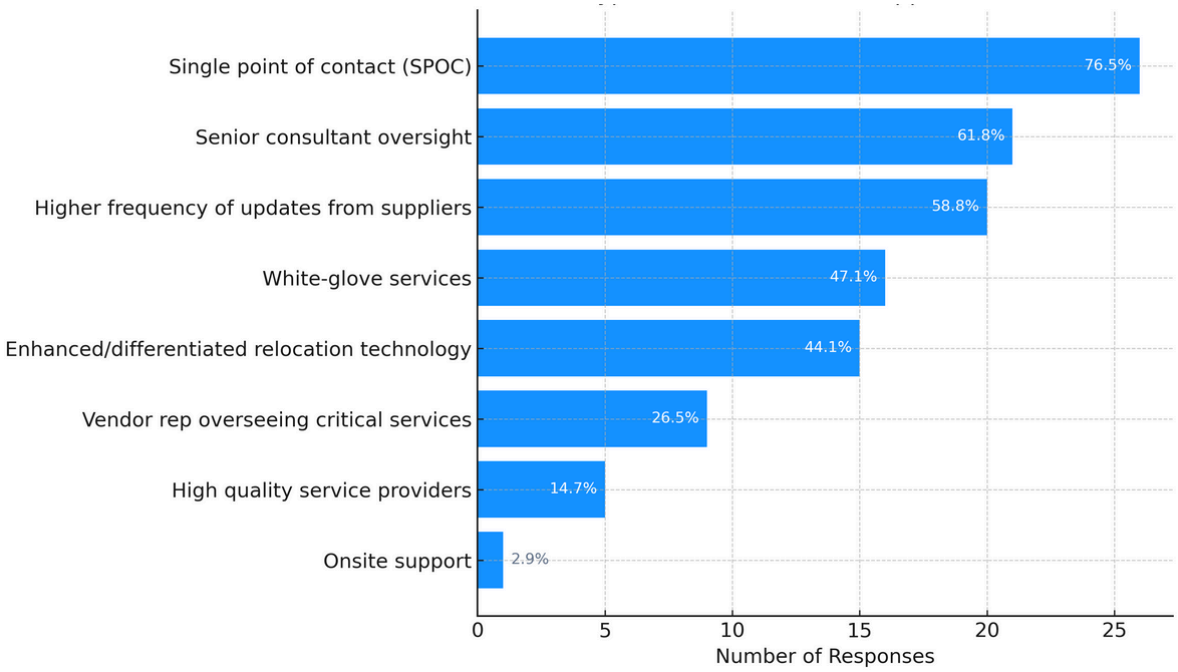


Please note that each respondent could select multiple benefits and services, so the percentages total more than 100%.

Common themes from the “other” responses:

- Additional enhancements related to household goods shipments mentioned included approval of a limited number of handyman service hours for installations (e.g., artwork, electronics); rare exceptions made for shipping more extensive or valuable items, and in some cases, extended household goods storage periods are provided for longer assignments.
- Some companies apply differentiated host housing benefits, such as more generous housing allocations not tied to family size, and the ability for VIPs to take high-cost housing subsidies as an advance.
- Some companies structure VIP benefits within a budget-driven core-flex model, where higher budgets are allocated to VIPs. Other financial enhancements include transition allowances for localizations in lower-compensation host locations, a default practice of scaling up most flexible benefits for VIPs, and case-by-case tax support enhancements for VIPs on international moves.
- Some companies shared additional enhancements related to departure location home disposition, including guaranteed offer home sale assistance for VIPs departing U.S. locations, higher loss-on-sale coverage caps, home sale incentives scaled based on time to achieve a qualified sale, and duplicate housing cost assistance.
- Some companies shared additional enhancements for spousal and dependent support, including career transition counseling for spouses, language training for spouses (not provided for standard relocations), support for joining expat clubs (predominantly in Asia), and extended dependent education assistance beyond the standard commitment.
- One company mentioned differentiated VIP onboarding and support to reduce administrative burden.

Service enhancements currently applied to VIP move cases.



Please note that each respondent could select multiple service enhancements, so the percentages total more than 100%.

Common themes from the “other” responses:

- **Personalized and High-Touch Support:** Some companies involve Personal Assistants to lighten the burden on VIPs and ensure smooth service delivery. Additionally, dedicated VIP consultants with reduced caseloads and 24/7 availability help provide more focused assistance.

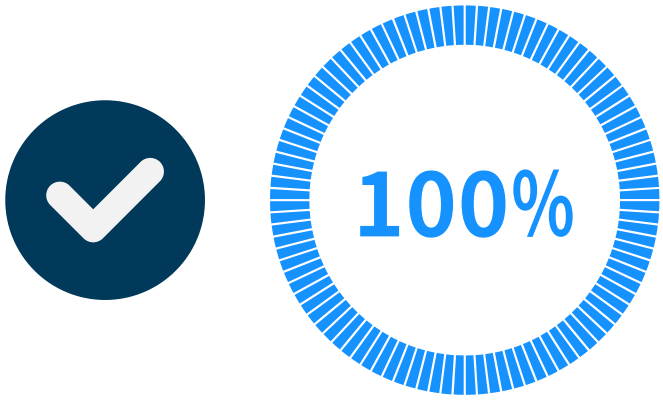
- **Supplier and Vendor Expectations:** Some companies expect supplier partners to assign senior consultants to VIP cases, ensuring high-quality service. While these expectations may not always be formalized, they include enhanced communication, increased flexibility, and escalation pathways for exceptional requests.

- **Streamlined Processes for VIPs:** Some companies direct vendors to complete intake forms on behalf of VIPs, reducing administrative burdens and making the relocation experience as seamless as possible.

- **Internal Coordination and Confidentiality:** Several organizations emphasize internal Single Point of Contact (SPOC) roles within their Global Mobility teams, ensuring centralized coordination. In some cases, this approach is particularly important for confidential senior-level moves, ensuring discretion and strategic alignment.

- **Proxy and Spouse/Partner Access:** Many organizations accommodate proxy access for executive assistants, spouses, or designated representatives, allowing them to manage services on behalf of the VIP. This includes direct consultation with tax providers and access to digital platforms.

Is enhanced/ prioritized communication and coordination important for the VIP program?





What, if any, communication strategies have been or would be most effective?

Common themes from the responses:

- Some companies assign a dedicated host location-based contact to VIPs to ensure smooth coordination on-site at the destination.
- Some respondents emphasized the importance of reducing layers and having a single point of contact (SPOC) for all moves, not just VIP relocations. One company's Global Mobility team conducts face-to-face interviews with VIP employees to conduct needs assessments and to serve as ongoing SPOC roles for the moves.
- Ongoing milestone updates via email are a key component of effective VIP relocation communication strategies.
- Some companies ensure that spouses or partners are included in communications to provide better family support during relocations.
- Frequent communications to internal Global Mobility teams and external suppliers help ensure alignment on VIP needs.
- Allowing Executive Assistants to access supplier portals is a strategy used by some companies to facilitate VIP relocation management.
- Respondents highlighted the need for more frequent supplier communications, especially for VIP moves.
- One respondent stated that over-communication is the preferred approach to VIP relocations, ensuring that no details are missed.
- Proactive communication strategies are favored, ensuring that VIPs receive important updates before issues arise.

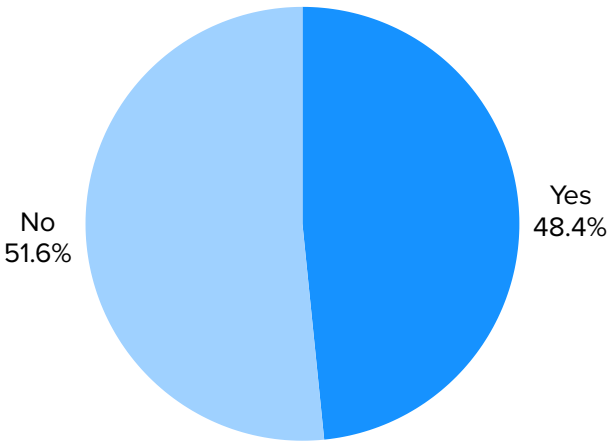
- Some companies manage VIP relocations in-house with direct vendor relationships and a single point of coordination via th Global Mobility team. One respondent also noted that their immigration provider has reduced communication layers by offering direct consultations with VIPs, streamlining the process.

- One company has implemented a "who to go to" list to ensure that knowledge is not lost by eliminating too many contacts. The participant commented that expectation-setting is key, ensuring that global mobility and providers—not the VIP—lead the process. A well-managed experience involves under-promising and over-delivering, preventing unrealistic timeline commitments from suppliers.

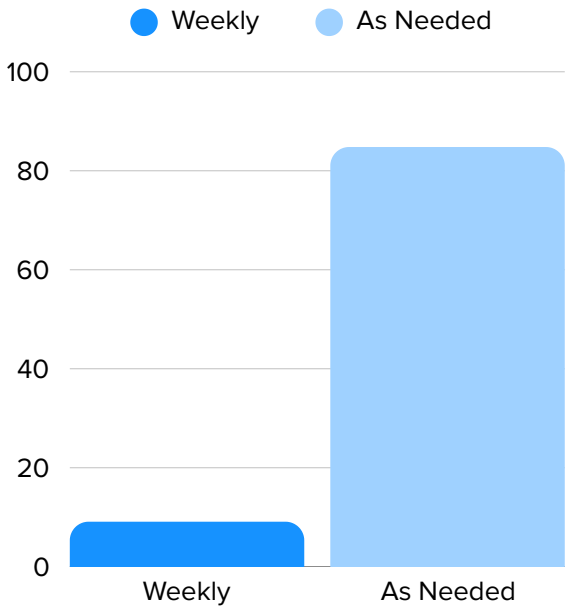
- One company commented that reducing layers and having a single point of contact (SPOC) is important for all moves, not just VIP relocations, but the real goal is coordinated connections to the right experts within the supply chain rather than simply minimizing touchpoints.

- One participant stressed that adding a human touch reinforces the VIP employee's confidence in their employer.

Is Global Mobility involved in selecting vendors for relocation services (excluding compliance services) from the Relocation Management Company's network specifically for VIP relocations?



How frequently do you expect suppliers to provide updates during a VIP relocation?

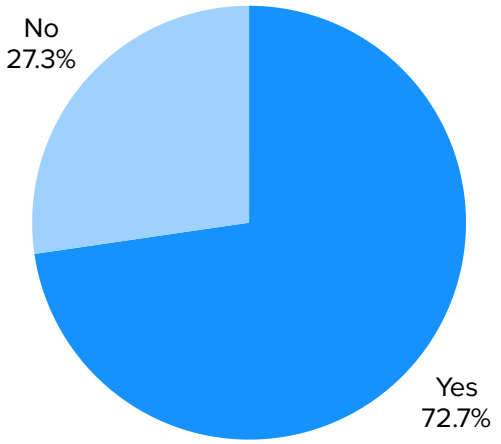


"Other" Responses

- Standard is bi-weekly, expectation is more frequency generally for VIPs

- RMC is notified of VIP moves, but no strict requirements are in place

Does the Company provide VIPs access to a digital platform as part of their mobility benefits?



Summary of responses (best experiences):

Relocation Management Companies (RMCs):
22 participants (66.7% of question respondents) outsource services to an RMC. Of those, 16 participants or 73% with an outsourced arrangement cited their RMC as providing the strongest overall support, particularly in structuring consultant services to meet VIP expectations. Some participants highlighted specific RMCs that excel in responsiveness and coordination.

Big 4 Providers (International Tax Services):
6 participants (27.3% of question respondents) recognized their Big 4 providers for delivering high quality differentiated tax support, especially for complex international moves. Their expertise in complex international taxation of high-income employee profiles was specifically mentioned as a value driver for VIP relocations.

On-the-Ground Local Providers:
A couple of participants found that localized service providers like DSPs, home finding or dependent education consultants offer highly valued VIP experiences via their more personalized, hands-on assistance, particularly when they have specialists with deep expertise in the local market.

Household Goods Shipment Providers:
A couple of participants noted specific shipment providers who deliver excellent service to VIPs, ensuring high-quality execution, consistent communication, and problem-solving when challenges arise.

Summary of responses (lowest quality experiences):

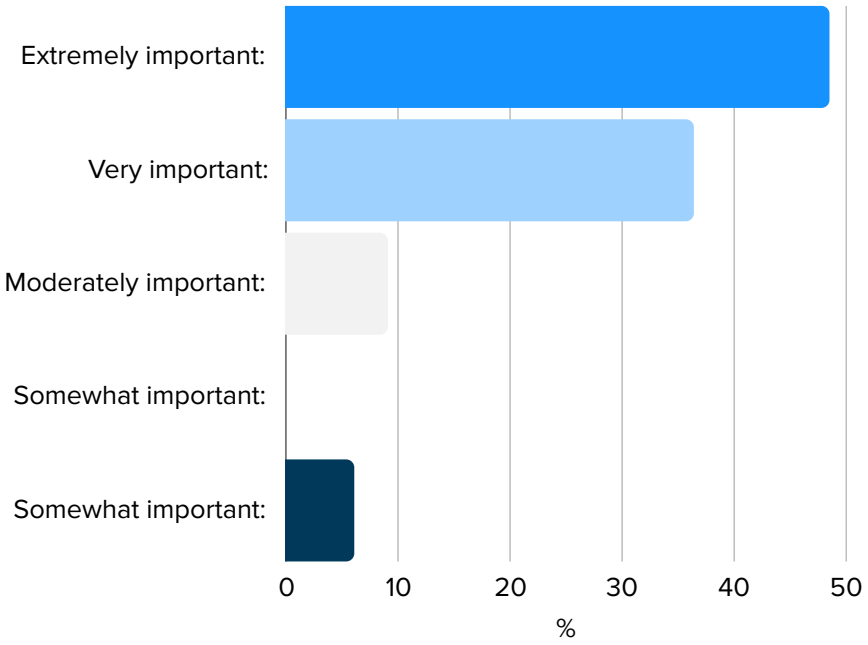
Tax Providers:
Some participants expressed challenges with tax providers, particularly when dealing with non-standard VIP needs or lacking flexibility in handling individual cases.

Immigration Providers:
A few responses indicated that immigration support teams were not meeting expectations, often due to slow responses, inflexible processes, or not adapting well to VIP service expectations.

Is there value in reducing the number of layers (people, processes, etc.) that a VIP needs to engage with?

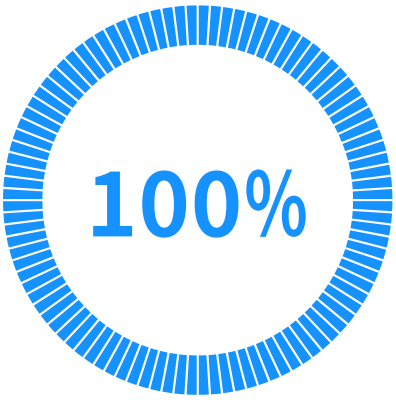


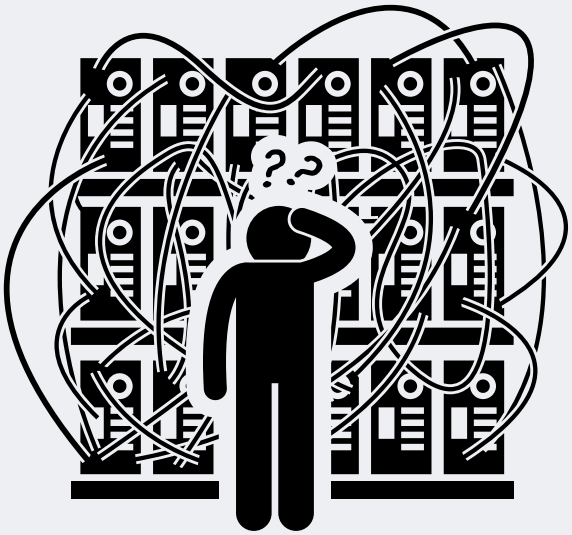
When choosing a future mobility services partner, on a scale from 1-5, how important is their ability to reduce the number of layers that a VIP needs to engage with?



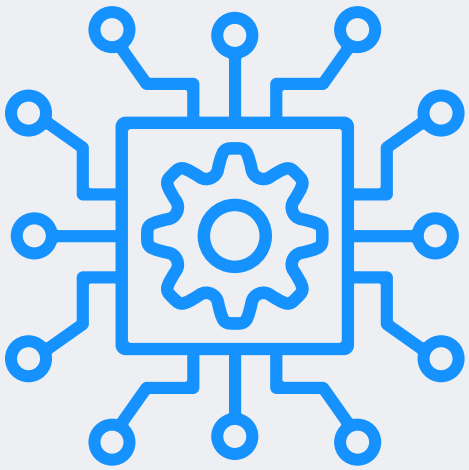
Is there value in reducing the number of layers (people, processes, etc.) that a VIP needs to engage with?











VIP Mobility Costs

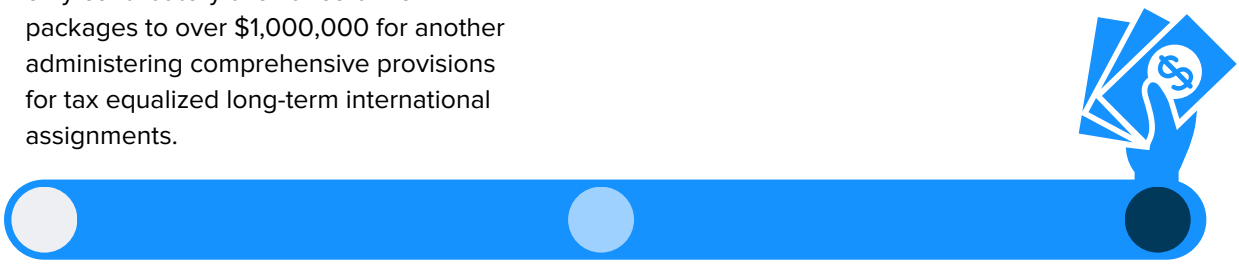
On average, approximately how much is spent on relocation services for a VIP move?



More than half (18) of our survey participants were unable to share the approximate costs to support their VIP moves, with many mentioning decentralized program administration, lack of data on hand or a high variability of move types (e.g.: domestic and international) and destinations that drive a high variability of costs, making an approximation of average costs very difficult.

Among the 16 participants who shared amounts, there was a wide range of approximated VIP relocation expenses from $20,000 for one company providing only contributory allowance-driven packages to over $1,000,000 for another administering comprehensive provisions for tax equalized long-term international assignments.

The estimated median VIP relocation cost, based on the average of provided midpoints and single-value estimates, is $242,343.



$20,000 $242,343 $1,000,000

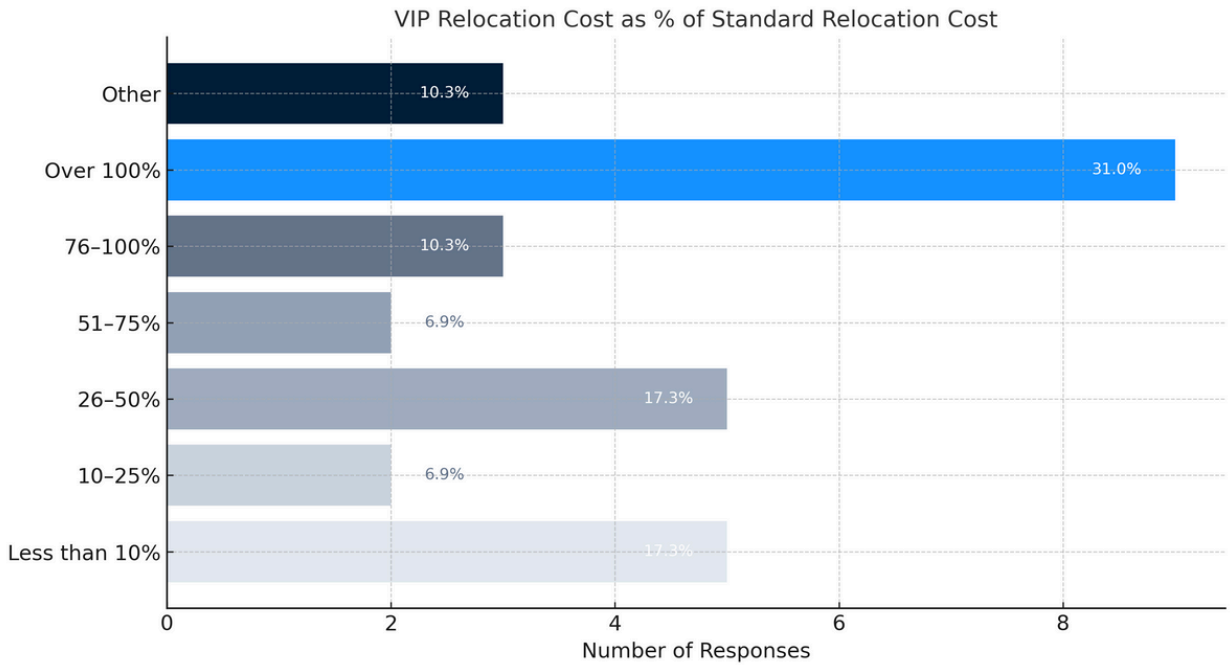
Industry:
Specific technology (consumer and enterprise electronics) and financial services companies report the highest VIP relocation costs, while other corners of the technology sector report the lowest.

Proportion of VIP moves
There is a weak correlation between the % of moves classified as VIP and relocation spend, suggesting that companies with a higher proportion of VIP moves tend to have lower overall VIP relocation costs per move—potentially due to economies of scale or probably more likely related to the differences in how VIP status is applied to broader ranges of employee profile/ levels.

Scope of VIP profiles
Organizations defining VIPs as C-suite, Senior Executives, Executives, Directors, and above tend to allocate the highest relocation budgets, while those with broader definitions that include employees with specialized skills or VP-level employees report lower costs.

Geography:
Companies headquartered in North America tend to spend the most on VIP relocations, while those in Europe report lower average costs.

On average, approximately how much more is spent on relocation services for a VIP move compared to a standard move?



Summary of “other” responses (lowest quality experiences):

- 6.9% Unknown, data unavailable
- 3.4% - Domestic VIP moves: 30% International VIP moves: 10%

Biggest cost drivers associated with supporting VIP relocations.

Summary of responses:

Household Goods Shipments:
A significant cost driver, often influenced by larger home sizes, greater volume of goods, and family size. Some companies allow exceptions for larger or specialized shipments.

Tax Considerations:
Tax equalization, tax gross-ups, and location-specific tax complexities (e.g., Singapore exit taxes) were cited as key contributors to VIP relocation costs.

Host Housing and Dependent Support:
Some respondents highlighted ongoing host location housing support, including school search assistance and coverage for related expenses.

Temporary Housing:
Higher costs are associated with extended stays in temporary accommodations, as well as upgraded housing options for VIPs, sometimes including additional rooms or premium locations.

Home Sale Assistance:
Some companies provide differentiated home sale benefits, with generous approvals of exceptional expense items for VIPs.

Premium Travel Benefits:
Business class airfare, more frequent flights/trips, and higher relocation allowances were noted as cost drivers.

Lifestyle-Driven Enhancements:
Some companies include club/gym memberships and other lifestyle-related perks as part of their VIP relocation offerings.

Cost of Granted Exceptions:
Several respondents mentioned the financial impact of approving exceptions, particularly related to household goods shipments, housing, and travel upgrades.

Higher Cost of Living Adjustments (COLAs):
Due to higher salaries and expectations, VIPs may receive larger COLA payments to maintain their standard of living in the host location.

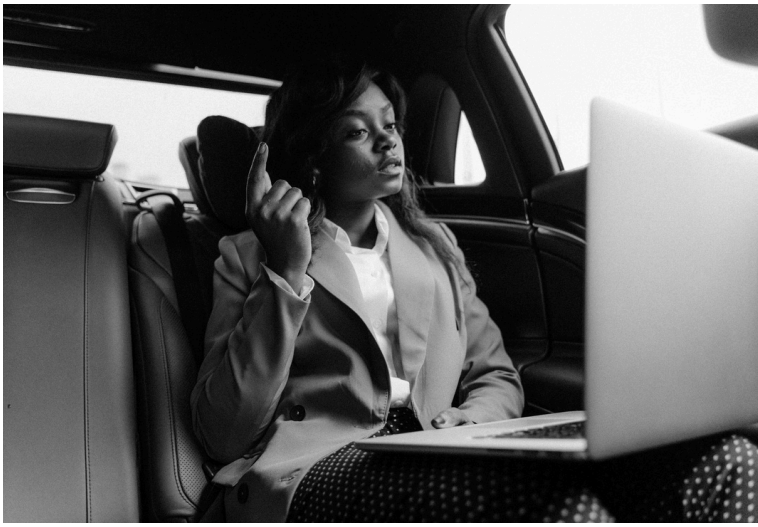


Future VIP Enhancements

Benefit or services enhancements under consideration for VIP programs?

Summary of responses:

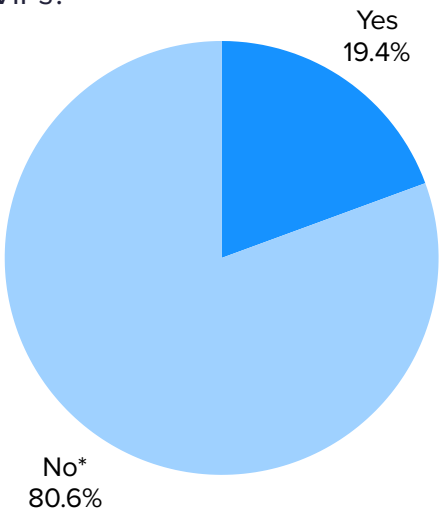
- **Few Planned Changes Overall:** Many respondents indicated that no specific enhancements or changes are currently planned for their VIP mobility programs.
- **Policy Reviews and Benchmarking:** Some companies plan to review or benchmark their VIP programs in 2025, but without concrete changes identified yet.
- **Formalizing VIP Services:** One respondent highlighted that their tax provider recently formalized a dedicated VIP service contractually, indicating a shift toward more structured VIP service agreements.
- **Service Delivery Changes:** A few companies are making minor adjustments to service delivery, such as transitioning destination services from local real estate professionals to RMC providers.



- **Lack of Documented VIP Playbooks:** Some companies rely on institutional knowledge within their Global Mobility teams rather than formal written guidance, with aspirations to better document VIP practices in the future.



Would a separate Relocation Services Management provider be considered for VIPs?



*Reasons cited include limited volume of VIP moves does not necessitate a separate provider and perceived complexities of managing multiple providers.



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