

Client: Century 21, Relocation Services

Information: Character-limited email newsletter featuring 3 curated articles from various sources. Sent January 2022. This was an ongoing, monthly project with this client.

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ARTICLE 1 (1700 Character Limit)

H1: Troubles abound with moving services

Movers beware; it's the wild west for moving companies these days. Across the US complaints are up, scams are surging, and reputable companies are struggling to meet demand.

H2: Lost and damaged items, belongings held hostage

In 2021, [Florida regulators received nearly twice as many complaints about moving companies](#) as they did in 2020. A Google News search of "moving company complaints" reveals similar stories across the country.

While item damage is bad enough, the problems don't stop there. Some shipments are never being delivered, or they're held hostage while movers demand more money.

So, what's driving this surge? Sometimes, it's dishonest companies preying on low-income customers. Other times, reputable companies are unavailable due to high demand, forcing folks to turn to shady operations. Then there are lump sum relocation payments.

H2: What do lump sums have to do with it?

Traditionally, employee relocation was handled by a relocation company, who took care of contracting movers and paying fees. These companies have a reliable professional network, minimizing risk.

But nowadays, lump sum payments are increasingly popular. A company might pay \$30k to the employee, leaving the employee to make all arrangements on their own. They must navigate the complex relocation process solo, which can leave them an easy target for unscrupulous operators.

H2: How to prevent problems

Always do your research, such as checking a company's reputation on BBB.org. However, there's really no substitute for working with an experienced relocation company. They'll take care of everything and keep you safe from scams.

ARTICLE 2 (1175 Character Limit)

H1: Which metro won out during 2021's relocation surge?

There's been a remarkable acceleration in relocation since 2020. [Data published by Redfin](#) reveals which metros got the most attention in 2021. All numbers are for the month of October.

H2: Tampa, Florida

An impressive 4,365, people wanted to make the move to Tampa. While many relocations were in-state moves from Orlando, there were also plenty of New York City expats seeking warmer climes.

H2: Las Vegas, Nevada

Las Vegas saw a net inflow of 4,713, maintaining a high number despite a drop of 1,000 over the previous year, proving just how in-demand Las Vegas remains. The top origin was Los Angeles.

H2: Sacramento, California

With a migration of nearly 5,000, this city drew relocators from more expensive West Coast metros, particularly San Francisco and Seattle.

H2: Phoenix, Arizona

Folks fleeing the costs and crowds of Los Angeles drove an impressive 6,343 person inflow to the Valley of the Sun.

H2: Miami, Florida

Finally, Miami. While not the most affordable metro in the US, Miami does feature a lower cost of living and much sunnier climate than New York City. That proved to be a winning formula, with relocations dominated by folks from the Big Apple. In total, the inflow was nearly 7,000.

ARTICLE 3 (250 Character Limit)

H1: Employers paying location-agnostic salaries

Remote work has led to a reckoning about location-based salaries. These employers have opted to pay the same salary for the same work, regardless of where their employees live in the US.

1. Reddit
2. Zillow
3. Okta
4. Spotify
5. ChartHop