

Moving to Winston-Salem Looks Different for Everybody

Personal vs. Corporate Relocation

One thing I've learned working in relocation—no two moves look the same. Especially when you compare personal moves vs. corporate relocations.

Personal Relocation

Personal relocation typically means more emotion and more flexibility. It's driven by lifestyle, not deadlines. Sure, a job may influence your move, but it's not what I like to call the "end all, be all." We have the ability to be intentional about finding the *right* home for you.

While there may still be timelines involved, your career isn't the main driver behind every decision.

Most often, this looks like people wanting a slower pace, more space, or to be closer to family—the list goes on. With personal relocations, there's usually more time to explore. Many of my clients will visit multiple times, take longer trips, feel out different neighborhoods, or even start with a short-term rental while we search.

There's also more flexibility in where you plant roots. We're not as focused on being within a certain distance of an office, which opens up more options.

Budgets also tend to be more self-directed—meaning it's based on your comfort level and long-term goals, rather than external structure.

The question these buyers usually ask is:

"Where would I feel most at home?" instead of **"What's closest to my office?"**

Corporate Relocation

Corporate relocation, on the other hand, is typically more structured and fast-paced.

With job start dates often come tight timelines and limited time in town. This can look like virtual tours, quick weekend visits, or sometimes even purchasing a home sight unseen.

I've had clients go from landing in Winston-Salem to being under contract in less than three days—it's a completely different pace.

Decisions in corporate relocation tend to be more strategic. We're not only discussing commute times, convenience, and resale value, but also thinking through questions like:

- "Will this timeline work with my start date?"
- "Are there any potential delays that could impact closing?"

There's often an added layer of structure due to relocation packages. Some employers may provide assistance with moving expenses, closing costs, or even temporary housing, which can influence both timing and decision-making.

What It Really Comes Down To

The biggest difference between personal and corporate relocation usually comes down to **timeline and decision-making style**.

Both can feel fast-paced at times, but with corporate moves, there's often a greater need to be decisive and efficient. With personal relocation, there's typically more room to slow down, explore, and build that emotional connection before making a decision.

How I Help

My role looks a little different depending on your situation—but the goal is always the same: helping you feel confident in your move.

Through Home Star Realty's Relocation Division, we go beyond just the home search. We provide our clients with resources, local guides, and even perks like vendor connections, moving assistance, and post-closing support to help make the transition as smooth as possible.

Whether your move is carefully planned over several months or happens in just a few weeks, moving to Winston-Salem can look very different depending on your situation.

Having someone who understands that—and knows how to guide you through it—can make all the difference.