



**TWO MEN AND A TRUCK®**  
“Movers Who Care.™”

## **NEWS RELEASE**

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### **TWO MEN AND A TRUCK - CANADA MOVES ON INDUSTRY-LEADING CUSTOMER “BILL OF RIGHTS”**

*Moving firm introduces guarantee to protect customers, discourage fraud*

**TORONTO, July 8, 2010** — **TWO MEN AND A TRUCK® - Canada** — the country’s leading franchised moving firm — is introducing an innovative Moving Customers’ Bill of Rights to guarantee the best possible level of service for its clients and protect Canadians from movers who use predatory tactics with consumers.

TWO MEN AND A TRUCK - Canada is taking the lead and urging other reputable firms to adopt similar standards. The company’s main goal: to use the Bill of Rights as a foundation to promote internal service standardization and help consumers identify what they should expect and demand of their movers.

Reflective of its service-first core values, TWO MEN AND A TRUCK – Canada’s Moving Customers’ Bill of Rights will provide consumers with the following guarantees that:

- Customers can request a written quote outlining the scope, cost per hour and have both parties’ legal rights and responsibilities explained to them in advance of a move
- Movers adhere to the pre-move estimate and the terms provided, while also supplying an itemized invoice upon completion of the move when requested
- Customers can request that our Movers are bonded and properly trained to meet their needs—including adhering to the highest safety standards
- Franchisees will carry all necessary insurance for the customer’s protection
- All moving equipment will be in safe working order
- Customers will be provided with advance notice of any unreasonable delays in pick-up or arrival of goods
- Accurate pricing information will be used in advertisements and marketing materials

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In the event of a move-related issue, TWO MEN AND A TRUCK – Canada customers are also being provided with a 24 hour hotline phone number (1-86-moving4u) where they can speak to a customer service representative.

Why the need for a Moving Customers' Bill of Rights?

A recent police crackdown on alleged moving fraud perpetrated in the Toronto area by companies using a variety of illegal tactics—from overcharging customers and changing estimates mid-move, to holding goods ransom until customers pay up to triple the amounts quoted in estimates—highlighted the need to provide moving customers with basic service standards. Although TWO MEN AND A TRUCK – Canada's franchisees already adhere to the standards guaranteed by the Bill, the company felt it was important to set an example for the industry by working to officially codifying these best practices.

"It's heartbreaking to see consumers who have been defrauded by unscrupulous moving firms," said TWO MEN AND A TRUCK - Canada's Chief Operating Officer and Vice President of Development and Operations Dan Hopkins. "We believe our strong code of ethics can help stand as a model to others in the industry as we work to defend the integrity of honest movers to help stamp out immoral and illegal activities."

According to the Canadian Association of Movers, approximately 4.4 million Canadians moved last year, with nearly one in four professional moves resulting in a customer complaint. The Canadian Council of Better Business Bureaus ranked mover-related grievances in its top 10 consumer complaints for 2009.

"This isn't just good news for customers or for the moving industry.... we think it's the right thing to do," said Hopkins.

## **ABOUT TWO MEN AND A TRUCK® - CANADA**

TWO MEN AND A TRUCK - Canada adopted its 'Movers Who Care' mantra in 2005, following two decades of success in the U.S. Since then, Canadians have embraced the company's service-first values, highly-trained staff and commitment to providing a safe, worry-free and affordable moving experience. With an industry-leading 94 per cent customer referral rate, TWO MEN AND A TRUCK - Canada is not just a moving company, but a customer service company that moves. Currently, TWO MEN AND A TRUCK - Canada has 11 franchises serving Central and Southern Ontario, with future plans for the development of 40-50 franchises across Canada. Visit [www.twomenandatruck.ca](http://www.twomenandatruck.ca)