



Certified Canadian Mover Program



Canadian Association of Movers

Consumer complaints about companies providing unsatisfactory household moving and storage services prompted action by the Canadian government and moving industry. The challenge for consumers is to find movers that can provide stress-free, safe and economical moves. The challenges for professional movers are to identify themselves to consumers as being able to provide high-quality moving services and to differentiate themselves from those movers who fail to meet even minimal moving-industry standards. To meet these challenges with a practical solution, Industry Canada formed a committee consisting of representatives from the federal and provincial governments, the moving industry, including the Canadian Association of Movers (CAM), consumer organizations, including the Better Business Bureau, and academia to develop a program that would assist the Canadian consumer find reputable, ethical and professional moving services.

Several documents that set the standards for professional moving and storage services evolved from their dialogue. Industry Canada, in cooperation with CAM, produced its *Good Practice Guidelines for Canadian Movers* and a *Consumer Checklist for Choosing a Moving Company* for consumers. CAM's **Certified Canadian Mover Program (CCMP)** was developed to identify reputable, professional household-goods moving and storage companies where consumers can be assured of receiving services that are based on ethical conduct, professional competency and effective complaint-handling.

While many movers within Canada's moving and storage industry - van-line agents and many independent movers - already meet or exceed the industry's generally-accepted standards, the need to promote credible and professional services was viewed as necessary to improve the image and reputation of the industry as a whole.

Certified Canadian Movers are members of CAM who commit their companies and employees to the following principles of the CCMP:

- **Adherence to CAM's code of ethics**

CAM members, working toward their common goal of fostering high standards of ethical conduct within the Association and throughout the industry, promise to follow this guide to professional conduct:

- i. They will act with fairness and honesty to clients, being considerate of their needs.
- ii. They will honour the terms of contracts.
- iii. They will maintain professional integrity and personal honour.
- iv. They will provide efficient, reliable, high-quality service.
- v. They will ensure that services are provided in a safety-conscious environment.
- vi. They will foster the continuance of competitive practices.
- vii. They will promote education in the industry, to improve service to the public.
- viii. They will fulfill all obligations of membership.

- **Provision of essential business-related documentation** required for membership and a commitment to keep CAM apprised of any changes in status of that documentation:

- business licence;
- GST registration and number;
- Workers' Compensation certificate;
- insurance certificate showing
 - . a minimum of \$1 million liability
 - . a cargo coverage minimum of \$250,000, and
 - . ongoing notification of the validity of this certificate;
- incorporation certificate;

- Yellow Pages ad or promotional items (optional); and,
 - signed Code of Ethics form
- **Compliance with Industry Canada's *Good Practice Guidelines for Canadian Movers*** and
 - **Commitment to accept independent arbitration** should it be required.

While not a program requirement, CAM recommends that at least one of the company's employees should have completed the Canadian Professional Mover Course, to ensure that the mover has an understanding of the moving consultant's role and of the services typically provided by professional movers in Canada. Lengthy experience in the moving industry, that is 10 years or longer, may be deemed to be equivalent.

The **Certified Canadian Mover** is a designation of a professional mover who complies with the principles of the CCMP by delivering a moving service that is fair in practice and cost, professional, safe and timely.

A Certified Canadian Mover will be given a certificate with the identifying seal that may be used in advertisements. The seal will direct consumers to CAM's website, www.mover.net, or national office where they can and should verify the mover's certification. The web site also lists Certified Canadian Movers to help the buying public access credible, ethical, professional moving services in their area, as well as provides a pamphlet to assist the buying public finding a Certified Canadian Mover.

Certification is renewed yearly unless the standards of conduct have not been maintained. While qualification for certification is based on documentation, maintenance of certification is based on performance, that is, frequency and type of consumer complaints and timely resolution of those complaints. A mover will forfeit its Certified Canadian Mover status if, in the case of a complaint, the mover fails to abide by the arbitration or exhibits an ongoing, uncorrected series of similar complaints.

CAM's determination of certification forfeiture will be premised upon any combination of the following factors:

- a persistent pattern of serious, similar consumer complaints
- a series of unresolved complaints indicating uncorrected operational problems
- failure to resolve disputes promptly and fairly

- failure to abide by arbitrated decisions
- failure to submit current documentation required for membership and certification renewal.

In the event that the CAM national office has evidence that a mover has violated performance standards, the President of CAM may suspend the mover's certification and ask the mover to show cause to rescind the suspension. After reviewing all information provided by the mover and any specific complainant (if there is one), the President may re-instate the mover's certification or proceed with the suspension and schedule the matter for review by CAM's Board of Directors at their next meeting. The Board of Directors will make final rulings on forfeitures of Certified Canadian Mover status.

An advisory council to the CCMP, consisting of selected CAM directors and members, will provide advice and guidance in the administration and effectiveness review of the program.

Additional information in support of the CCMP can be found on CAM's web site, www.mover.net:

- **Good Practice Guidelines for Canadian Movers** - <http://strategis.ic.gc.ca/epic/internet/inoca-bc.nsf/en/ca02030e.html>
- **Consumer Checklist for Choosing a Moving Company** -
English version - <http://www.mover.net/cam/content/ConsumerChecklist.pdf>
French version - <http://www.mover.net/cam/content/ListeDeVerification.pdf>
- List of **Certified Canadian Movers** - <http://www.mover.net/cam/content/CertifiedCdnMovers.pdf>
- CAM's **Choosing a Mover** pamphlet -
English version - <http://www.mover.net/cam/content/ChoosingAMover.pdf>
French version - <http://www.mover.net/cam/content/ChoisirUnDemenageur.pdf>