

Federal Advisory Council for Household Goods Consumer Protection
Brochure Subgroup Teleconference
Meeting Minutes for January 26, 2017 3:00pm – 4:00pm EST

The Federal Advisory Council for Household Goods (HHG) Consumer Protection Brochure Subgroup was convened for a teleconference at 3:00pm EST on January 26, 2017.

Working Group Members:

John Esparza – President & CEO, Texas Trucking Association
Andrew Friedman, Esq. – Vice President – General Counsel, 1-800-Pack-Rat
Gabriel Meyer, Esq. – Attorney Advisor, US Surface Transportation Board
Dan Veoni (Chairman) – Vice President of Government Affairs, AMSA

*Note: Chad Hall is no longer a working group member

FMCSA Support:

Kenneth Rodgers – Chief, Commercial Enforcement & Investigations Division and DFO, FMCSA
Monique Riddick – Lead Transportation Specialist and Assistant DFO, FMCSA

Volpe Support:

Dianne Gunther – Volpe Lead
Erin Lohrenz – Record Minutes

1. Introduction:

- Start off by identifying the main goal for the group
- Then, determine the priority points that need to be in the brochure
- Focus on the messaging to incorporate these points into the brochure

2. Main goal: *Condense brochure into the top three or four focus areas*

- Frame the brochure to bring consumers into the mindset of picking a legitimate mover from the start

3. Priority points:

- Use a licensed mover
- Get the estimates in writing
- Get attention of consumer
- Value and quality are important
- Check the background of a company ahead of time
- Emphasize rights and responsibilities

4. What is our method to address the goal?

- What media outlets should we utilize?
- Scare tactics?
- Consider changing title from “Ready to Move?” to something catchier
- We can combine some of the goals/tactics from the education group with the brochure group goals
- We should get further input from the larger group on method of delivery

5. Plan of action?

- John Esparza provided an example brochure created by the Texas Trucking Association and Gabriel Meyer provided a draft of ideas for the brochure
 - These are included at the end of the minutes for reference
- We have a good menu of ideas to incorporate into the brochure – let’s start coming up with a format to focus on the main points to include
- What size should the brochure be? We don’t want it to be too big and overwhelm the consumer
- Do we want to stick with a waxy piece of paper? Four sides that we unfold to open?
- One idea would be to create an exercise for the March meeting to develop mock brochures

6. Questions for discussion:

1. *How do we find a good mover?*
 2. *Are you dealing with a good mover?*
 3. *How do we get the message out to the consumer?*
- Utilize existing partnerships with realtors and volunteers as vehicles to reach consumers directly
 - Consider Craigslist and Yelp – these are high areas of consumer traffic
 - Ex: We could embed the brochure document in a link on these websites
 - Figure out how to cut down the bigger brochure to direct people straight to the important information (just a “quick snippet”)

7. What is our recommendation?

- Review the attached brochure examples and develop a messaging tactic to the consumer
- Reduce the amount of information in the brochure while hitting the key points
- Let the consumer know up front what they should do prior to engaging with a mover

8. Next steps:

- The subgroup will conduct the preliminary work after receiving the minutes and work on formulating the recommendation to bring to the March onsite meeting
- Discuss how to combine the goals of the education subgroup with the goals of the brochure subgroup
- Email is being sent out asking participants to add comments to the working draft of the brochure recommendation that we can use moving forward
- There will be another breakout session with the subgroup during March meeting
- **Action Item:** All members of the subgroup will provide comments on the working draft that Gabe provided.

Adjournment:

The teleconference for the Brochure Subgroup of the National Advisory Council for Household Goods Consumer Protection was adjourned at 4:00pm EST on January 26, 2017.

Summary of Action Items:

Action Item	Assigned to
Provide comments on the working draft that Gabe provided.	All subgroup members

Before you move . . .

Choosing the wrong mover can be costly. If you chose a bad mover, you may pay far more for your move than you expect. Your goods may be broken, lost, or stolen, and your mover will not pay you for your damages. Only by choosing a licensed, reputable mover can you protect yourself and your possessions. This guide explains the steps you need to take.

Be sure to take each of these steps.

- Verify that your mover is licensed by the Federal Motor Carrier Safety Administration
- Make sure your mover has a good reputation
- Before moving day, have your mover visit your residence (or storage location) to visually inspect your goods and prepare a written estimate
- Properly insure your goods

How do I verify that my mover is licensed by the FMCSA?

- Go to the FMCSA's website (www.fmcsa.gov or <https://ai.fmcsa.dot.gov/hhg/search.asp>) and enter your mover's name, U.S. DOT number, or Motor Carrier number association.

How do I know if my mover has a good reputation?

- Call the Better Business Bureau
- Contact a moving industry trade organizations such as the American Moving & Storage Association
- Check multiple online review sites
- Ask your friends and relatives for references

Pre-move inspection.

- Unless you have a very small shipment, be sure to have your mover come to your home before moving day to do an inspection. This way, your mover will

understand how much you have to ship, and will be able to prepare a written estimate that accurately reflects the cost of your move.

- Many disreputable movers prepare an estimate based upon your own description of your goods (over the phone or via email), instead of coming to your home to do an inspection. Then, on moving day, they will claim that you did not tell them about all of your goods, and they will use this as a reason to increase your price.

Insuring your goods.

- Be sure to ask your mover about getting additional insurance. Unless you pay for additional insurance or valuation protection, loss or damage to your goods will be capped at a default rate of 60 cents per pound for each item. (I.e., if your \$1,000, 50-pound flatscreen TV is destroyed during your move, you will only be able to recover \$30.00.)
- You may want to obtain insurance from a third-party before your move. You can check with your home owners or renters insurance provider to see if they will insure your goods during your move. There are also insurance carriers that specialize in insuring household goods shipments.

PLANNING A MOVE? HERE ARE SOME HANDY TIPS

MOVE★IT

MAKE SURE

Make sure you know your rights before hiring a mover—find out more at **MyTexasMover.com**.

OVER COMMUNICATE

Over-communicate with your mover regarding pickup and delivery dates especially if you have a firm deadline or must vacate your residence by a certain date.

VERIFY BEFORE

Verify before you choose a mover that they are licensed with the Texas Department of Transportation (TXDOT).

ESTIMATE IN WRITING

Estimates in writing are a must for any move. Avoid movers that refuse to put estimates in writing and get one before deciding on a mover.

INSURE VALUABLES

Insure valuables and know how much mover's insurance will cover for broken or misplaced items. If you have expensive items, you may need to purchase extra insurance.

TAKE YOUR TIME

Take your time! Moving can be a great process if planned well. Do your research and have a plan to give yourself the best chance for a successful experience.

**SOUTHWEST
MOVERS**
ASSOCIATION

FOR MORE INFORMATION VISIT
WWW.MYTEXASMOVER.COM



THREE STEPS

FOR A SAFE, SUCCESSFUL
MOVING EXPERIENCE

1

LICENSE

Before you choose a mover, verify that they are licensed with the Texas Department of Motor Vehicles

2

CONTRACT

Always require an estimate in writing and sign a formal contract before anything is moved

3

INSURE

Insure valuables and know how much mover's insurance will cover for broken or misplaced items



Make sure you know your rights *before* hiring a mover.

www.MyTexasMover.com



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