

## ProMover Program Information



AMSA launched a new consumer protection and certification program called ProMover on January 1, 2009. This initiative is designed to fight imposters, known within the industry as “rogue operators,” like never before by giving consumers an easy way to separate reputable, professional movers from con artists out to make a quick buck at their expense.

The ProMover program takes the worry and the hassle out of moving by helping consumers identify quality professional movers who subscribe to our goals and by providing them with information and assistance with everything from finding a mover, to getting an estimate and packing tips, to understanding valuation and insurance.

Under our new requirements, standards for AMSA membership have been expanded to include a review of any felony convictions of the company’s owners, officers or majority stockholders regarding matters over which the Federal Motor Carrier Safety Administration (FMCSA), the Surface Transportation Board (STB) or any state consumer protection agency has jurisdiction; verification of company ownership with the appropriate state corporation commission; and a review of each applicant’s Web site for improper advertising. Each new applicant must also complete a signatory agreement attesting it will comply with FMCSA and STB regulations and uphold the [AMSA Code of Ethics](#).

We’ve also instituting an easily-recognizable ProMover logo that stands for a set of basic, honest business principles -- a distinctive, stylized “M” that at a glance will give customers the confidence and comfort of knowing they and their cherished possessions aren’t being taken for a ride. Starting next year, look for this “seal of approval” on a professional moving company’s Web site, in advertising and marketing materials, and in Yellow Page ads.

As the representative of the nation’s household goods movers, AMSA holds itself out as the good steward of the moving industry. We believe in effective government regulations and policies which enable our members to provide quality service at compensatory prices. Along with providing advocacy for consumers utilizing professional moving and storage services, we strive to furnish information that informs the public about their rights and responsibilities when they move and the value of professional moving and storage services.

The ProMover program promotes ethical principles in the moving and storage industry and works with federal and state governments to mitigate unethical moving practices; it clearly separates professional movers from rogue operators masquerading as legitimate movers. And most importantly, this program aids consumers by providing an identifiable measure of quality while, at the same time, enhancing the moving industry by encouraging and recognizing high professional achievement. To qualify as a ProMover, movers must pass a rigorous review of professional business standards. In addition, each mover must execute a Signatory Agreement affirming that they agree to uphold AMSA’s Code of Ethics and bylaws, to use/display any AMSA logo, including the ProMover logo, in a professional manner, and to observe all FMCSA/STB consumer regulations

Only moving companies approved to be ProMovers will receive access to our new logo and are authorized to use it in their advertising and promotional material. If you’re not already an AMSA member, sign up now to be certified to participate in this important industry initiative.