



# Relocation Guide

North America 2021

salt





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# Welcome to Salt!

We are excited to have you here at the start of your journey to relocate to North America!

We are here to support you, and equip you with the tools for success in your new location.

This document sets out the key milestones over the next 12 months to prepare for your relocation and details the support you will receive along the way.





# Who we are

Salt is an award-winning global recruitment agency specialising in the digital industry. At Salt, we see digital recruitment as “working with businesses through digital disruption, innovation, transformation and business change”. We are there at every step of the client’s journey.

We are made up of consultants based in offices in 14 locations: Amsterdam, Auckland, Austin, Brussels, Cape Town, Dubai, Hong Kong, Johannesburg, Kuala Lumpur, London, Melbourne, New York, Singapore, and Sydney.

We have successfully completed thousands of searches across the globe.

We deliver outstanding candidates globally – whether that’s single hires or complete outsourcing solutions. Salt is offering an unparalleled full-service solution by covering recruitment and sourcing across the key disciplines in digital, which we look at in six simple streams:

- Consulting (finding the best talent to cater to businesses and their specific needs)
- Creative (from that first design role through to Creative Director)
- HR (your people strategy will determine the success of business transformation)
- Marketing (from exec through to CMO)
- Sales (businesses that sell digital platforms)
- Technology (product, coding, cyber or data, we cover all technological change in digital)

# Relocation Success Stories

At Salt, we pride ourselves on offering our ambitious talent opportunities to change their lives, whether that is opening new offices, working in new locations or upskilling and making lateral moves. Here are a few of our North American success stories.



## James Walsh

**Regional Director**

**Relocated: 2017 | Journey: London to New York**

James joined Salt in the UK in 2009 as a Consultant, and through his consistent success progressed through our Career Ladders to Sales Manager in 2015. From here he set his sights on expanding Salt's footprint into North America, opening our first US office in New York in 2016.

James feels that Salt is a company that persistently meets its growth targets, "most companies say they want to be global and they want to build a brand, but things get in the way of that vision. Salt did achieve its growth and is always focused on the next goal!".

When James relocated to New York he led the charge on getting the US business established; finding office space, setting up payroll and benefits providers, recruiting talent and structuring a successful team. One of the things James loves most about his role is helping develop other people's careers and he is always focused on growing the team.

In New York James has fostered a culture of fun and success. The team enjoy regular incentives to recognise their achievements and he leads by example, still actively working with clients and nurturing his networks.

In 2020, after identifying the opportunity within Austin as a tech hub, James was instrumental in setting up our Austin office as we increase our reach across America.

In recent months, following the pandemic, James has made the move away from Manhattan, establishing himself in the suburbs as he is truly integrated into his American life.



# Relocation Success Stories



## Bea Casey

**Business Development Director**

**Relocated: 2016 | Journey: London to New York and New York to Austin**

Bea joined our New York team in 2016 as one of the very first employees. During her time in New York Bea saw the team grow and enjoyed huge individual success, becoming one of the US team's first female directors. When Salt opened its Austin office Bea jumped at the chance to relocate again. Her specialism in innovative tech meant that being part of Austin's huge tech growth was a fantastic career opportunity.

Salt worked closely with Bea on her initial relocation to New York, taking her through the visa application process and supporting her with flights and accommodation until she got settled. So with her relocation to Austin, a lot of the hard work was done, she already had her visa and had been able to travel down to Austin prior to relocating to scope out the areas she would like to live in.

Bea could never have foreseen that she would arrive in Austin just before the global pandemic hit, meaning she was largely confined to her apartment and unable to explore the amazing city. Luckily Bea still felt very much part of the New York team and was in constant contact with the wider US team. Since things have been opening up again she has taken every opportunity to explore this amazing city.

# Relocation Success Stories



## Wallace Williams

**Principal Consultant**

**Relocated: 2020 | Journey: London to New York**

Wallace joined Salt in London as a Consultant in 2017. He had a clear goal that he wanted to work in New York and Salt supported him to achieve this goal. After demonstrating his abilities and achieving promotion in London, plans were made for Wallace to relocate to the New York office.

Salt worked with Wallace to get his US visa and funded his flights and accommodation in New York. Little did we know Wallace would manage to take one of the last flights to New York before lockdowns were enforced in the UK and US.

On arriving in New York Wallace's experience was vastly different to how he imagined it. Nowhere was open and everyone was obliged to work from home. This meant that Wallace was unable to do some of the simple administrative tasks when setting up in a new location, such as opening a bank account and getting his SSN. With Salt's support, he overcame those obstacles and acclimatised to his new team and remote working. Now a year on, Wallace is enjoying career success and can start to experience all that New York has to offer.

# Relocation Success Stories



## Sunette Smith

**Client Manager**

**Relocated: In process | Journey: Cape Town to Toronto**

Sunette has worked in our Cape Town office since 2015, taking a seat on the local management team and defining the Client Services experience. It has been a lifelong dream of Sunette's to live in Canada and with Salt being primed for expansion in North America, Sunette was the natural choice to set up operations in Toronto.

Working closely with James Walsh, Regional Director, Sunette will be establishing Salt firmly in the region; supporting our existing Canadian clients and growing our presence across all service lines.

Sunette is in the process of relocating currently and is working with Salt's central functions to establish a local entity, setup service providers and grow a team, as well as obtain her Canadian visa before identifying where she will be living before taking the 20-hour flight to start her Canadian dream.



# Why move to New York?

One of the most dynamic and powerful cities in the world, New York offers huge opportunity within the creative and technology sectors. A cultural melting pot, with an ethnically diverse community, means a world to discover within a city. There is always something happening and new experiences to explore. Total living costs in New York exceed those in London, and accommodation, groceries and eating out average 50% more than other parts of the US.

## What's on

**NYC Restaurant Week:** Held twice yearly in January and July hundreds of restaurants participate in this foodie-centric celebration.

**New York Fashion Week:** Twice a year for the fall/winter season and spring /summer season the fashion design industry debuts the latest styles for the seasons ahead.

**Tribeca Film Festival:** Each April the Tribeca Film Festival celebrates filmmaking, music and culture and gives the opportunity to see up-and-coming films before the rest of the world.

**Pride Week:** LGBT culture is celebrated every day in New York City but the biggest event is in June. The famous parade goes down Fifth Avenue with over 100 floats as hundreds of groups march for their cause.

**US Open:** In August and September the city goes tennis mad and tickets are available for one session or in multi-session packages.



## Housing (monthly)

**85m<sup>2</sup> (900sqft) Apartment** furnished in normal area **\$2,696** (£1,921)

**85m<sup>2</sup> (900sqft) Apartment** furnished in expensive area **\$3,806** (£2,713)

**Utilities** heating, electricity, gas... for 2 people in a 85m<sup>2</sup> flat **\$130** (£93)

## Transportation

**Gas** 1 liter (¼gallon) **\$0,87** (£0,62)

**Public transport** monthly ticket **\$128** (£92)

**Taxi trip** business day 8km (5miles) **\$25** (£18)

## Food

**Basic lunchtime menu** including a drink in the business district **\$19** (£13)

**Fast food combo meal** big mac meal or similar **\$9** (£7)

[Read more](#)

# Why move to Austin?

Austin has consistently been voted the number one place to live in America. It offers warm weather affordable housing and a bustling cultural scene, not to mention a rapidly expanding tech hub. The nature surrounding the city is beautiful and within a short drive, you can leave the city and metropolis and spend time at beauty spots such as Lake Travis.

## What's on

**South by Southwest:** One of the world's biggest music festivals held in March, incorporating interactive, film and music components.

**Austin Film Festival:** Held in late October, the festival focuses on the art of screenwriting, with screenings and panels throughout the week.

**Republic of Texas Biker Rally:** In mid-June bikers from all over the country descend on Travis County Expo Center and downtown Austin. The event is part trade show part ongoing party.

**Texas Book Festival:** Austin prides itself on being a city of readers and in late October the festival features more than 250 authors and special events for all ages.

**Austin Hot Sauce Festival:** A humble hot sauce contest that is now a fully-fledged festival with food, drinks and music to sample.



## Housing (monthly)

**85m<sup>2</sup> (900sqft) Apartment** furnished in normal area **\$1,533** (£1,724)

**85m<sup>2</sup> (900sqft) Apartment** furnished in expensive area **\$2,419** (£1,093)

**Utilities** heating, electricity, gas... for 2 people in a 85m<sup>2</sup> flat **\$203** (£145)

## Transportation

**Gas** 1 liter (¼gallon) **\$0,55** (£0,39)

**Public transport** monthly ticket **\$52** (£37)

**Taxi trip** business day 8km (5miles) **\$17** (£26)

## Food

**Basic lunchtime menu** including a drink in the business district **\$15** (£11)

**Fast food combo meal** big mac meal or similar **\$8** (£5,38)

[Read more](#)



# Why move to Toronto?

Ranked the fourth most liveable city in the world, Toronto offers excellent living standards based on healthcare, education, culture and environmental measures. It's a multicultural city of arts, festivals, diverse food choices and interesting weather patterns!

## What's on

**NXNE:** Toronto hosts the counterpart to Austin's South by Southwest festival in June each year. Not just limited to live music, the festival includes an eSports gaming tournament, comedy, flea market and much more.

**The Toronto International Film Festival:** A 10-day party celebrating cutting-edge cinema with filmmakers and celebrities in September.

**Pride Toronto Festival:** Celebrates pride in June with food, fun and festivals, closing out with the famous Pride Parade.

**Riot Fest:** A funk, rock, metal and hip hop festival held in September in a carnival setting.

**Toronto Caribbean Carnival:** A three-week extravaganza is a high energy celebration of Caribbean culture taking place each summer.



## Housing (monthly)

**85m<sup>2</sup> (900sqft) Apartment** C\$2,279  
furnished in normal area (£1,340)

**85m<sup>2</sup> (900sqft) Apartment** C\$2,821  
furnished in expensive area (£1,659)

**Utilities** C\$160  
heating, electricity, gas... (£94)  
for 2 people in a 85m<sup>2</sup> flat

## Transportation

**Gas**  
1 liter (¼gallon)

**Public transport**  
monthly ticket

**Taxi trip**  
business day 8km (5miles)

## Food

**C\$1,11** Basic lunchtime menu C\$19  
(£0,65) including a drink in the (£11)  
business district

**C\$152** Fast food combo meal C\$11  
(£90) big mac meal or similar (£6)

**C\$23**  
(£26)

[Read more](#)



# Renting Property in North America

When you relocate to North America, Salt will support you financially with temporary accommodation. This will give you peace of mind, whilst you search for a more permanent home.

## Renting property in the US

After choosing a place, you'll have to tender a lease application. As an expat, you'll need proof that you can pay the first month's rent plus another month's rent as a deposit and Salt can support you with an Employer Reference confirming your employment. Credit and background checks are common and lease agreements are usually for six months or a year. Whether you have to pay utility bills and maintenance costs depend on your contract.

## Renting property in Canada

Housing in Canada is modern and comfortable, but finding a home can take time. Research the market before you move and be prepared to take a short-term lease while you look for something more permanent. Landlords are picky about who they let to, and you'll have to pay a deposit of up to two months' rent. Leases are usually for 12 months. Utilities aren't usually included in your rent.



# Benefits in North America

## USA

### **Paid time off:**

- 15 days' vacation plus public holidays
- 5 days paid sick leave

### **Healthcare:**

- Employer contribution to the plan of your choice. (\$470.20 per month for the current plan year)

### **Retirement:**

- 401k matching at 2% of base income

### **Other:**

- Access to WeWork perks
- Commuter Benefits via our Benefits provider (pre-tax saving)
- Flexible working policy
- Access to additional employee-funded benefits through our Benefits provider

## Canada

### **Paid time off:**

- 15 days' vacation plus public holidays
- 5 days paid sick leave

### **Healthcare:**

- Comprehensive healthcare via OHIP (Ontario Health Insurance Plan)
- Additional cover co-pay arrangement (details TBC)

### **Retirement:**

- Enrolment in Canadian Pension Plan with 4.95% employer and employee contribution

### **Other:**

- Access to WeWork perks
- Employment Insurance
- Flexible working policy

# The Salt pillars



## Vision

This is key to our direction, providing clarity and transparency on where we are heading and what we do creating futures globally.

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## Values

Our values are how we behave to achieve excellence and form the foundation of our culture.

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## Universe

This is where we add true value to our clients as industry experts. We focus on market knowledge and expertise, developing personalised markets that together form our digital expertise around the world.

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## KAM

Our global KAM strategy allows us to provide client focus and synergy to service customers with a holistic, streamlined approach both locally and globally.

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## DNA

This is our training and development program that focuses on individual motivations, strengths and weaknesses to ensure you have the tools to work at your highest level.



# The Salt career ladders

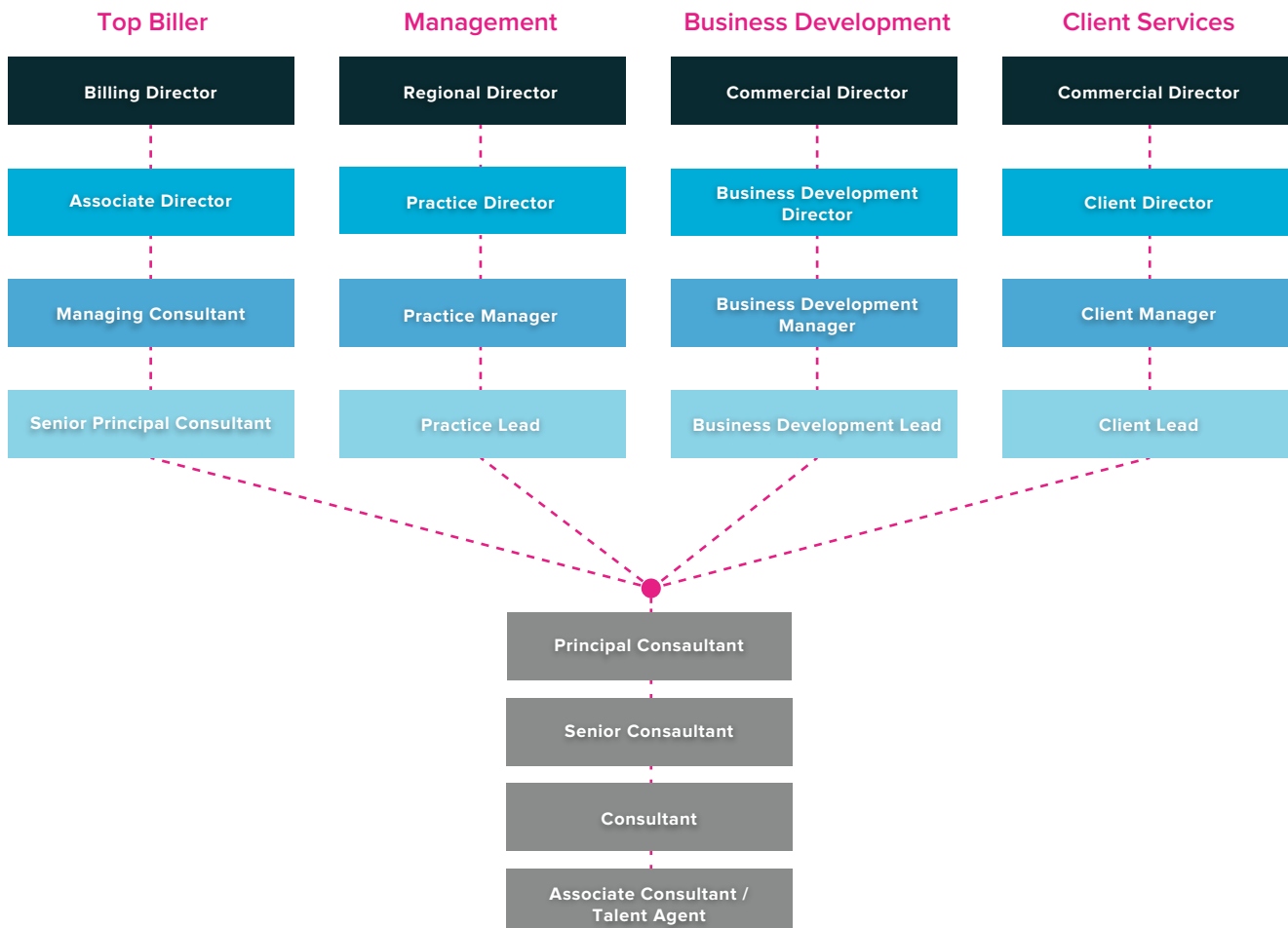
At Salt, we have four career paths for our recruitment consultants, ensuring we provide a diverse environment and play to your strengths. First and foremost, we are all recruiters and our mission 'creating futures' gives us a clear purpose across the world – helping people gain meaningful employment and reach their dreams and goals.

Whether you want to develop business, manage customers, build teams or become a high achieving individual contributor, we will support your journey within the business. We also have examples where recruitment consultants have flipped into operational roles, so there are multiple opportunities for growth in the business.

Once you have progressed your way to Principal Consultant, there are four career routes you can take:

- Top Biller
- Management
- Client Services
- Business Development

The four routes are mapped out with clear training and development paths, utilising all of the support within our DNA.



# Overview of expectations in UK

## Timeline - 12 months

### ▪ Q1

When you join Salt you will be supported to build your US universe in 12 weeks. You will be supported by the experienced team in London to learn the Salt universe model, equipping you to start creating futures within your Universe from week three. To ensure you are ahead of the digital trends, you should be; active on social media, reading articles and journals, and attending relevant expos or webinars. You can use Feedly to stay on top of the latest updates in your space. You will be required to attend the London office and work UK business hours during this period to leverage the management expertise in-house and set you up for success. We are a global business that has seen the integration of four brands across 11 countries and within that experience, there is evidence of the metrics that work for each market and individual. As a data-driven organisation, we track all consultants' activity, to provide ratios on what is required to be successful. The activity you invest in building your universe is the foundation for becoming a "master of your universe".

### ▪ Q2

Now your universe is established, you will continue to develop your US business and will commit to working US hours for two days per week to enable you to really penetrate your identified market. To support you to do this you will work US hours from home to enable you to balance your work commitments. For the remaining three days you will continue to work in the London office and benefit from the in-person support available. From Q2 your activity will start to count towards the trigger to initiate your relocation. Once you have demonstrated on-target performance for a six-month period, we will start the relocation process.

### ▪ Q3

Now you are in your US market you will need less support from the team in London. You will, therefore be required to attend the office two days per week and work the remaining three days from home working US hours.

### ▪ Q4

You will continue to work your US market and by the end of Q4 you will have had nine months to meet the expectation of six months on target performance to initiate your relocation to North America.



# Commission earnings

Below details the commission schemes available in each location. These schemes have been built based on expected deal sizes in each region. At Salt, we recognise achievement as one of our core values and want to reward this. For this reason, a market-leading commission scheme is part of our ethos, and we want our consultants to fulfill their earning potential and enjoy success in their career that enables them to achieve their personal goals and dreams.

## USA

### Personal Commission Plan - permanent:

US\$0 – US\$15,000:	10%
US\$15,001 – US\$30,000:	15%
US\$30,001 +:	25%

### Personal Commission Plan - permanent:

US\$0 – US\$15,000:	10%
US\$15,001 – US\$30,000:	15%
US\$30,001 – US\$41,250:	20%
US\$41,251 – US\$52,500:	25%
US\$52,501 – US\$63,750:	30%
US\$63,751 – US\$75,000:	35%
US\$75,001 +:	40%

## Canada

### Personal Commission Plan - permanent:

CAD 0 – CAD 11,250:	10%
CAD 11,251 – CAD 22,500:	15%
CAD 22,501 +:	25%

### Personal Commission Plan - permanent:

CAD 0 – CAD 11,250:	10%
CAD 11,251 – CAD 22,500:	15%
CAD 22,501 – CAD 30,000:	20%
CAD 30,001 – CAD 40,000:	25%
CAD 40,001 – CAD 47,500:	30%
CAD 47,501 – CAD 56,500:	35%
CAD 56,500 +:	40%



# Relocation support

Once you have met the relocation target, we will initiate the visa application process to get you relocated.

## Legal immigration support

We will support you through this process, working with our immigration legal partner in the USA/Canada to ensure you are in the best possible position to be approved for a visa. This will include you working directly with an experienced immigration lawyer to collect all of the necessary documentation.

## Financial support

Salt will fund the following costs:

- Visa application and fees
- Accommodation – a stay of 2 weeks in a hotel (up to £2,100) or an Airbnb up to the same value for a longer period
- Initial flight – economy class

## Non-financial support

Salt will offer the following support:

- Neutrality in remuneration between offices in order to accommodate the local employment market.
- Time off to manage relocation admin – apartment hunting, opening bank accounts, registering with a doctor.

## Relocation Reimbursement Agreement

As part of the relocation process, you will be required to sign an agreement confirming you will reimburse the Company for costs on a pro-rata basis in the event you resign from the company within 12 months of the relocation.



# Visa process: USA

The most common visa route for our staff has been a non-immigrant E-2 visa. This allows employees to live and work in the US for between 3 months to 5 years and can be extended indefinitely.

The process comprises 3-steps:

- 1** Salt will file an application with U.S. Citizenship and Immigration Services. If our application is approved, the individual is authorised to apply for a visa.
- 2** The individual then applies for a visa and is usually interviewed at a U.S. embassy or consulate in London. If the embassy or consulate grants the visa, the individual is then allowed to travel to the United States.
- 3** At the airport, the individual speaks with an officer from U.S. Customs and Border Protection to request admission, and if approved, the individual may then enter the United States.

Grounds for denial may include:

- Health grounds
- Criminal history
- Security fears
- Public charge
- Illegal entrants or immigration violators
- Failure to produce requested documents
- Ineligible for citizenship
- Previously removed from the U.S.

# Visa process: Canada

Employees are expected to use the Intra Company Transfer program to enter Canada. Employees entering the country via the Intra Company Transfer route are in a good position to transfer to permanent residents. The Comprehensive Ranking System awards points to individuals on criteria including age, education, language proficiency, work experience in Canada, transferable skills and having a qualifying employment offer.

Workers with 'specialized knowledge' can demonstrate specialized knowledge of the enterprise's product or service, or an advanced level of expertise in the enterprise's processes and procedures.

Since launching in 2015, Canada's Express Entry immigration selection system has become the main driver of economic immigration to Canada. In November, 2016, intra-company transferees looking to transition to permanent residence received a major boost as IRCC changed the Express Entry system to allow these workers to obtain Comprehensive Ranking System (CRS) points without first being issued a LMIA.

Once an application is made the process is as follows:

- 1** **Completeness Check to ensure all of the required documents have been submitted**
- 2** **Review of eligibility**
- 3** **Review of medical results**
- 4** **Review of additional documents if additional documents are requested**
- 5** **Interview**
- 6** **Biometrics (or Criminality Check)**
- 7** **Final decision**



A brick wall with large geometric shapes in blue, green, yellow, and purple. The shapes are a large green triangle pointing down, a yellow triangle pointing up, and a blue triangle pointing up. A purple shape is visible in the top right corner. A white circle is on the left side of the wall.

# Creating Futures

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