

# The Atlas Opportunity

Reach Your Business Potential



## go new places.

# The Atlas<sub>®</sub> Opportunity You can go new places.®

As a member of the moving and storage industry, you're a smart business person. You have to be. It's one of the most competitive business categories around. You've learned how to handle the challenges this industry hands out, and you've found out how to capture the rewards this business offers.

Atlas understands how to create rewards for agents. We're proud in knowing that we do more for our agents than any other van line. We never stop learning how to make our business better for all of us. We *go new places*\* every day. We're adding new systems, new products and new programs — all designed to make Atlas the best moving company in the world.

## Is The Atlas Opportunity right for you?

Thank you for taking a look at Atlas. The pages here can give you an idea of how you can benefit from being part of the Atlas agency family. We're also here to answer any questions you might have about your future with our team.

Here's to success!



– **Jack Griffin** Chairman & CEO





# go new places.

We're Atlas® — among the world's most trusted in all types of successful moves that can take you or your company to new places — including *Household Goods Moving* and *Relocation Services*, *Commercial/Office & Industrial* needs, *Specialized Transportation* and *Logistics Operations*.

### Door-to-any-door, anywhere in the world.

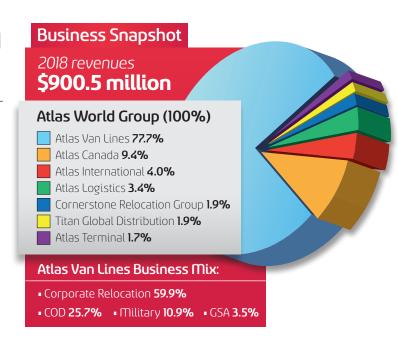
Through constant technological and procedural improvements, Atlas helps you go new places on the map, or to new levels of efficiency within your organization — more easily and securely.

We hold our agents to standards that are higher than those imposed by the industry itself. Atlas ranks among the highest quality moving companies in the world based upon customer feedback.

### The High-Performing Atlas Brand

Symbol of service quality, customer satisfaction, and agent success.

- **Industry Leader** One of the largest major van lines, with steady increases in volume and share.
- Agent-Owned and-Directed Run by dedicated moving professionals for the mutual success of Atlas Agents, not by outside shareholders or absentee owners.
- Stable and Strong Well capitalized with a solid history of profitability. Excellent cash flow and enviable operating ratios.
- Diversified Transportation Corporation Atlas World Group subsidiary companies support your business with added opportunities.





Leadership in Corporate Relocation

Relo pros know: "Atlas® means business."

% of Atlas Van Lines Business Mix Corporate Relocation

#### Annual Survey of Corporate Decision-Makers

- Benchmark of relocation policies and practices since 1966.
- Reveals trends and business opportunities (e.g., lump sum benefits, containerized services).
- Complete findings atlasvanlines.com/Corporate-Relocation/Survey

#### Annual Atlas Forum

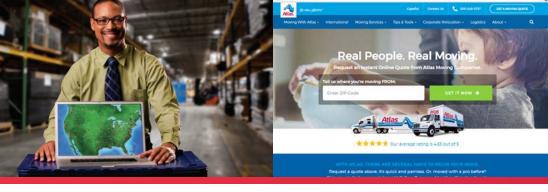
- Signature Atlas event for you and your corporate clients.
- Focuses on agent-client relationships, continuing education, and professional networking.
- Top-tier speakers in business, government, and entertainment.

#### Answering Corporate Expectations

- Flexible options for every employee and every policy, from door-to-door white glove service to do-it-yourself options.
- Advanced information systems, tracking and reporting.
- Swift and equitable claims resolution.









# A Commitment to COD Business

Atlas® will "show you the money."

Internet Leads to Support Your Selling

- Qualified prospects delivered to your inbox.
- SEO and SEM investments build brand awareness.

#### Referrals for New Customers

- AAA® national partnership provides high-quality opportunities.
- Atlas financial incentives support corporate referrals.

#### Marketing Tools to Grow Your Business

- Coordinated, agency-wide program supports your successful marketing on the web.
- Direct Marketing Portal lets you implement and optimize email and direct mail campaigns to gain customers.

#### Flexible Payment Options to Please Your Customers

- Credit card and personal check approval.
- Online availability 24/7.

#### Self-Haul Up to 1,500 Miles

- Opens service opportunities for your business.
- Allows you to improve revenue and cash flow.

Van Lines Business Mix COD **25.7**%

% of Atlas











## Build Your Business with Quality

If quality is currency, Atlas® is on the gold standard.

**Every Atlas Agent Is A ProMover** Certification by AMSA attests to quality and ethical business practices.

**CSA Communications** Atlas aggressively supports compliance with a comprehensive communications plan to educate, track, and continuously raise performance.



# Atlas Professional Van Operators Excel.

The average for all Atlas Van Operators according to customer ratings (5.0 Scale).



**Customers Rate Atlas Operations** Atlas administers a post move survey where customers rate his/her satisfaction with their packing crew, operators and helpers, and customer service representatives.

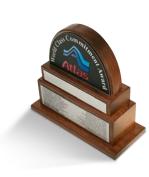
**Labor Certification** Atlas was the first in the industry to require employee background checks to ensure the quality and reliability of workers on the job.

**The Industry Agrees** Atlas Van Lines is known for excellence among transportation buyers, earning multiple Quest for Quality Awards (Logistics Magazine) over the years.





#### The Atlas® "World Class Commitment."



Atlas Agents share a dedication to the high service levels you and your customers expect. All agents undergo quarterly evaluations in 12 key areas of performance. We recognize the top performers with quality awards, including:

- World Class Commitment Award Highest performers in 12 key areas (19 awards in 2019).
- Hauling Excellence Award Volume producers with operations excellence and high customer ratings (63 awards in 2019).
- Superior Packing Award Claims ratios below 1% (134 awards in 2019).
- **STG Quality Award** Top providers of specialized transportation services (4 awards in 2019).







# Sales & Marketing Tools for Business Development

Customers know Atlas® as the mover that helps them *go new places®*. Their new places may be points on the map... or new levels of efficiency in their professions. As an Atlas agent, you have a wide choice of targeted materials to communicate the brand promise and further your success.

#### Atlasloop.atlasworldgroup.com

A content-rich, all-in-one resource to support your sales and marketing efforts.

- Atlas and industry news feeds.
- Online store for Atlas branded materials, with many free downloads.
- Agent forums, recognition of sales leaders and events calendar.
- Access to Atlas marketing programs, tips and experts.

#### **Electronic Downloads**

PowerPoint presentations that support your sales professionalism.

- Capabilities for Atlas World Group, Atlas Van Lines and Atlas Specialized Transportation Group (Atlas Logistics).
- Customizable to seamlessly incorporate your agency and emphasize your capabilities.



#### **Extensive Sales Support Materials**

Professionally produced print, apps and ad specialties.

- High-quality brochures, pocket folders and customer support pieces.
- Biannual Amplifier magazine showcases the activity of the Atlas family.
- Online apps for Apple and Android.
- Video downloads.

#### Direct Mail and Email

Atlas programs for winning and keeping customers.

- Direct Marketing Portal lets you implement and manage mail and email campaigns for residential customers. Choose from strategic, professionally produced messages, customizable for your business.
- Direct Mail program sends eight mailings a year to your corporate customers. Enroll your accounts for a flat annual fee per recipient.

The well-known Atlas brand supports you with a highly recognizable identity. A full complement of branded materials and sales messages provide unlimited flexibility to build your business. Just as Atlas helps customers *go new places®*, we enable you to achieve the success you envision.





## Atlas® IT

Technically speaking, we're fluent.

**AtlasNet**® is a set of information tools designed to help Atlas agents remain the strongest entrepreneurs in the moving and logistics business. When complying with the intended use of the tools, agents maintain a clear business advantage over competitors, including getting paid faster, access to more accurate information, and system-wide efficiencies to increase Atlas competitiveness.





#### Internet and Intranet

Well-developed sites serve you and your customers.

- AtlasVanLines.com Public website with customer tools for instant quotes, finding an agent, shipment tracking, customer service and claims.
- AtlasNet Secure, web-based systems with proven tools for all aspects of your van line business.
- Lead generation, management and reporting
- Customer management
- Dispatch and shipment management
- Rating and distribution
- Invoice review and approval
- Claims and settlements
- Database of agencies' capabilities





#### Cloud-Based Data Management

Atlas maintains secure, worldwide access to shipment information with real-time data collection and minimal data entry for you.

## Equipment Tracking Supports Efficiency and Customer Satisfaction

- Atlas is first in the industry with "Atlas Trac" on trailers (Omnitracs).
- You get real-time information and customized reporting.
- Your customers can follow their shipments online.



#### **Additional Tools**

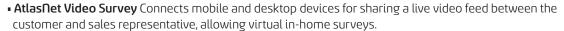
Atlas makes things simple for you and your customers.

- Atlas Customer Portal An easy, online tool for tracking your shipment.
- AtlasNet Survey Enables you to conduct in-home surveys and produce on-site estimates.

"Instead of being dazzled by new but untested technologies, Atlas makes careful, well-informed technology choices based on what's best for our customers and employees."

Rob Shetler

Shetler Moving & Storage of Ohio, Inc. (1831)



- AtlasNet Inventory Streamlines your HHG inventory and customer check-off and allows bar-coding for advanced efficiency with photo management capabilities.
- AtlasNet Warehouse Import AtlasNet inventory data directly into the AtlasNet Warehouse WMS when the Professional Van Operator delivers into your warehouse.
- Two-Way Texting Records all text messages between the customer and everyone in the Atlas service chain. They go directly in the customer's record to inform every aspect of service while making it easier to communicate.
- Video Survey Virtual in-home walkthrough for accurate estimates.

#### Atlas Help Desk

Trained associates ensure uninterrupted service for your customers.

#### Internet Lead Management

Captures and sends COD inquiries to agents.

#### Van Line Notifications

Email alerts keep you on top of critical shipment events.

# Value-added services offer you a business advantage.

**Technology Support** Ensures your systems interface with Atlas. Get personal consultation and answers via chat, email or phone.

**Discounts on Cellular Services** Special discounts on cellular services and equipment through our cellular national account providers..

**Corporate Purchase Discounts** Save money on your investments in hardware, software, and telecommunications equipment.





## Atlas® Academy "New agent, we're here for you."

Atlas Academy is invested in your success. We make your team comfortable with Atlas systems so you can focus on incredible customer service.

## Once you're a member of the Atlas family, Atlas Academy will contact you about:

- Establishing a point person with whom to coordinate and plan the training process.
- Requesting a list of people and the jobs they perform.
- Ensuring all agency personnel have Atlas Academy accounts and are set up with their respective curriculums.
- Coordinating and scheduling all webinar training.
- Scheduling any follow-up training as needed. If on-site training is agreed upon, Atlas Subject Matter Experts (SMEs) are paired with agency personnel.
   The SMEs will ensure that each agency employee is competently utilizing Atlas' tools and processes.





#### **Customized Curriculum**

Our training experts tailor a curriculum to help you transition seamlessly into Atlas. An online system lets you plan, implement, track and manage your agency's learning activities, and builds a customized curriculum for:

- Sales
- Customer Service
- Finance
- Management

- Estimators/Surveyors
- Operations/Dispatch
- Claims
- Safety

#### AtlasAcademy.com

### Multiple Training Methods.

Enjoy flexibility with training to suit your learning style, supplemented by updates and ongoing support. Choose from a catalog of courses available anytime and anywhere via internet. Polish your professionalism in sales, customer service, IT systems, management, finance, quality, and more.

#### Atlas<sub>®</sub> Offers:

Webinars

- On-site (optional)
- Videos

- Online Training
- At Atlas Headquarters (optional)

#### Online Training

Atlas Academy's catalog of courses is available anytime, anywhere. We can make suggestions on courses.

#### On-site

You can come to us, or we can come to you. After we have completed the webinar training, we can meet face-to-face to coach unique situations or to fill in any areas needed.

#### CSA Training

Atlas Academy provides interactive training on CSA-related safety procedures. This training is available to Atlas agency drivers and staff.



## Atlas® Academy con't...

#### Webinars

Webinars provide the bulk of the training. Using web conferencing allows Atlas Academy to demonstrate live on Atlas systems, troubleshoot unique situations, and coach individually or as a group. Your orientation takes place primarily via online conferences on:

- AtlasNet The hub for Atlas business and information systems.
- Sales Development Marketing, contract administration, pricing and estimating programs.
- Credit and Collections How Atlas collects and processes payments.
- **Dispatch** Shipment processing, from registration to delivery and reports.
- Rating and Distributing Viewing financial data, weekly settlements, and document requirements.
- Claims Processing How Atlas monitors, processes and reports your customer claim activity.
- Fleet and Safety Using Atlas resources to help you keep a safe, efficient, and productive fleet.
- Agency Services Understanding advertising requirements and handling, paint program, quality program and online rosters.
- Risk Management Public liability and property damage insurance for agents and PVOs.

We are dedicated to helping you learn the Atlas tools and techniques quickly and efficiently.

## Centralized Billing

For your convenience and your customers' satisfaction.

#### Automated Rating for Accuracy.

Easy-to-Understand Invoices Simple, organized and detailed to eliminate customer questions.

**Custom Invoice Preparation** Can include contract terms on the bill to eliminate possible confusion.

**Agent Control in Process** Your review and approval prior to invoice submission enhances accuracy and billing efficiency.

**Document Imaging** Paperless system for archive and retrieval of shipment documents, enables swift review and resolution for billing, claims, and distribution.

**Immediate Settlement** Quick payment improves your cash flow. Paperwork in by Friday triggers payment on following Friday. Learn the fastrac process for even quicker payment,



#### Multiple Representation Options for Sales and Hauling

- Opportunities from 38 approved companies.
- 409 and interline agreements enhance cooperation with other carriers.

#### Tools to Grow Your Business

- Web resources for DP3 information, quality scores, and guidelines for your success.
- Proprietary Atlas move-management program bolsters your GSA booking capability.
- Atlas military handbook helps you build staff confidence and ability to serve military customers.

#### Strength for Your Revenue Stream

• Commissions pre-paid and settled weekly.



# Average Years of Service

Managers 19 Employees 12 Agents 22 Operators 8

#### Did you know?

9 out of 10 Atlas Agents are at least second-generation movers.



# Atlas® Van Operators and Drivers

Professional all the way.

Atlas employs some of the most experienced Professional Van Operators (PVOs) in the industry. We take the business of recruiting and retaining these professionals seriously.

**driveAtlas**® is the brand for our Atlas PVO culture. Through open communication with our PVO community and programs that both reward and share our appreciation for those who drive Atlas, retaining the best of the best in the industry is a top priority.

The **driveAtlas**® website, blog and social media provides all Atlas PVOs important information specific to the company, on industry topics, and in support of successful operation for both owner operators and company PVOs.



**BRAVO** is an annual event (since 1988) that Boosts Recognition of Atlas Van Operators for a job well done. The event takes place at agent locations throughout the U.S. and Canada after the busy summer season. PVOs can stop in at any participating agency and enjoy food, prizes (such as free weight tickets, truck washes, toolkits and other gifts) and the companionship of fellow PVOs, crews and agency personnel.



The Right Equipment for the Job

A big reason for your customers to say "yes."

With Atlas, you have access to capacity and well-maintained equipment for virtually any moving challenge.

Atlas Qualified Van Operators	2,854
Power Units	3,646
Tractors	1,973
Straight Vans	1,673
Trailers	4,009
Leased	3,520
Owned	489
Lift Gate Units	447
Climate Control	29
Agent Warehouse	349
Total Square Feet	13,390,843
Numbers above reflect current statistics as of January 2019.	



**Proactive with CSA** Atlas operators are required to adhere to strict DOT regulations. Drug and alcohol testing reinforces safety.

**Awards for Excellence** Atlas recognizes quality among haulers and prime fleet operators.



#### Global Logistics Team of Professionals and Systems.

Three wholly-owned Atlas affiliates serve the logistics needs of Atlas customers.



Founded in 2012, **Atlas Logistics**® provides cost-efflective project management and supply chain solutions. The company uses both Atlas-owned and brokered assets to flex with strength in transportation, warehousing, distribution, and supply chain management.

Atlas Logistics answers in the U.S. and globally with a wide range of services for shippers across all industries.

#### Industries:

Retail
 Raw Materials
 Hospitality
 Store Fixtures
 Healthcare
 Restaurant
 Manufacturing
 Electronics
 Fine Arts
 Capital Goods
 Medical Equipment
 Exhibits

Atlas Logistics maintains a fleet of quality equipment and experienced operators for specialized transportation of high-value products. Offering custom solutions from asset based padded-van service to white-glove service, with our network of agents around the world, you get service wherever you need it.

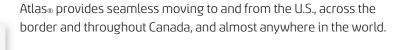


**Titan Global Distribution**™ delivers a single, turn-key solution for freight management, warehousing network and professional installation services to manage projects from start to successful completion. Whether clients are opening, renovating or relocating facilities with furniture, fixtures of equipment (FF&E), Titan Global Distribution has a qualified service team to meet all these needs, all the time!



# Across Canada and Overseas

Quality, door-to-door, globally.





### Atlas<sub>®</sub> Canada

Canada's premier van line and largest carrier of household goods, providing services that parallel Atlas Van Lines in the U.S.

- More than 130 agents deliver Atlas quality service throughout the provinces.
- Reputation for excellence with "Quality in Motion" performance standards.
- Domestic HHG market share of 23.27% (Corporate 35.8%; COD 41.7%; Government 17.2%).
- "No Stranger in Your Home" background checks verify 3500 service personnel.







### Atlas<sub>®</sub> International

Turnkey solutions worldwide for HHG and commercial cargoes through a network of more than 2,000 Atlas-approved service partners.

- C-TPAT Certified, partnered with U.S. Customs and Border Protection to better secure the international supply chain.
- RIM certification of staff documents expertise with International Moving Standards.







## Atlas® World Group

Many strengths, with transportation at our core.



**Atlas Van Lines** The flagship subsidiary, responsible for over 75% of total revenue. Supports van line services delivered by Atlas Agents throughout the United States. Includes Relocation Services Group (RSG); Specialized Transportation Group (STG).



**Cornerstone Relocation Group** Full-service relocation and custom move management programs for corporate clients. Strategic partner for Atlas agents.



Avail Move Management with the technology and expertise to optimize relocation programs for better service levels and better budget controls. The Avail movr® mobile app packages relocation services all in one place for the transferee and allows administrators to effectively manage lump sum benefits.



**Atlas Logistics** is a full service logistics company, unique in its ability to leverage 3PL services and an asset-based fleet to provide customized supply-chain solutions.



Titan Global Distribution Third-party, turnkey capabilities in final-mile solutions for furniture, fixtures, and equipment. Niche strengths in hospitality and health care.



## Atlas® World Group

Many strengths, with transportation at our core.









**Atlas Terminal Company** Sales, leasing, and servicing of equipment for Atlas Van Lines and its agents.

**Atlas Canada** Van line services delivered cross-border and throughout the provinces by Atlas Canada agents.

**Atlas World-Class Travel** Full-service travel agency serving Atlas agents and employees of the Atlas World Group family of companies and the general public.

**Atlas International** International freight forwarder providing door-to-door service for Atlas agents and their customers.

For more information on Atlas subsidiaries, visit atlasworldgroupinc.com



# The Benefits of Being an Atlas® Agent

We're working to make Atlas the best for you and your customers. As our agent, you will get the help your business needs to *go new places*<sup>®</sup>.

#### Advantages of Industry Leadership

- One of the largest major van lines.
- Agent-owned and directed.
- Financially stable and strong.
- High customer satisfaction and retention.
- Expertise in corporate, COD, military and GSA, special products.

#### Operations Strength for Business Strength

- Centralized computer dispatch, all time zones.
- Unlimited right to book, pack and haul national accounts.
- Equipment sales and leasing, maintenance and repair, repainting.
- Qualcomm® trailer tracking.
- Experienced operations professionals (managers average 20+ years).
- Van line supports you; does not compete with you.

#### Sales and Marketing for Growth

- No restrictions on sales territories.
- National account development (Annual Forum and Corporate Survey).
- High-traffic, lead-generating website.
- COD lead management (internet and partner referrals).
- Social network development and support (Facebook, LinkedIn, Twitter, YouTube and others).
- All-in-one resource for sales and marketing (AtlasLoop.com).
- SEO and SEM investments support your business.



## Advanced Communication for Efficiency

- IT innovation named in top 250nationwide by InformationWeek.
- Cloud-based data management with secure, web-based business tools.
- Apps for mobile pricing, tracking, inventory, survey, and more.
- Toll-free phone and long-distance calling plans.
- Online shipment tracking for you and your customers.
- Tech support for your comfort with Atlas systems.

#### **Building Business with Quality**

- All Atlas Agents AMSA-certified as ProMover.
- Programs to educate on CSA and reinforce compliance.
- Recognition of agent performance with quality awards.
- Atlas Academy (customized training, online and on-site).

#### Financial Services for Effective Business Management

- Paperwork in by Friday, funds deposited following Friday.
- Prepayment on national accounts.
- Among highest agent commissions in industry.
- Account billing at no charge to you.
- Ratings and distribution cash advance.
- Immediate settlement system enhances your cash flow.
- Paperless process, online document review for invoice approval.

#### Customer Service for Long-term Relationships

- Online claims process for you and your customer's input.
- Swift, equitable settlement with your involvement.
- National network of qualified repair providers.
- Quality awards reinforce your service excellence.

# Atlas<sub>®</sub> Agents

Prior van line affiliations (recent transfers).

Agents from all across the U.S. have found **The Atlas Opportunity** to be the right choice for their success.

#### Allied

#### Mills Van Lines, Inc.

Strongsville, OH Mike McGill

### Santiego Worldwide Moving & Storage Inc.

Pearl River, NY Giulio Zangrilli

#### NAVL

#### Freddy Duncan & Sons Moving

Cookeville, TN Freddy Duncan Sr.

#### **Palmer Moving Services**

Warren, MI Jeff Palmer

#### Park Transfer & Storage, Inc.

Birmingham, AL Brian Henry

# What Our Agents Say

"As a second-generation owner of a family-oriented business, I can't stress enough how becoming an Atlas agent has been one of the best decisions our company has made. We at Santiego Moving have had no regrets transitioning to Atlas."

#### - Giulio Zangrilli

President, Santiego Worldwide Moving & Storage Inc.

"Atlas Van Lines is one of the most respected organizations in the moving & storage industry, if not the most respected – so when we thought about making a change, Atlas was our first consideration. We are PROUD to be a part of the Atlas family, and in looking back, we wish we had made the switch a long time ago."

#### - Mike McGill

Senior Vice President, Mills Van Lines

"Palmer Moving joined the Atlas family in January of 2018 after over 60 years with a competing Van lines. During these first two years, the Atlas's technology capabilities, commitment to quality, and the overall ease of doing business has helped Palmer Moving prosper well beyond what we had hoped for. This was a great move for us!"

#### - Jeff Palmer

President, Palmer Moving

"From day one, our entry into the Atlas family has been a great experience. We won a 500,000+ Titan hotel project within a month of signing our contract. We are excited to be a part of a team with a keen eye to the future and hope to continue to grow into a strong resource and partner to all agents in the Atlas Family."

#### - Brian Henry

President, Park Moving & Storage



#### Atlas and Its Agents Commit to Take Green New Places

Atlas views sustainability as an important part of our commitment to *Go New Places®*. Because we never stop thinking of ways to do our job better, **our thousands of professionals around the globe work every day to take** *green* **new places.** 



## go new places.

# Let's go new places® together.

You're focused on success. You have the smarts, the energy, and the desire. But you need the resources only a major van line can provide.

## Is Atlas right for you?

We think it is. As an agent-owned cooperative, Atlas commits to the mutual success of all who represent our brand. As an Atlas Agent, you open a door to your own share in this success.

As you've seen in these pages, you get all the advantages you expect and more when you join Atlas. Best of all, you get an organization that understands and values the entrepreneurial spirit.

We believe the opportunity for success is limited only by our imaginations. We invite you to imagine the new places you wish to take your business.

Join us. Let's *90 new places*.® together.

To Learn more about being a part of the Atlas agency family, contact: **Steve Hermann** *Vice President of Agency Development* **800-638-9797 ext: 2513** or **steherm@atlasworldgroup.com** 



### Let's go new places® together As one of the world's best known and most trusted names in moving, every day is moving day for us.™

Every day, thousands of Atlas professionals cover the globe — moving people and household belongings, providing transportation logistics, or performing office & commercial services.

We're the most trusted partner of corporations to move their employees and families — and a respected choice of demanding military and government customers. It's what we do. Every day. And we never stop thinking of better ways to go new places."

















visit us at atlasvanlines.com contact us at 800-638-9797

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