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## DefensePlacements Newsletter August 2012

### *Housing Market Creates New Opportunities for Companies and Job Seekers*

Looking at the U.S. Economic and Housing Market Outlook for the last two months, two main points of interest arise for recruiters and their clients and candidates. June 2012 reported an increase in rental markets and July 2012 reported low mortgages rates fueling home sales. Great news for the economy but how can companies and job seekers effectively use this information?

First, let's look at the rental market activity. The [June 2012 U.S. Economic and Housing Market Outlook](#) reported a 4 percent increase in rental housing from March 2011 which translates to 1.5 million households becoming rental housing. For job seekers, this opens



up the possibility of renting out their home instead of selling and becoming renters instead of buying, thus alleviating some of the relocation stress factors. On the flipside, this information tells companies that a recently relocated new-hire is not necessarily showing signs of job reluctance when choosing to rent out their old home but making a "prudent business decision" as Laurie Johnson, VP of Account Management at FAS Relocation Network, states in her article [Strained Housing Market Inspires Increase in Rentals](#). She goes on to say, "Sure, it would be nice to see homes moving as quickly as they once did before the "Great Recession." However, getting a long-term renter for a client who needs to move on is looking more and more to be a prudent and viable stop-gap until we see the housing market pick up again." Johnson makes the interesting point that recruiters should lean towards relocation support for candidates when relocation becomes an issue in filling a position.

What about those individuals set on selling their home? That brings us to the second point: there is good news if you are a job seeker looking to sell your home in order to relocate. Frank Nothaft, VP and chief economist for Freddie Mac, reported in the [July 2012 Economic Outlook](#) that "record-breaking low mortgage rates, supported by the Federal Reserve's "Operation Twist," have fueled housing demand and led to a pick-up in housing starts, home sales, and even house prices in many markets." Coinciding with low mortgage rates, U.S. home prices have increased for the first time since 2007. According to the [Zillow Home Value Index](#), the national average home value increased 0.2 percent for the year which places the average home value at \$149,300. That's good news for real estate potential.

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DefensePlacements is an executive search firm with a proven track record of successfully placing professionals within the **Defense/Aerospace, Security, Manufacturing, and the Private Equity** markets.

**FAST, FOCUSED, FLEXIBLE, and FRIENDLY** is our guiding philosophy via a culture of authenticity, honesty, and integrity.

Founded by a decorated combat pilot, we are an approved **Vietnam Veteran Owned Small Business Enterprise**.

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So, whether you are looking for a job or looking to fill a job, make this positive economic activity work for you. Don't make the mistake of letting what seems like a relocation headache stand in the way of the perfect job or perfect candidate.

## Brian Spaulding Wins National Award

A big congratulations to Brian Spaulding for being named MRI's National Project Coordinator of the Month for May 2012. With the hard work and dedication he puts in each day, it's no surprise he's made such an achievement. Congratulations Brian!



*"Be not the slave of your own past. Plunge into the sublime seas, dive deep and swim far, so you shall come back with self-respect, with new power, with an advanced experience that shall explain and overlook the old."*  
~Ralph Waldo Emerson

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