

Become A ProMover



ProMover is a certification program that gives consumers an easy way to separate reputable, professional movers from “rogue operators.” The ProMover certification takes the worry and the hassle out of moving by helping consumers identify professional movers who have agreed to abide by high standards and by providing information and assistance with everything from finding a mover, to getting an estimate and packing tips, to understanding valuation and insurance.



Interstate ProMovers

The **ProMover seal** represents nationally recognized, industry-wide standards of conduct for professional movers, and enhances your company’s and/or van line’s brand identity as an ethical, professional business. You will be listed as a ProMover on our consumer website, Moving.org.

All ProMovers are subject to an annual review to ensure they continue to meet the certification requirements.



Requirements to Become a ProMover

- You must agree to higher ethics and professionalism in the moving industry;
- You must provide evidence that you have legitimately provided service for 18 months under your corporate name through letters either from an association or van line affiliation;
- You must submit two letters of reference from ProMover members or state moving associations;
- You must agree to abide by the ATA Moving & Storage Conference Code of Ethics;
- You must verify your company is in good standing with the state. You can do this by attaching a state quarterly or annual filing to the application;
- **Applicants must agree to adhere to the following professional business standards:**
 - Provide prospective customers with various materials re rights/responsibilities
 - Advertise fair and accurate with appropriate governing numbers
 - Provide customer with liability info pre-move
 - Provide estimates of costs (unless waived under valid circumstances)
 - Abide by the 110% rule for collections
 - Prepare descriptive inventory
 - Weigh shipment by certified scale when charges based on weight, furnish evidence and perform reweigh upon request
 - Make reasonable efforts to fulfill service arrangements, including pickup/delivery dates, and keep customers advised of delays
 - Acknowledge claims within 30 days, final disposition within 120 days
 - Arbitrate disputes \$10K or less under NAF program
 - Verify of satisfactory rating with consumer reviews
 - No outstanding complaints in the ATA consumer database