



Certified Canadian Mover Program

A presentation to CAM's
2003 Annual Conference
November 25, 2003

History

- What is the program?
- Why was it done?
- Who were the players?
- Who wrote the program?
- Next steps

Who benefits?

- Consumers
- Movers
- Moving industry
- Government

Benefits to Consumers

- Assurance of a high standard of conduct
- Confidence in mover's ability to deliver as promised
- Consistency in practices between companies
- Easily accessed list of professional movers
- Access to arbitration should a move not go well

Benefits to Movers

- Improved industry image
- Improved corporate image
- Increased number of referrals
- Improved consumer confidence
- Reduction in severity of complaints
- A valuable marketing and sales tool

Benefits to the Moving Industry

- Improved image
- Indication to consumer, media and government that the industry recognizes the problem
- Improved consumer confidence
- Minimal regulatory intervention by government

Building Blocks

- Good Practice Guidelines
- Consumer Checklist
- Ontario's Consumer Protection Act
- CAM's Membership Criteria
- CAM's Code of Ethics

Good Practice Guidelines & Consumer Checklist

- Circulated to all members for comment and input
- Amended through several iterations
- Posted to Industry Canada's website for industry and public comment and input

Ontario's Consumer Protection Act

- Consumer Rights and Warranties
 - 10% over estimate
- Unfair practices (misleading representations)
 - Exaggerations
 - Quality
- Renegotiation of price
 - Holding goods for ransom

CAM's Membership Criteria

- Business licence
- GST registration and number
- Workers' compensation certificate
- Insurance certificate showing a minimum of \$1 million liability and a cargo limit minimum of \$250,000
- Incorporation certificate
- Yellow Pages ad or promotional items (optional)
- Signed Code of Ethics form

CAM's Membership Criteria

- Reference check (board member)

NEW

- BBB check
- Signed acceptance of mandatory arbitration

CAM's Code of Ethics

Members of the Canadian Association of Movers, 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.

CAM's Operations

- Validation of membership in program
- Referrals
- Recording of complaints
- Facilitation of communications for complaints
- Referral to arbitration

Program Basics

- Communication with consumer
 - Sales staff
 - Consumer pamphlet
 - Program logo
 - CAM's website & toll-free line
 - Complete program documentation
 - Validation of membership
 - Complaints form
- Referrals

Continuing program membership

- Maintenance of high standards of moving practice
- Agree to and abide by mandatory arbitration
- Correction of continuing patterns of complaint

Application Form

Certified Canadian Mover Program

Canadian Association of Movers

- I commit my company and its employees to the principles of the Certified Canadian Mover Program.
- I furthermore agree to:
 - i. abide by CAM's Code of Ethics;
 - ii. provide CAM with the business-related documentation required for membership and keep CAM apprised of any changes in status of that documentation;
 - iii. adhere to the Good-Practice Guidelines established for Certified Canadian Movers, and
 - iv. participate in and abide by the decision of an independent arbitration process.
- Signed by an authorized company representative

Next Steps

- Members
 - Approve the program
 - Join the program
 - Obtain flyers
 - Display the logo
 - Use the program
- CAM
 - Post the complete program to the website
 - Generate and circulate press release
 - Provide administrative support to the program

