

The Van Line Advantage: Think about **Value** when choosing your long distance mover

You're planning to move all of your household effects – that you've been collecting and treasuring for years – onto a moving truck to be carried over several hundred kilometers to your new home. There are lots of things to worry about: having all of your goods arrive at the destination; getting your goods back undamaged; and having your goods arrive on time. And, if you're like a lot of folks, you don't want to spend a lot of money to do it.

There are a lot of companies in Canada that operate as long-distance carriers. In fact, there are only six companies in Canada that are traditional van lines offering all of the positive features that the brand 'van-line' carries:

**Allied Van Lines Canada,
Atlas Van Lines (Canada) Ltd.,
Great Canadian Van Lines,
Mayflower Canada,
North American Van Lines**

Canada and United Van Lines (Canada) Ltd.

These companies each deliver their long-distance services with the support of their individual network of local agents.

Many other companies perform long distance moves; some call themselves 'van lines' but are 'van lines' in name only. These companies do not have the standard qualities of the major van lines. And they are typically identified by their cut-rate prices. But what does this price purchase? Is it the right price? Most importantly, is it the final price?

Problems with these companies – relating to over-charging, late delivery, non-compliance with industry standards and regulations – are borne out by the fact that the Canadian Association of

Movers receives far more consumer complaints about these companies than about the major van lines or their agents.



Traditional van lines **Set Standards** for service and quality, have the **Infrastructure** to follow through on their promises and deliver **Value** to their customers through their effective and efficient administration, operations and full-service offerings.

When choosing your long-distance carrier, it is important to consider the 'whole service package' that you'll be purchasing. The brand-name van lines have these features. Does the competitor?

Set Standards <i>Brand Van Lines have standards for:</i>	Infrastructure <i>Brand Van Lines have the infrastructure for:</i>	Value Proposition <i>Brand Van Lines offer value through:</i>
Service	Administration	Their Brand – its strong and historical
	Operations	An exclusive Canada-wide agent network
People	Operations	Certified, trained, experienced front-line service-providers
Systems	Information Technology	Strong administration and operations
Equipment / Facilities	Quality Assurance	Compliance, maintenance, safety, risk-elimination, training programs
Valuation Coverage	Certified Insurance Brokers	Experienced claims adjusters and customer service staff
The Bill of Lading	Legal Compliance	Industry-required Contract of Carriage

The traditional van lines have built their reputations through years of delivering quality services to customers. Their brand names signify trustworthy services at fair market prices.

- They are CAM members and so are most of their agents – rogue companies are not.
- They are also members of the Better Business Bureau and numerous trade associations throughout North America – rogue companies are not.
- They have a community conscience and are supporters of local, national and international charitable organizations, such as Move for Hunger, Children’s Wish Foundation, etc. – rogue companies do not.
- They have a long-standing and supportive client base that includes the Government of Canada (i.e., Department of National Defence, the RCMP, Central Removal Services) and other major corporate accounts throughout Canada and the US – rogue companies do not.
- They are known entities – locally, nationally, globally – rogue companies are not.
- They have established recruiting, training and performance-monitoring practices – rogue companies do not.

So when the stakes on moving your possessions are so high, your decision to hire should not be cost-based only. It would be much wiser and more cost-effective in the long run to consider the services that you’re purchasing – the standards, the infrastructure and the value – than simply make such an important decision based on price, and price alone.