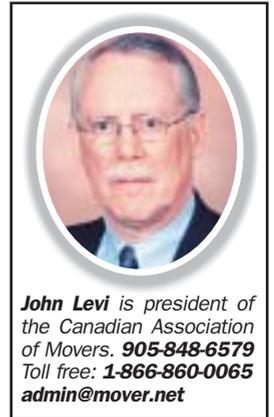


A CONSUMERS GUIDE TO CHOOSING A MOVER:

Get moving online

Don't be fooled by flashy websites



As Canada's trade association for the moving industry, we've seen and heard it all.

The Canadian Association of Movers (CAM) gets calls from consumers like you every day – often to find a reputable mover and sometimes to complain about the mover they've used. To avoid trying to resolve complaints after your move, contract a professional mover who will provide the services you want. Finding such a mover is the key to a successful moving experience.

Canadian consumers today are busy Internet shoppers. And just as we shop for products, like our books, music and clothes online, many of us also search for services, like contractors, realtors and even movers online.

Movers are easy to find over the Internet. There are many websites to browse that offer an assortment of services, products and discounts. The one thing they have in common is that they all offer quality and professionalism.

THEY PROMISE:

- Worry-free moves
- Low cost
- Professional movers
- Quick service
- High standards

But can the mover deliver the quality and the professional services that they promise?

Just like any other directory, the only information that is guaranteed is how to contact the advertiser. The worst mover can have the best website. A flashy website with testimonials and grand promises does not guarantee that



the company is ethical and will provide you with professional services. Before contracting a moving company, make sure you verify any logos on the site to validate the company's performance and check on the mover's reputation.

Many websites belong to reputable, professional moving companies who will deliver what they promise. Just as many sites belong to less-than-reputable moving companies, many of whom are only accessible online or at toll-free telephone numbers. These companies do not advertise their street address and there's usually a good reason – they may be operating without a storefront or they don't want their office locations advertised, so that unhappy customers cannot locate them or file their complaints with them face-to-face.

Then there is the website that offers to find the cheapest mover for you to make your move.

The website usually offers the consumer an instant estimate and great service. The company hosting the website then sells your move to the company that promises them the biggest commission. The broker may promise to only connect you with moving companies who have met some standard. It sounds very good. But who are these companies? What set of standards have they met? What is the mechanism that the broker has used to screen these movers?

The unwary consumer contracts with the broker who then arranges for some unknown company to move the consumer's worldly possessions. Again, the mover may end up being a reputable moving company who will

deliver the promised services at a fair price. However, it can just as easily be an unscrupulous mover who will demand more money mid-move and who will fail to render the services that have been contracted with the broker.

The promise of worry-free, cheap moving through an online moving broker does not relieve the consumer of their responsibility to do their homework. ALWAYS stick to the four basic principles of choosing a mover.

FOUR BASIC PRINCIPLES

1. Find a reputable mover who will provide a safe and professional moving service for your household effects. Contact the Better Business Bureau (BBB) at 416-621-9184 in the Toronto area, Ontario's consumer protection agency, the Ministry of Government Services, at 416-326-8800 in Toronto, and/or CAM at 905-848-6579 or 1-866-860-0065 (toll free).

2. Ask at least three movers for estimates and get these in writing. Know what moving services will be delivered, who will be delivering them and at what cost.

3. Get the terms and conditions of your contracted move in writing.

4. Make sure you have adequate insurance protection for your goods. Be clear about the mover's liability for loss or damage. Get this in writing as well.

And while you're online, make sure you visit CAM's website, www.mover.net, for helpful information on how to plan your move and to view a listing of reputable moving companies.