

A woman with blonde hair, wearing a maroon dress and tan heels, stands with her hands on her hips in the center of a large warehouse. Behind her are several white Ford vans. The warehouse has a high ceiling with exposed wooden beams and industrial lighting.

OnTheMove[®] Inc.

Edition 34 JAN-MAR 2023

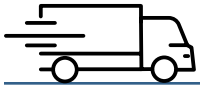
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THE NEW FACE OF GROWTH

30 YEARS IN THE MAKING



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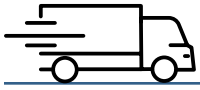


Through superior customer service and quality innovative products, On The Move provides their Licensees the ability to add value and profits to their business.

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Events

SHOW	LOCATION	DATES
Canadian Self Storage Association	Mont-Tremblant, Quebec	January 24-25, 2023
Arizona Self Storage Association	Ft. McDowell, Arizona	Feb. 14-16, 2023
Spring Conference and Trade Show	New Orleans, Louisiana	March 8-10, 2023
Annual Conference Registration	St. Louis, Missouri	April 27-28, 2023
Northeast Storage Expo	Springfield, Massachusetts	May 2-3, 2023
Mid Atlantic Conference	National Harbor, Maryland	May 18-19, 2023
California Self Storage	Napa, California	May 15-16, 2023
Inman Connect	Las Vegas, Nevada	August 8-10, 2023



DUCK FART SHOTS CAPPED OFF THE EVENING AT OUR ANNUAL
2022 CHRISTMAS PARTY...NO DUCKS WERE HARMED



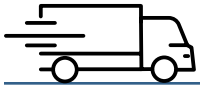
OUR 30TH ANNIVERSARY AND CHRISTMAS CELEBRATION





THANKS TO YOU, WE CELEBRATE OUR 30TH ANNIVERSARY AT OUR ANNUAL CHRISTMAS PARTY...

Cheers!



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Salud!



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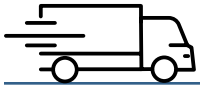
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1. MICHIGAN SSA SHOW – Jacquelyn Nash representing On The Move at her home state and alma mater SSAM!

2. NAR REALTOR SHOW – Tim Moranz and David Nasis showcase the Nickley Group Truck at the Orlando NAR show...sunshine mixed with a little hurricane, Great Show!

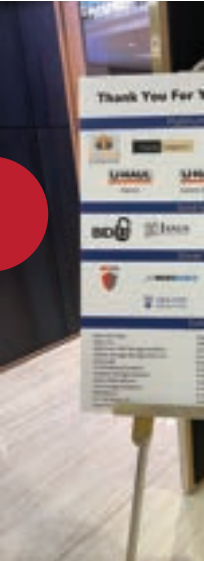
3. SALESMAN OF THE YEAR – David Nasis our 2022 salesman of the year, 2 years running! He must be giving'em away – call him before we find out!



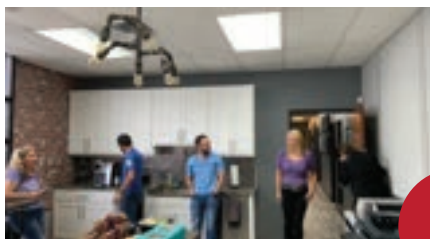
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2



3



4. CELEBRATING CJ'S FIRST BOSS'S DAY – Here's to many many more!

5. LEXIE ROSE – On The Move girls get together to celebrate our controller Lexie Rose 30th Birthday...Salud!



6. GOLF – On The Move supported Rotary Club at their annual golf tournament at Fair Oaks Country Club.

NEW TRUCKS ON THE ROAD





EMPLOYEE SPOTLIGHT

Charly Burch



Name: Charly Burch

Position at On The Move:

I am an Operations Administrator

When did you start working at On The Move?

I began working at On The Move on August 17, 2022, so I'm still a newbie!

What did you do before On The Move?

I've held many job titles, including CSR in retail, Custom Framer, Legal Assistant, Child Care Provider, and Stay-at-Home Mom.

Where are you from?

I am originally from Virginia, where I still have family, but I moved to Texas in 1992. Most of my time in Texas was spent in Tyler and surrounding East Texas towns, but in January 2021, my husband and I moved our family to Boerne for its charm, adventure, and to be closer to his parents in San Antonio. We are thrilled that we made the move!

Alma mater:

I attended Tyler Junior College and earned an Associate's Degree in Psychology.

Favorite thing about On The Move?

My favorite thing about On The Move, by far, is the working environment. It is unlike any I've ever been in. The sense of camaraderie among our team is warm and welcoming.

Tell us about your family.

My husband, Sam, and I have been married for almost 16 years. We have four children—two sons and two daughters. Bane, our 24-year-old son, lives in Tyler and wraps cars, trucks, boats, bikes, and more with vinyl graphics. His job provides him a great sense of satisfaction and accomplishment. Our next oldest, our daughter Riley, is 13. She is a 7th grader who loves her snake, a ball python named Teddi, her friends, and drawing anime. Avery is our 11-year-old son. He is in the 5th grade and enjoys playing football and video games. Kaylee, our youngest, is 9, a 4th grader, a Girl Scout, and she loves everything and everyone! She is a member of the Choristers at her school. Performing for her family and friends is what she loves.

Hobbies?

I love, love, love painting with watercolor and gouache. It's my favorite solo hobby. My husband and I enjoy travelling together. We are fond of the mountains, tall trees and all bodies of water. Any location that has all three is our favorite location!

Favorite animal?

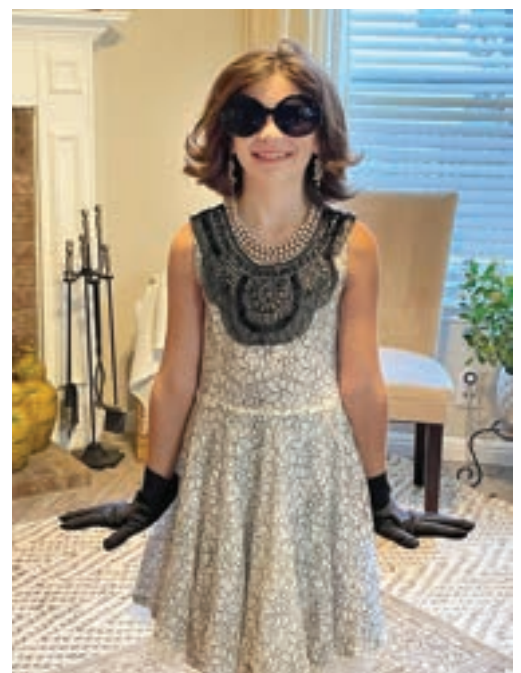
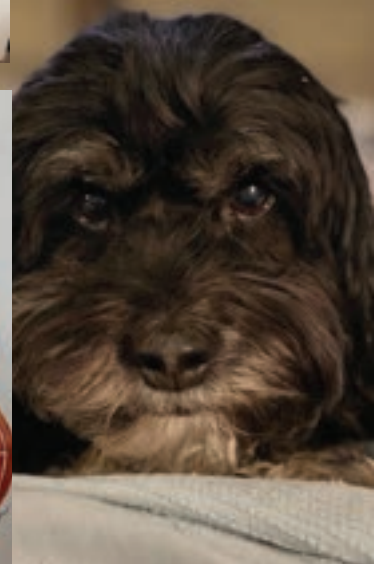
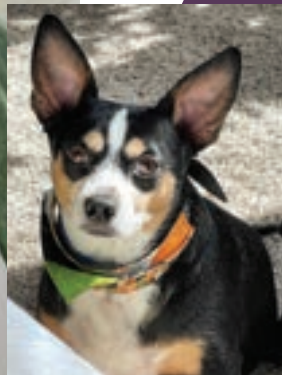
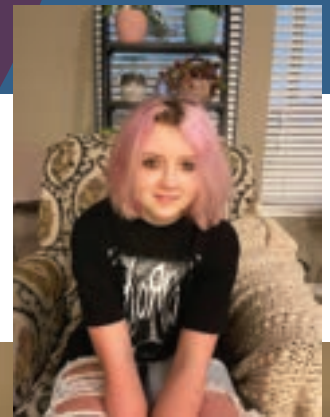
Our two dogs! We have Baxter, a 9-year-old Cockapoo, and Ollie, a 5-year-old Chiweenie. They are the best pups!!

Favorite Music?

I love most music. I can't pick a favorite genre, because it changes based on how I'm feeling. Listening to songs that fit my mood is cathartic and my most effective form of self-care!

Proudest moment at On The Move?

My proudest moment, so far, is having been chosen for the Employee Spotlight!





Letter from the President

THE NEW VOICE

This first year as President of On The Move has been one of the most rewarding experiences of my life. On The Move started when I was just a child and has been a part of my life ever since. I remember traveling with my family to the different trade shows and helping set up, speaking with other members of the industries, listening to the different interactions, and being mesmerized by the marketing booths. I remember meeting some of the clients that have been with On The Move since the beginning and are still with us today. As I start to write this, the memories just keep flooding in like an 80's movie montage. I wonder what the theme song would be. Perhaps something by Journey. "Wheel In the Sky" keeps

flickering in and out as I recall all of this.

I know children whose parents were doing business with On The Move and now have had the torch passed down similar to my family. So many of our clients have been with us for ten, twenty, or even thirty years. When you have business relationships that last for that long, you develop these lifelong relationships that are just not found every day. Some of my closest friends originated because of meeting within the industry where it is not just about business, it is a family. I think about where some of these businesses started and what they have grown into and where On The Move started and where we are now. I pull up every day and see the first truck we ever sold at our headquarters and what my grandfather spent years developing which

is the Aerocell model we supply today with over 10,000 vehicles across America and Canada. I didn't sit down with the plan to bring nostalgia into this, but it is just amazing to have been a part of all of this.

I remember arguing with my parents about having to go and clean storage unit doors countless times at our storage facility. I remember working there through high school and trying to think of different marketing tactics to bring people in. I have been the manager behind the desk, and I have felt the stresses that come along with that. Thinking about what we could do to make the experience better for each tenant while at the same time what could we do to make the manager or storage owner's

continued on page 17





life easier. As the years have progressed and I have continued to learn more and more about our different industries, that has always been my mindset. "What can we do to make it easier for the customer?" On The Move has done a great job of this over the past thirty years but now it is my job to think about the next thirty years and I want to assure you that thinking about the customer first will always be my mentality.

I want your experience with On The Move to be the friend you turn to during stressful times and I want that friend to be someone you know and trust. Someone that you have worked with for years and if you are new to the program, then have the feeling that you made the right choice in partnering with us and are looking forward to the opportunities ahead. I am a consumer just like any of our clients and I don't think I am alone when it gets frustrating when you must call customer service and get an automated system that makes you scream, "SPEAK WITH A REPRESENTATIVE!!!" twenty times. Then if you're lucky enough to get through to someone, it is a different person each time and nothing gets resolved. Even when we are dealing with these companies that have amazing websites, customer portals, and apps, sometimes we still have issues and need to speak with someone.

I want to fix that gap between companies having the best technology but poor customer service. We want to make your experience as easy as possible, but at the same time keep the personable touch for the best customer experience imaginable. A lot of you have migrated to our ACTION 2.0 software for scheduling and rental processes. This software has been a huge success, but I cannot wait for everyone to experience ACTION 3.0. This has been a child of mine for the past year and is almost there for you to experience. This software blows ACTION 2.0 out of the water, so your entire experience is so simple and easy to use while offering endless features. While at the same time, you still can always call us when needed. I am also very excited about the new customer portal that we have been creating. This will not just allow you to access the rental software, but you will be able to get into your account at any time to pay your invoices, access your certificates of insurance, obtain ID cards, shop On The Move products and just overall, have everything at your fingertips.



What I am trying to bring to On The Move is to make customer service so immaculate that you never need to call customer service. However, when you do, it will be someone that you know and trust. Someone you can consider an industry expert that is always going to give you an honest answer. We have made a lot of changes in leadership, but all of them are for On The Move to become the best company it can be for you. My team is here for you and so am I. We want to help you succeed in your vision and I promise that we will never stop, never let up, and never deter until that happens for you.

Sincerely,

CJ Stratte



CJ Stratte, President

On The Move, Inc.
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Boerne, TX 78006

IS TECHNOLOGY THE FUTURE OR THE PAST?

BY DANIEL GARZA, VICE PRESIDENT OF SALES AND OPERATIONS

Is technology the future or the past?

We always hear that “Technology is the future.” However, this is not the case. Technology is our past, present, and future, and could also be argued that technology is the largest component of human evolution. However, to understand this concept, we must understand that technology means different things to different people. Today, if you ask someone what technology is, you will most likely hear some sort of answer involving computers and advancements in artificial intelligence. Not that this is wrong, but what is technology at its core?

Technology is the application of scientific knowledge for practical purposes. Simply put, this means that technology is whatever can make your life easier. This goes back over 3 million years with the first chopping tool discovered from an early campsite in the bottom layer of deposits in Olduvai Gorge, Tanzania. This artifact is preserved at the British Museum that shows deliberate shaping where the maker knocked flakes off both sides of a solidified volcanic lava pebble to create sharp edges. This is a tool that was created to make life easier. 1 million years ago, we find evidence of fires used in caves, 20,000 years ago we see the beginning of agriculture. Fast forward to today, we see computers that use to be as large as entire rooms fitting in the palm of our hands. We can fly from one part of the world to another in just a few hours. Obviously, we have come a long way from shaping lava pebbles, but as we study evolution and anthropology, we

don't see humans inventing something to make their lives harder, they want it easier.

The advances in technology keep us moving forward, hence the word advances. Take electric vehicles which have caused a lot of controversy over the years but look where they are now. Every OEM is pouring billions of dollars to move toward an electric future instead of improving internal combustion engines. However, what made a brand like Tesla stand out from the competition and reshape an entire industry? Does an electric vehicle really make your life easier? The arguments could be made both ways but if your mode of transportation is used 95% of the time for local use, well then yes, it is easier to just plug in your vehicle when you get home instead of having to find a gas station. But it does take longer to charge than the 5 mins to fill up the tank with gasoline. However, that isn't what won people over because there have been attempts at electric vehicles before and Tesla almost failed with its first few models.

The experience inside of the Tesla is what gained so much traction basically creating a rolling tablet. With gigantic screens, top-of-the-line AI, and driverless applications, Tesla did make the experience easier which is evolution, which is technology. They are once again using technology to evolve the human species. We then have smartphones, smart homes, and the list goes on for technology to make your life easier. The rental industry has embraced these advances in technology because the

goal of a rental operation is to make the experience as easy as possible, not just for the renter, but also for the owner.

The vehicle rental industry has grown exponentially over recent years. One of the reasons this industry has grown so much is due to technology. We have so much technology to make our lives easier that once it transfers within an industry, the simplification becomes appealing. Just look at a rental care agency when you travel. If we take a company like National Car Rental. This company allows you to get online to book your vehicle, become an Emerald Reward Member if you want which I would recommend, and then just walk up and pick any car in the lane. Its not just National, most of the rental companies have the same platform, they must in order to be competitive.

There are also smartphone apps that allow you to track everything about your rental, even access GPS in case you lose the rental car in a parking lot or get lost in the woods. You can make your payments, and get rewards, some of the good ones will even have calculators built within so you can estimate how much you will be spending together for your trip; gas, insurance, upgrade, etc. This is all about what makes your life easier as a consumer, and as an operator.

On The Move has dedicated 2023 to transitioning all the technological advances into our program to streamline the best user experience for you and your renters. The upgrade for Action 3.0 is just around the corner as we begin beta testing. Ease of use was the mantra repeated every time we decided on the software. What can be the easiest for the renters? What can be the easiest for our operations? We are also creating a customer portal that

will tie everything together and allow our customers to access everything they need with the click of a button.

We will also be looking at the advances within the automotive industry to determine when to start leasing out electric vehicles and charging stations. We want our customers to be able to rent out any type of vehicle to create their own rental fleet. Instead of just a box truck, rent out pick trucks, rent out cars, we are even looking into offering packages for multiple vehicles to help get you started into a whole new revenue stream. With technology advancing and our society continuously evolving, we want to stay ahead of the curve and continue to deliver state of graphics, state-of-the-art vehicles, state of the art software. In the end, we want to make your life easier and as history has taught us, technology is the way to do that.



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PARTNER INTEGRATION

BY JACQUELYN NASH, VICE PRESIDENT OF INSURANCE



Storage operators are besieged by daily pleas to innovate from vendors and tenants alike. So much has changed in the last 30 years of storage, yet nothing ever changes much at all. We still rent a room to someone with the need to store their belongings due to sentimentality or a major life change.

What has changed is technology, for better or worse. It's a microcosm of a worldwide tech paradox. It simplifies; yet complicates our lives. It makes us safer, yet more exposed to risks. (Think,

we didn't need cyber security firms or insurance 30 years ago.) It brings us all closer together, shrinking the world while simultaneously isolating us as seen in the pandemic.

A huge advancement in my nearly 10 years working in self-storage insurance has been the evolution of tenant insurance to an open-mindedness of a 2nd option. Storage operators in the 70s came together and fought to create a "release of liability" provision to be added to the lease agreements. It essentially removed any liability the owner had for their tenant's goods in storage. This change was seen as a huge win for owners. Tenant insurance has been around since the 70's as a need arose since tenants needed a way to protect their belongings in storage as the main goal, eventually providing owners with a small percentage of the earnings for selling the insurance. This led to more legislation and a need for limited licensing in more than half of the states in the US to date.

Tenant protection came in and rewrote the rulebook and created a 2nd more owner-friendly option that still takes great care of tenants. Across the board, owners and management companies enjoy extremely high-profit margins on tenant protection, which, in the current market is a huge win as they can charge additional rent for the same square footage, increasing profits and adding value to the facility or portfolio.

Unfortunately, it is technology causing issues for both tenant insurance and tenant protection as greed defines a lot of humans' character and can explain their actions. "Outsiders" have come into our once protected, close-knit, and familial-like industry solely looking to cash in on the hard work we have all built as small business owners. This has turned into mergers, acquisitions, and monopolization in an industry that is built on trust and relationship building. Customer service is not sustainable from these massive- vendor conglomerates, they only see dollar signs.

Meanwhile, this dark side of technology has urged competitors to band together to stand up against greed, encouraging the industry to stay as free market capitalism friendly as possible. We believe in open-sourced technology so everyone can take care of their customers and use technology for the better. We don't believe in the underbelly where good companies have turned to horrible tech giants that don't care about relationships or our industry.

We all are here to make a living and in my opinion, treat each other, and our customers the right way. I implore you to not let technology detract from those goals but rather, use it responsibly and build real human connections.



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BUILDING YOUR OWN BRAND

BY DANIEL GARZA, VICE PRESIDENT OF SALES AND OPERATIONS



Building a brand is one of the hardest components to becoming a successful business. The number of extraordinary products that fail to reach the masses are endless. However, let us not forget that a product is not a business, this is just an offering of the business. The brand is what consumers connect with. When a company does not market itself correctly, or does not consider the seriousness of branding, we see them vanish into the abyss of what could have been. On the other end of the spectrum, we have seen many products that are for lack of a better word, horrible, but end up being successful. Why do you think this is? Well, it is marketing, it is branding. Where did these companies go wrong? Or where did they surpass expectations? How can you make sure that your brand is being utilized for growth and not spiraling downward towards failure?

Define Your Target Market

When building a brand, people tend to think too big too soon. We want everyone to see us and we want everyone to use us. Well, I'm sorry to be the bearer of bad news, but no matter what product or service you are selling, you're not going to be for everyone. There is not a business in this world that caters to every type of person. That is why defining your target market is so important. However, let us first just focus on a few instead of many. Let us focus on the most promising targets that will allow your brand to grow organically from their success with your product or service. This way you will receive the greatest payoff for your investment because that is exactly what this is, an investment. You are investing money, you are investing time and we want to make sure that the time and money is not wasted.

Know Your Industry

Knowing your industry sounds redundant but this problem occurs all the time causing a company to become archaic and fall behind. Always stay up to date with industry trends and latest news, practices, companies, technology, etc. It is actually sad how often this happens,

but a business begins building its brand, has good products, and then just puts themselves on cruise control with the confidence that the world is going to stay the same and somehow they will not be left behind. The world

“Depending on how your industry is changing, your marketing may need to change, your strategy may need to change.”

is changing everyday and each industry is changing every day. Depending on how your industry is changing, your marketing may need to change, your strategy may need to change. Get out there and stay out there. Remember that networking is about marketing and building relationships. A common mistake is that networking is looked at as a sales opportunity instead of a marketing opportunity. Marketing always comes first and then the sales follow.

Make Yourself Visible!

It shouldn't come as a shock that the more visible you are, the stronger your



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brand becomes. We have discussed defining your target market and networking, now we focus in on making sure these people are seeing you. How is someone supposed to know about your brand if they never see your brand? However, once again we go back to your investment of time and money. What is the best way to use these resources for maximum exposure? Just like we spoke about networking, you must get out there. Since we are starting off small with our focus on target markets, this is crucial and should be handled with great care. Understand your community, think about what your brand is conveying when consumers are seeing it. Investigate color schemes that coincide with your message and make yourself a trusted source.

Become The Expert

This brings in everything that we have been talking about. Within your target market, within your community, you don't want to just brand yourself as a trusted source, you're going to have to be a trusted source. You need to be the industry expert. If you are in the real estate industry, you better know about the market, the trends, but also be able to convey these to your customers so they feel the purchasing decision was the right move. From here, word of mouth starts, and your brand will grow exponentially. Remember, wherever you are, you are the face of your brand. You are the face that consumers are seeing. You are the voice they want to hear from. You are the voice they trust. Do not let them down and your brand will grow but remember to never stop learning. Just because you gain momentum, doesn't mean that you won't lose it. Always remember your investment in yourself, the time, the money that has been put into your brand. And never settle.



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ROADSIDE ASSISTANCE - WHAT IT IS AND WHY YOU NEED IT

BY DANIEL GARZA, VICE PRESIDENT OF SALES AND OPERATIONS



When having roadside assistance, what exactly are we getting? This is not a product, this is a service and within that service we are looking for comfort. We are looking for peace of mind. In some ways, roadside assistance can be looked at as an insurance policy. Vehicles are required to have insurance to legally be on the road, but they aren't legally obligated to have roadside assistance. You hope the time where you need it never comes, but if it does, would you rather have it or be on your own. This is why roadside assistance is underprioritized when it can be a saving grace. With that in mind, now think how important this is when you are renting a vehicle out to your clients.

What does Roadside Assistance Do?

Each client that rents one of your vehicles is putting their trust in your company, your brand. They want to have a reliable vehicle that is going to get them from point A to point B. They have to have protection in case of an accident. However, they

also want to have protection if they were to get stranded. Ask yourself, "Do you want your clients to call if they are stranded and you not have a solution?" Or better yet, wouldn't you prefer that your clients have a card right there in the vehicle that states, "In case of emergency, call our Roadside Assistance to help wherever you are."

Benefits of Roadside Assistance

This is very important because we are now not just talking about roadside assistance, we are talking about your company being dependable to the community. Your company offering every service for the perfect turnkey experience. You are selling your brand and you want that brand to be the best that it can be. You want to be able to tell a customer, whatever happens, we have your back. And this is what Roadside Assistance provides you. Peace of mind for your customers and reliability.

Wrapping Up

If your organization needs roadside assistance for lessor's or any commercial roadside assistance solutions, On The Move Inc. provides an affordable Roadside Assistance Program for as little as \$120 per year on qualifying vehicles. This service includes towing, mechanical first aid, battery services, fuel delivery, as well as accidental lockout service. Get a Roadside Assistance Plan that works for you!



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A Success Story

When I first thought of purchasing a moving truck I truthfully had no idea how much of an impact a “simple truck” could make. Who knew?!

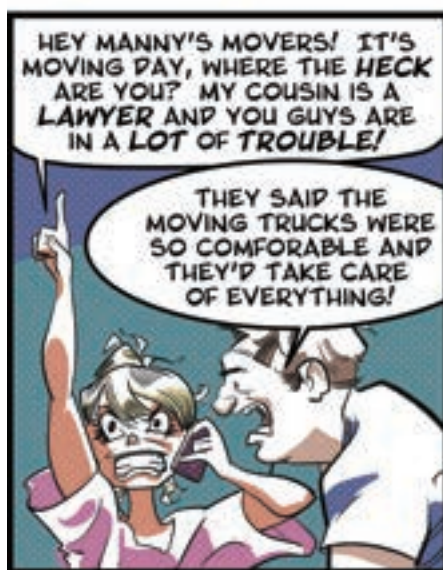
I’m proud to announce today we agreed to work with New Life Center in hopes to help families that are in need of a move due to domestic violence or sexual assault.

This beast turned 3 recently and I’m proud to say it’s gone extremely well, better than I could have ever envisioned. We have donated the truck to Mana house for veterans, Mercy house for underprivileged youth...we have donated it to the PD who helped move a family out of a bad domestic violence to veterans looking for a fresh start. We have helped families who recently lost their loved ones and needed to move belongings...it’s moved over 300 families throughout the valley at no cost to them. We gave away over 3000 turkeys to teacher’s with the help of this truck.

This “simple truck” has literally touched so many lives in ways I never would have thought possible.

With that said, I’d like to thank the ad sponsors who have committed to the mission of the truck. The community appreciates you small local guys!

-Kevin Grampp



RESOURCE GUIDE

For truck claims	855-923-2088
For truck liability claims.....	800-987-3373
SecureLease claims.....	212-269-8220
Windshield/Glass Repair	800-645-9949
On The Move Roadside Assistance.....	888-242-9044
Order supplies	800-645-9949
Request cert/ID card	800-645-9949
ACTION!2.0.....	800-645-9949

Submit address change

Email: admin@onthemovetrucks.com

Important Websites:

www.onthemovetrucks.com

www.onthemovevehicles.com

www.onthemoveinsurance.com

www.otmrentals.com





On The Move[®] Inc.

Complete Rental Truck Program

800-645-9949

www.onthemovetrucks.com

