

Housing Market Key Takeaways

Strategies for Navigating a Challenging Market

Understanding today's housing market conditions is essential for mobility leaders balancing employee experience, cost management, and workforce strategy in an increasingly complex relocation environment.

What You Need to Know

> A cautious but improving market

While the spring housing market has shown modest improvement compared to 2025, affordability pressures, economic uncertainty, and evolving workplace expectations continue to influence buyer confidence and employee willingness to relocate.

> Inventory constraints remain a major challenge

Limited housing inventory continues to impact mobility programs across many markets. Homeowners holding onto historically low mortgage rates are constricting available supply, while regional differences and competition from new construction are creating additional complexity for relocating employees.

> Affordability continues to influence mobility decisions

Even as mortgage rates have stabilized somewhat, financing costs remain a significant factor influencing employee relocation decisions — particularly in higher-cost markets where affordability challenges continue to impact buyer confidence.

> Flexibility and targeted support matter more than ever

Organizations are increasingly relying on solutions like the Buyer Value and Guaranteed Buyout Option programs (BVOs and GBOs), extended temporary living support, mortgage differential assistance, and proactive home marketing strategies to better support employees while managing financial risk.

> Forecasting and data-driven decision-making are becoming increasingly important

Mobility teams are under growing pressure to improve forecasting accuracy, analyze program spending trends, and better anticipate relocation costs. AI and predictive analytics tools will likely play an increasingly larger role in supporting future mobility planning.



How prepared is your mobility program for today's housing market?

From affordability pressures and inventory constraints to forecasting and employee support, today's housing environment is reshaping workforce mobility. Sterling Lexicon helps organizations adapt with flexible strategies, market insights, and personalized mobility solutions that support both business goals and the employee experience.

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Key Takeaways for Mobility

Navigating the highly variable housing market requires global mobility leaders to balance cost efficiency with employee satisfaction. Five strategies can help you find the right blend for your relocation programs:

- > **Prioritize proactive communication:**
Foster close collaboration between mobility teams, real estate professionals and relocation partners to keep a close eye on market trends and support employees effectively.
- > **Balance costs and employee experience:**
Manage budgets carefully while also considering other flexible policy enhancements and personalized support to help you attract and retain top talent.
- > **Tailor support to local markets:**
Adapt your mobility strategies to account for regional differences in housing inventory, new construction, pricing and market competitiveness.
- > **Leverage strategic policy tools:**
Reduce relocation friction through the use of traditional home sale programs alongside temporary living assistance, premarketing support and home sale incentives.
- > **Embrace data-driven decisions:**
Invest in robust analytics and AI-enabled tools to improve your cost forecasting accuracy and drive informed global mobility decisions.

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