

# Quarterly

## On The Move<sup>®</sup> Inc.

Complete Rental Truck Program

800-645-9949

[www.onthemovetrucks.com](http://www.onthemovetrucks.com)

### Inside This Issue

.....  
Mom & Pop Foodtrucks  
Employee Spotlight  
Goal Setting 2021  
Sales Tips  
Recipes, and MORE!





*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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# Editor's letter



## On The Move ....

Adapting our products to fit our customers needs has always been a priority with the On The Move family. We have taken great pride in our rental truck program and have adapted our products over the last 29 years. The latest need we have fulfilled based on requests from our customers is a smaller vehicle that is easy for novice drivers to use. By introducing a ramp that is added to a cargo van, we have made it more practical for renters that may not feel comfortable driving a rental truck and is easily maneuverable through spaces such as parking garages. Additionally, we offer a tenant protection program. For our storage customers, we have developed an RV and Boat Deductible Reimbursement product called SecureOutdoor. More details will be announced when the product is launched. Just know that we listen to your needs and answer with new products! It has been a rough winter around the country and since your truck is an extension of your brand I want to remind you to give it a full 'lookover' this spring. Make sure the tires, windshield and fluids are up to par. Give it a nice detailing to remove road salt and protect against rust. As tradeshow and luncheons are opening back up, we hope to see you soon! Please let us know if you are attending. We would love to visit with you when we are in the area! If you have any information or pictures to share, please email them to me at [cj@onthemovetrucks.com](mailto:cj@onthemovetrucks.com).

Sincerely,

CJ Stratte

## Events

SHOW	DATES	LOCATION
Florida Self Storage Association	May 19-21	Orlando
SSA 2021 Spring Conference	June 2-4	Nashville
Inside Self-Storage World Expo	July 13-16	Las Vegas



# On The Move News

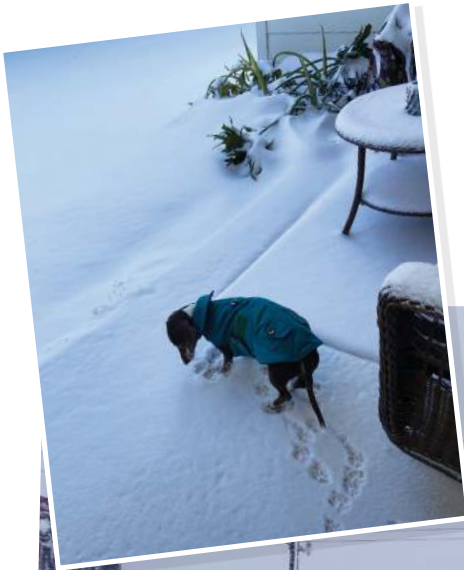
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## Snow Week in San Antonio

The week of Feb 14-20 brought a rare snow storm and below freezing temperatures to South Texas. We captured some of the beauty!









# NEW TRUCKS

## ON THE ROAD





# Have you seen your truck on TV?

We saw a few of our customer's trucks on TV and wanted to see more!  
Send pics of your truck on TV to [cj@onthemovetrucks.com](mailto:cj@onthemovetrucks.com).



# Employee Spotlight

## KURT VARELA



### Where are you from?

TEXAS! I was born and grew up in San Antonio, and currently reside in Helotes, northwest of San Antonio.

### Position at On The Move:

I am an Account Executive at On the Move Insurance Agency.

### When did you start working at On The Move?

I started working at On The Move in November 1, 2020.

### What is Your Alma Mater?

I have my BA in Communications/ Public Relations from University of Texas at San Antonio. I also went to Blinn Junior College in College Station, Texas.

### What did you do before On The Move?

I've been in the real estate business since 2005. I currently have my real estate broker's license. I've also worked at United Health Care and USAA.

### Favorite thing about On The Move?

I love the camaraderie and family atmosphere of the company/ office.

### Hobbies:

I enjoy working out, fishing, hunting, and going to our family condo in Port Aransas.

### Favorite Music?

Country Music is my favorite.





### **Favorite Animal?**

I love dogs. My favorite is a German shorthair pointer named Remington Lee (Remi-lee). She is a great companion and full of energy. I like taking her out hiking or hunting on the family ranch.

### **Proudest moment at On The Move?**

Helping our clients.

### **Tell us about your family:**

My wife and I have known each other since high school. We have a daughter, Rylee, who is 14 years old. She is active in dance and theatre and loves going to the coast (Port Aransas).

# Testimonial

"I would like to say to the owners and the people who work for ON THE MOVE. This was one of the best decisions we made in our real estate career. We quadrupled our exposure in the market place and everyone knew us as the company who had the moving truck. We were already a successful real estate team, but this put us over the top in many ways. So thank you for creating such an amazing opportunity for us and the many other agents throughout the country. I paid over \$30K for the vehicle, my customers used it for over 15 years. I sold it for \$12K Therefore, an \$18K investment was hands down the best decision we ever made in RE. Thank you, Thank you, Thank you."

*Michael O'Brien*

Owner/ Broker

## Referral Program

We would like to offer **\$500** to anyone that refers a new customer to ON THE MOVE effective April 1, 2021.

Name:

Company Name:

Phone:

Email:





January 11, 2021

Dear On The Move Licensees,

**Important Change Effective February 1, 2021:**

On The Move, Inc. is excited to announce that we have reached an agreement with **Sedgwick Claims Management** to handle Vehicle Accident Reporting and Collision Damage Repair.

Effective **February 1, 2021**, you will contact Sedgwick Claims Management at **855-923-2088** to file a claim. We are confident that Sedgwick will bring the highest level of customer service to your claims process and continue to exhibit and improve on the customer service excellence that you expect from On The Move and our partners.

Since their founding in December 1969, Sedgwick has been a purpose- and values-driven company. Today, in addition to serving clients across all industries, Sedgwick administers more than 4.2 million claims annually built on a simple foundation - caring counts. Their approach to delivering quality service goes far beyond just managing claims - they aim to simplify the process and reduce complexity, making it easy and effective for everyone involved.

On The Move and Sedgwick are working as a team to make sure that this transition is as seamless as possible. For more information about this change, attached is a list of FAQ's that can also be found at <https://www.onthemovetrucks.com/set-up-insurance/claims> or scan the QR code below.

We look forward to the continued success of our program and, even more, the continued success of you and your business as On The Move Licensees.

Sincerely,

On The Move, Inc.

FAQs



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# SEDGWICK FREQUENTLY ASKED QUESTIONS

## **Why the change?**

Based on the ever-evolving needs of our program and feedback from our customers, we decided to seek out a more personalized relationship that is designed to best support you in your time of need. Sedgwick has extensive specialized experience in rental programs that will be a great fit when handling any claims.

## **How does this change affect my policy?**

It doesn't. This change in no way affects or changes your policy. It only improves on your claims handling experience. While we hope nothing unexpected ever happens to your truck, having a number you can call for 24/7 accident reporting and a claims management company you can trust is our goal.

## **What information do I need to have when filing a claim?**

If the vehicle was being rented at the time of the accident you will need to submit the signed Rental Agreement, Safety Qualification Record, and copies of the renter's driver license and insurance card to the claims representative. Additionally, be prepared to describe what happened in the accident and provide any police report information that may be available.

## **What if there is no damage to my truck, but the truck caused damage to someone else's vehicle or property?**

The process for reporting damages to another party's property will not change. You or the claimant are still able to contact Zurich/Empire Fire and Marine at 800-987-3373.

## **Will I have the same accident reporting packet?**

A reporting packet is not required by Sedgwick. Best practice is to keep a copy of your insurance card and contact information in the glove box of the truck for your clients' reference in the event of an accident.

## **What if I need to report a claim before the transition date?**

All accidents and injuries occurring *before 2/1/2021* should still be reported to Fleet Response at 800-338-0619. Any claims filed with Fleet Response will remain with them until they are closed.

## **What about my open claim?**

Any status inquiries on claims occurring before 2/1/2021 will continue to be handled by Fleet Response until the claim is closed.

## **Who do I call for claim status or if I'm not happy with the adjuster?**

Call Sedgwick directly at 855-923-2088. On The Move employees do not have access to your claim or information on status. Sedgwick administers the claims program utilizing licensed adjusters familiar with the laws within your state.

## **What will be different with Sedgwick?**

You will still make a simple phone call to report your claim. Sedgwick will provide a higher level of expertise and more prompt resolution to your claim. When another party is at fault for the incident, Sedgwick will contact the other party and/or their insurance company as On The Move's representative to recover the repair costs and all other expenses associated with the incident.



# TWO MAGIC PHRASES TO BOOST YOUR SALES RESULTS.

BY TRON JORDHEIM



I try to tell everyone I work with that anyone can learn to be good at sales. It does not take a natural born talent. It doesn't take a certain kind of personality or a certain set of experiences and education. Being good at selling is not magic. It takes some dedication. It takes some grit. It takes some practice. Even though it is not magic, there are a few magic phrases that make selling so much easier. You can boost your selling results by mastering these few magic phrases, and learning to say them at the right time during a natural conversation with a prospective customer. I'll give you two magic phrases in this article. You know from watching sci-fi and fantasy movies that if you give someone too many magic words, things don't go well. Here they

are: "so that..." and "which means..."

They don't sound very powerful or even very fancy at all. Correct. Magic does not have to be fancy. It only has to work. Here is how you use them. Everyone who sells anything has to show the value of what they are selling. You want someone to rent a truck from you? Why should they do that? What is the value they will get from it? Why should they rent from you and not someone else? We often talk about "features" to demonstrate the value of a purchase and to show why buying from us is better than buying from someone else. However, most sales people just list the features in a long string without ever explaining why the prospect should care about

those features. Most sales people just bark out a few features without every painting a visual picture of the pleasures of experiencing those features. If you don't take the time and effort to create visuals of the customer experience or to paint a picture in the prospect's mind of what all the benefits of the features are, then you sound like the teacher in the Charlie Brown cartoons, "wah, wah, wah, wah wah". That is no way to win over a customer who has other options than your service. This is where the magic phrases come into play.

Whenever you mention a feature, immediately say "which means..." or "so that..." and explain in visual language how that feature helps the customer. For

instance, “Our truck has a safety step bumper, which means you will always have sure footing stepping in and out of the back of the truck”. Or here is another example, “Our truck has sturdy wooden slats across both side walls of the interior wall, so that you can easily pack your cargo and easily tie your things securely.” You’ll notice the things that I demonstrated in the “so that...” and “which means...” examples were visuals of the person using the truck in a safe and hassle-free way. Allowing the customer to see themselves using the truck in a way that will make them happy creates a good feeling in their emotions and justifies the purchase to their rational mind. That is magic. Very few of your competitors paint visuals for their

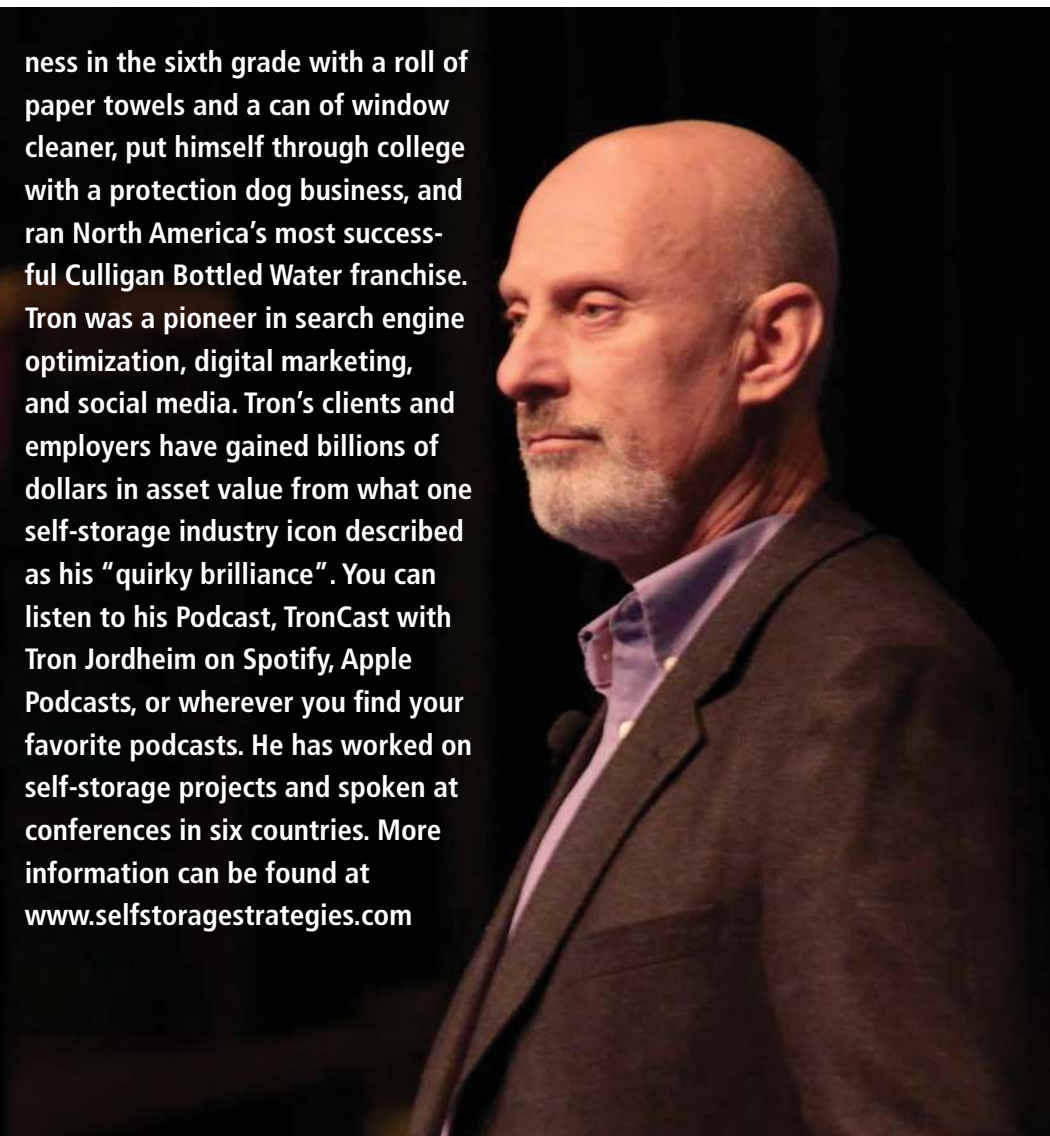
prospects and even fewer do it well with the assistance of magic phrases.

Here is your homework. Find every feature in your offerings that you think a customer would enjoy or would value. Then write out as many “so that...” and “which means...” visualizations as you can think of for each feature. Practice them. Fine-tune them. Role-play them. Write them down many times. Video yourself saying them. Do all of this practicing until the visual descriptions of the great experience that the feature brings rolls off of your tongue automatically. You should train yourself so that it is impossible for you to mention a feature without your automatic mind tagging a “so that...” or “which means...”

visual on to the feature. When you have mastered these two magic phrases, you will see your sales results grow. Here is my warning. If you try these magic phrases a few times without practicing them and mastering them, you will feel awkward saying them, your prospect will feel awkward hearing them, and you will fail. The challenge with any change in sales talk or sales behavior is that it has to be done correctly and thoroughly, or you might as well not even try. But I can guarantee that if you dedicate yourself to the mission, and use some of your grit to teach yourself to master just these two magic phrases, you will be very pleased with the results. Good luck, and good selling!

**Tron Jordheim** is the host of the Self Storage Hawai'i unConference. He is the Managing Partner of Self Storage Strategies, a joint venture he formed with Store Here Management after serving as Business Development Manager for Store Here / RHW Capital Management Partners. Self Storage Strategies provides market studies, feasibility reports, and consulting services. Tron Jordheim is a consultant in sales, marketing, call center practices, revenue enhancement, and management. He was formerly the Chief Marketing Officer of one of North America's largest privately held self-storage companies and director of the industry's largest outsourced call center. Tron has written three books, is a frequent speaker at global self-storage events and marketing conferences, and a contributor to industry trade journals. He started his first busi-

ness in the sixth grade with a roll of paper towels and a can of window cleaner, put himself through college with a protection dog business, and ran North America's most successful Culligan Bottled Water franchise. Tron was a pioneer in search engine optimization, digital marketing, and social media. Tron's clients and employers have gained billions of dollars in asset value from what one self-storage industry icon described as his “quirky brilliance”. You can listen to his Podcast, TronCast with Tron Jordheim on Spotify, Apple Podcasts, or wherever you find your favorite podcasts. He has worked on self-storage projects and spoken at conferences in six countries. More information can be found at [www.selfstoragestrategies.com](http://www.selfstoragestrategies.com)





# ONE CREATIVE WAY AGENTS CAN DRIVE UP SALES IN A COMPETITIVE MARKET

Real estate agents create demand and delight their clients with custom branded moving trucks

BY CJ STRATTE

**Capturing clientele boils down to one simple thing: thinking outside of the box.**

While advertising to prospective buyers is not always an easy feat, custom branded moving trucks have proven to be a great resource for collecting new leads. These trucks are seen on the road and attract attention, putting you at the top of prospective clients' minds when it comes time to think about buying or selling. Having your own moving billboard is even simpler than you would think.

Practically everyone needs a moving truck when they buy or sell a home. Real estate agents can leverage this need by loaning a moving truck out to their clients and advertising, "Buy or sell with me, and use this truck for free."

Not only can you offer a huge benefit for your clients -- who will then spread the word about having a complimentary truck at their disposal -- they will be driving the truck around. Clients will be advertising for their own real estate agent as they roll through your community!

The best size for your custom moving truck is a 14 or 15 foot truck. This size is practical for moving and can fit a two-bedroom home in it while still being easy to maneuver for any driver.

Since you will be taking a liability risk when offering this value-added service to your clients, it is paramount to find an insurance program that protects you while you loan your truck out. It is recommended to have \$5 million worth of liability and comprehensive and collision coverage. There is also legal documentation and software you will need to consider that is offered by truck rental program experts.

Designing custom graphics is the most exciting part of having your own branded truck. Graphics are so dynamic and are only limited by your imagination. You could completely wrap your truck from headlights to back ramp, or go with a more conservative design. Graphic designers can help bring your vision to life and can fit any budget. You may even consider working with other local companies by allowing them to advertise on your truck and charging a fee to offset the cost of your truck.

Park your truck in a prominent location to garner a lot of attention. Eye-catching graphics installed on the side of the truck create a personalized, moving billboard. The truck advertises your business constantly, anywhere and everywhere it



happens to be, day and night, 24/7.

Not only will you differentiate from the competition, but you will also be able to give back to the community you serve. Another great use of your truck is for community good will. Donating use of the truck to local charities is a great way to get your real estate company's name positioned in a positive light.

The visual impact of a mobile billboard with the power to place your message where your clients are can be accomplished now with the lowest cost per impression of any major advertising medium.

On The Move is a family-owned company that partners with real estate agents and brokers by offering the chance to incorporate a value-added service for their clients and community that concurrently markets their brand with personalized eye-catching graphics.

**For more information, visit [www.onthemovetrucks.com](http://www.onthemovetrucks.com).**

## NATIONAL SELF STORAGE TEAM

**Professional Advisors,  
Proven Results**

### OUR TEAM PROVIDES:

- Nationwide representation
- Investment brokers with 30+ years of experience
- CMBS workout and restructuring
- Live and online auction services

**FOR MORE INFORMATION, PLEASE CONTACT**

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All SVN<sup>®</sup> offices are independently owned and operated.





# TRANSIT PROVIDES A SAFER VEHICLE FOR NOVICE DRIVERS

BY KEN BARANSKI



## Below are some of the standard Transit driver features:

- 4-wheel ABS brakes
- 4-wheel disc brakes
- Dual front impact airbag supplemental restraint system with passenger cancel
- Safety Canopy System curtain 1st row overhead airbag supplemental restraint system
- Power remote door locks with 2 stage unlock and panic alarm
- Manually adjustable front head restraints
- Brake assist with hill hold control
- Ford Co-Pilot360 w/Side Wind Stabilization Electronic Stability Control
- Dual seat mounted side impact airbag supplemental restraint system
- Airbag supplemental restraint system occupancy sensor
- Immobilizer
- Ford CO-Pilot360 - Pre-Collision Assist with Automatic Emergency Braking (AEB) Feature

# A MOM & POP FOOD TRUCK BUSINESS - IS IT FOR YOU?

BY TIM MORANZ

We frequently get inquiries about what it costs to buy a food truck. Like any other business, you have to do your homework to make sure you factor in all possible costs that can arise. Several times I have heard, “I have always wanted to have my own food truck”, or “I want to be able to work my own hours”. There is a lot of money to be made running a food truck if you plan correctly but the reverse is always possible if unexpected costs pop up that weren’t planned for.

The first question you want to ask yourself when researching the feasibility of a food truck is: What type of food do you plan to serve? This can help determine whether you need a truck vs a trailer and how big it will need to accommodate associated equipment. Then a budget needs to be prepared which will depend on a few things such as: What liquid assets are at your disposal? Is your credit good? Are you going to partner with someone? These are just a start for research into the world of variables and possibilities in the food truck industry.

**OK, so you decided on a menu, now what are your costs going to be?**



**Ebbett's**  
THE CUBAN  
ASIAN TOFU  
SLOW ROASTED ALL NATURAL PULLED PORK, GRUYERE CHEESE, ARTISAN HAM, CHIPOTLE AIOLI, TALAPENO RELISH ON A CRISPY BUN \$10  
ROASTED + HOUSE MARINATED HODD SOY TOFU CABBAGE/CARROT/CILANTRO/MINT SLAW IN A GINGER-LIME VINAIGRETTE + WASABI AIOLI ON ACME TORPEDO ROLL \$8

**SPECIALS**  
chicken breast, Applewood Smoked bacon + Green cabbage slaw w/ cilantro, Tossed in buttermilk dressing on an ACME torped  
PORK BOWL - All natural pulled pork, corn, black beans, tomato, avocado, romaine, queso fresco w/ salsa verde over brown rice \$10

**Sold Out!**  
Smoked whiskey  
fennel pork on ACME Bun \$7  
with jalapeno relish, pickled red onions, and kraut  
Grilled Cheese ~ white cheddar \$8  
and quince jam on ACME levain

ASK



## ESTIMATING YOUR FOOD TRUCK COSTS

### Food Truck Purchase

New or used? If you are wanting new, be prepared to spend \$80k-\$100k or more. If you want to make a good impression and do it right, this is the way to go. Keep in mind the truck or van chassis can run \$50-\$60k alone, the kitchen equipment can cost \$20k-\$30k, it has to be fabricated to include plumbing, electrical, POS, and graphics. A new trailer can be a lower price point if you are wanting to go with new but do you have a vehicle to pull it with or are you going to have to buy that as well? Leasing is always a good option as well so you retain some of your cash to take care of the rest of the items below. If your budget prohibits you from going with new, you may be forced to look at used trucks or trailers which can still get you started in your business.

### Initial Product Inventory

Once you have your truck, you will have to stock it with food supplies based on the quantity of meals you hope to serve each day. Also plan what paper products you will need like plates, cups, napkins, etc. What type of pots, pans and containers will you need?

### Restocking

Depending on how often you plan to operate, you will need to be prepared to restock the food, beverages, and paper products.

### Permits

Depending on the municipality you are going to be operating in, you will need to purchase permits and licenses to be in compliance. These will vary considerably but if you are planning to stay in one area, should be easy to budget for. Marketing- How are you going to get your name out there? Are you going to set up a website? If you are technically inclined, this could be free. Most are taking advantage of apps and social media.

### Uniforms

You are going to want to look presentable to your customers. T-shirts, hats, etc.

### Miscellaneous

Plan for the unexpected because Murphy's Law will sneak up on you. In case you forgot something, pad your budget to cover it. If you don't use it- good for you!

### Commissary

Some locations require you to work out of a commissary and that costs will vary depending on where you are and what services are provided.

### Phone/Internet

Any business needs to stay connected.

### Fuel

Fuel for your vehicle and possibly a generator as well as propane for the cooking equipment if necessary.

### Labor

Are you going to operate alone or will you have staff to pay?

### Repairs

Things that are mechanical are going to fail. It is inevitable. We only install new kitchen equipment in our trucks and trailers for that reason. With a new truck you will have the warranty through the manufacturer for a limited time. Same on the kitchen equipment. On a used vehicle, budget a higher amount so you are covered.



Do your due diligence on the planning and you could end up with a fun and profitable business for years to come. You don't want to be known as the local "Roach Coach" so if you plan ahead and keep it clean, the customers will come. One of the main benefits of a food truck business is if the market changes in your area, you aren't stuck in a brick and mortar restaurant. You follow the money. If you feel this is for you, contact us and we will help make your dreams a reality. **[www.onthemovefoodtrucks.com](http://www.onthemovefoodtrucks.com)**

# WHAT IS PROPERTY INSURANCE ?

BY DEREK GARISS

The basic goal behind buying any insurance is to make you financially whole following a loss. You agree to pay a small determined fee to an insurance company today in exchange for a guarantee from the company that it will bear the

burden of a large but uncertain loss in the future. Following that reasoning, property insurance protects you against damage to—or loss of—expensive personal property, such as the facility or personal property kept at the facility.

## Who Needs Property Insurance?

Well, pretty much anyone who owns expensive property. Indeed, you are forced in many cases either by law or a mortgage contract to carry property insurance.

Liability insurance covers repair and financial restitution to someone else besides the individual at fault in an accident. For example, the person at fault's liability insurance pays medical bills for the other person. Often times this insurance is referred to as 3rd person insurance.

## Coverage

According to a survey published in the Journal of Financial Planning, many self storage facility owners have vastly misguided views of what their insurance actually covers. According to reportage in The New York Times on a 2007 survey conducted by the National Association of Insurance Commissioners, 51% of facility owners thought that damage from a main water line break would be covered, and 34% thought that mold damage is covered.

## In actuality, the perils (causes of property destruction) that are typically not covered are:

- Flood damage (this is a separate policy)
- Earthquake (this is also a separate policy)
- Mold
- Maintenance damage (e.g. worn-out plumbing, electrical wiring, air conditioners, heating units, roofing etc., as well as mold and pest infestation)
- Sewer backup

Policies are often written so that for something to be covered, it must be "sudden and accidental," meaning that it wasn't a slow leak that caused damage over many months. Often this is not covered by insurance. If your roof caves in from old age, and not from storm damage, it will likely not be covered.

## The perils that typically are covered include:

- Fire or lightning
- Windstorm or hail
- Explosion
- Smoke
- Theft
- Vandalism or malicious mischief
- Riot or civil commotion
- Damage caused by aircraft or vehicles
- Volcanic eruption<sup>2</sup>

## Liability Coverage

In addition to covering the value of your facility or other property, many insurance policies also include an important provision for liability coverage. You may not think this is very important. However, there are scores of eager lawyers in every city searching high and low for lawsuits against people such as yourself.

If your neighbor's business catches fire because you left your lit cigarette unattended, you will pay for the damage caused by the fire. You have paid the insurance company your premiums so that it will pay for larger claims when they do occur. The same goes for someone who is hurt and requires medical attention while on your property.

If you are on vacation and your property is stolen, such as a computers or important documents, you may be entitled to reimbursement. Be sure to document the theft with evidence that you owned it, and you should be able to provide a police report to the insurance company.

You should know what your policy does and—more important—does not cover. Insurance companies don't stay in business by charging a minimal amount to cover any and all things which could possibly happen to your property.

## Pitfalls to Avoid

Check to see if your policy covers repairs at actual cash value (ACV) or at replacement cost. The latter is usually much better. Case in point: If your roof was damaged and needs to be completely replaced, the replacement cost will pay for it to be fully repaired less your deductible, while ACV will pay you what your roof was estimated to actually be worth at the time of the damage. The tradeoff is that ACV costs less than replacement cost coverage.

## Premium Factors

Do you live in an area prone to tornadoes, hurricanes, or floods? How's your credit score?

You may be a higher-than-normal risk based on your answers to these questions, and an insurance company will charge you accordingly. These are factors that it takes into account when setting your insurance rates. The more that these and other risks are applicable to you, the higher your rates will be.

## A Word of Warning

Some insurance companies provide seemingly unbelievable rates for their policies. If the company is unknown and its rates are exceptionally good, this should be a red flag. Check around for the company's reputation and don't just take the salesman's word for it. Have a look at the policy and see what it covers and what it doesn't.

You may find only too late that what you thought was adequate coverage was barely the legal minimum in your area. When seeking the benefits of property insurance, insist on quality coverage. Remember, cheap insurance can be very expensive



**On  
The  
Move**

Insurance Agency

Self-Storage Insurance Specialists

# DON'T GET IT TWISTED.

NOT EVERY TENANT PROTECTION  
PROGRAM INCLUDES  
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# GOAL SETTING IN 2021:

## Positive Mindsets and Controlling the Controllable

ASHLEE TIREVOLD, SALES AND LEADERSHIP COACH AT SOUTHWESTERN COACHING.



**As we embark on a new year, it's a time of reflection and looking ahead. 2020 was certainly a year of disruption and challenges, and 2021 still has many unknowns.**

With this in mind, how can you approach goal setting? On The Move took on the topic in our Impressions Podcast, welcoming Ashlee Tirevold, Sales and Leadership Coach at Southwestern Coaching. Tirevold had lots of insights on the power of a positive mindset and how to use it for setting goals.

### 2020 Was a Disruptor, But Many Lessons Were Learned

There were many lessons to learn in 2020. With a pandemic ravaging the world, employees were sent home to work, disrupting their normal routines and habits. Home became office, and many had to juggle childcare and other responsibilities.

"Mainly working with people who did business face to face, their mindset had to change to realize they can still do business in new ways," Tirevold said.

Adjustments were necessary across the board, and it was not uncommon for many to feel powerless in situations. Tirevold's mantra is "controlling the controllable." It simply means that you can only focus on what you can control—your attitude, schedule, and media consumption, to name a few.

While technology allowed work to continue, many struggled with really "turning off." Tirevold observed this and recommended a dedicated workspace that's for work only.

Another challenge that became more significant in 2020 was the quandary of time management. Now, it means something different, because old habits were no longer applicable. Instead, a new mindset needed to emerge.

"It's critical to shift from being solely reactive and a slave to email and phone calls," Tirevold said. "Get your mind right for your day by doing something just for you the first 30 minutes of your day."

Transitioning to a new mindset with these tips is what you need to set goals in 2021.

### New Mindset, New Goals

With a more proactive and positive mindset, you can set and stick with goals in 2021. The most important thing is that your goals are specific. They can't be vague, because then there's no path to achieving them. For salespeople, your goal could be to increase your sales by 10%.

To formulate this kind of goal, you need to understand where you are and what

it will take to move. This context could include the number of prospects you'll need, phone calls you'll have to make and meetings you need to book.

Tirevold also talked about what happens after setting goals.

"Different things work for different people. Tracking progress with numbers and data is critical, as well as having someone to hold you accountable, like a colleague or coach," she said.

### Ready to Set Your 2021 Goals?

Be sure to listen to the podcast featuring Tirevold, as she shared more tips and recommendations for controlling the controllable and mastering goal setting.

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*Be sure to listen to the podcast featuring Tirevold, as she shared more tips and recommendations for controlling the controllable and mastering goal setting. Podcast can be found at [www.onthemovetrucks.com](http://www.onthemovetrucks.com).*





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# BEST PRACTICES

## for Truck Rentals and Self-Storage

CAROL MIXON-KRENDL, PRESIDENT OF SKILCHEK SERVICES



Moving is stressful and expensive, so companies in the industry are always trying to convey convenience and ease for consumers. To provide this, many self-storage facilities turn to offering complimentary moving trucks. Trucks from On The Move deliver a differentiator for self-storage facilities and offer marketing visibility.

On a recent episode of the On The Move podcast “Impressions,” Carol Mixon-Krendl, President of SkilChek Services, joined On The Move Marketing Director CJ Stratte to discuss best practices for storage facilities. Mixon-Krendl is a veteran in the storage industry and has worked closely with On The Move for many years.

### Free Moving Trucks Incentivize Customers

In most metro areas, there’s no shortage of self-storage facilities. One way to stand out is by offering free moving trucks.

“It’s the best way to get new people to move in at the cheapest price they can, and offering that free truck is a great incentive to get the customer to the store to rent from us,” Mixon-Krendl said.

It’s one thing that customers can mark off their list, saving them time and money. Providing such a service enables a unique differentiator than just pricing. It can certainly lead to an uptick in renting.

### Moving Trucks: Billboard Exposure without the Cost

Buying a billboard to advertise a business is costly. A moving truck with your business name, contact information and bold graphics works just the same. While it’s sometimes hard to track such efforts, Mixon-Krendl has some advice.

“Using a special phone number on the truck allows you to track the impact,” she said.

With this tracking phone number, Mixon-Krendl shared some of the results from her experiences.

“For one store, in the first month, we had 14 people call from the truck. I also had a store in a high-income area that wasn’t doing well. The location made it hard for traffic to see it, so they started parking the truck on the main road every morning, which resulted in 30 calls in the first month,” she shared.

Graphics Matter in Generating Responses  
Graphically wrapped trucks are on the roads every day, but most of them aren’t getting the right kind of attention. Bad design, installation and poor placement can dilute the power of the message. With professional graphics, moving trucks stand out in a good way.

Krendl recommends key placement of the tracking phone number, emphasizing “free,” and using bold colors. It’s important to use a designer that understands vehicle graphics, because they are not the same as an actual billboard or poster.

### Moving Trucks Elevate Storage Facility Capabilities

Self-storage facilities have the ability to offer a turnkey service with trunk rental, locks, packing supplies and space. It’s a way to deliver convenience and a competitive advantage. Further, it’s excellent for marketing purposes, especially when the truck is driving around the city.

To learn more about the benefits of moving trucks for storage facilities. Find our podcast at [onthemovetrucks.com](http://onthemovetrucks.com)

#### Key Points:

Offering Renters Free Moving Trucks Gives Self-Storage Facilities an Advantage

Branded Moving Trucks Provide Free Advertising

Having Dynamic, Professional Graphics on Trucks Grabs Attention





# NEWLANE FINANCE

## About us

NewLane Finance is an equipment finance company, headquartered in Philadelphia, PA. Backed by WSFS Bank, we provide small to mid-size businesses with flexible, competitive payment options that enable them to acquire the necessary equipment to be successful.

With the tagline of “Business Lending Done Right”, NewLane consistently delivers simple, fast and competitive equipment financing solutions. Our lending process and belief in building strong, lasting relationships is what makes us who we are.

## What you & your customers can expect with NewLane Finance

The core of our business is built on integrity, teamwork, passion, and commitment to excellence. Here's what those values look like in action.

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**Credit decisions within hours.** You and your customers deserve the respect of a prompt response. You'll get one with us.

**No hidden fees.** If we wouldn't like it, we don't do it. Surprises are not fun when it comes to additional fees. With us, customers always know what to expect with their monthly payments. We even provide a seven-day grace period because we understand that sometimes, life happens.

**Electronic documents.** Paper? Nobody has time (or patience) for that. Your customers can sign docs on any mobile device as soon as they are approved.

**A one-page, human-voiced contract.** We paid our lawyer top dollar to write our contracts with words that everyone understands. You won't find legalese here.

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## About WSFS, our parent

WSFS Financial Corporation is a \$12.2B financial services company headquartered in Delaware. It's one of the ten oldest banks in the United States that has continuously operated under the same name. With WSFS behind NewLane, you and your customers will only work with us. We will never sell deals to another company.

**Ryan DePinto**  
**Business Development: (267) 768 3197**

# ON THE MOVE INTRODUCES NEW FEATURES FOR ACTION! 2.0

On The Move has always been committed to making the truck rental process as simple as possible, and an exciting new offering has now made that goal more attainable than ever.

## On The Move's ACTION!2.0 software just got an upgrade.

Introducing ACTION! 2.0, On The Move's new and improved solution for truck rentals. This innovative technology empowers you to take care of all of your truck rental needs in one spot, from tracking to reporting and much more.

### New Features Available with ACTION! 2.0

Accessible online to all On The Move licensees, ACTION! 2.0 helps save time and money by retaining all your renters' information and allowing you to print all state-specific information you need to ensure smooth truck rentals every time.

#### **ACTION! 2.0 brings a wide range of impactful features, including:**

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### Try ACTION! 2.0 Today for Your Truck Rentals

By leveraging ACTION! 2.0, you can compile all your rental information in one easy-to-access place.

It's a flexible solution that empowers you to calculate rental prices, manage truck rental reservations, maintain an accurate database of renters, create quotes, produce printable reservations and check-out and check-in documents, and simplify the vehicle enrollment process.

On The Move will continue to work alongside our licensees to listen to feedback and improve the ACTION! solution, bringing you the tools you need to make truck rental as simple as possible.

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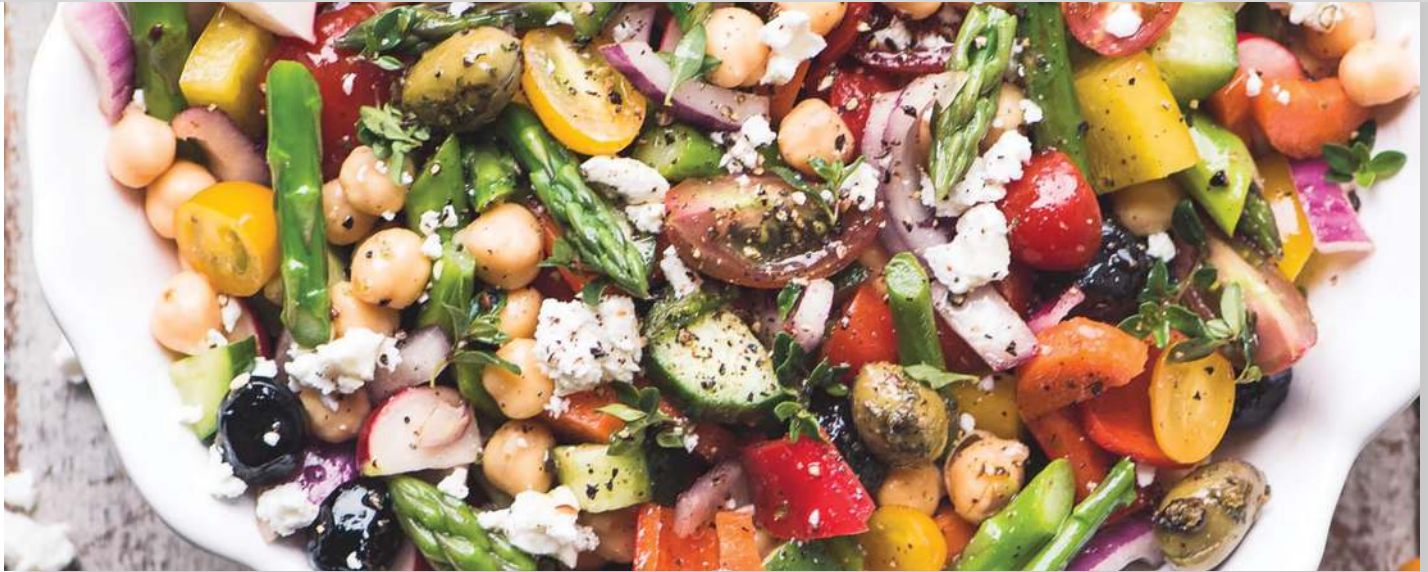
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# RECIPES



## CHOPPED ASPARAGUS SALAD

Sue Moran, [theviewfromgreatisland.com](http://theviewfromgreatisland.com)

### INGREDIENTS

- 1/2 pound trimmed asparagus that has already had the lower 1/3 cut off
- 15 ounce can chickpeas or other bean well rinsed and drained
- 1 carrot peeled and chopped
- 5 radishes trimmed and cut into wedges or chunks
- 1 Persian cucumber chopped
- 1/2 cup chopped red onion
- 1/2 cup cherry tomato halves cut in wedges if they are larger
- 1/2 cup colorful bell peppers chopped
- 1/2 cup black olives
- 1/4 cup roasted red peppers from a jar chopped
- salt and fresh cracked pepper to taste
- 1/2 cup crumbled feta cheese

### DRESSING

- 1/4 cup extra virgin olive oil
- 1/8 cup champagne vinegar or your favorite
- juice of 1/2 lemon
- 1/4 tsp dried thyme
- pinch of salt and pepper

### GARNISH

- fresh thyme

### INSTRUCTIONS

1. First I blanch the asparagus ever so briefly to take the raw edge off. I bring a pan of water to a boil, plunge the asparagus in, and remove it in exactly 60 seconds. Set the timer and don't leave it in the water any longer than that. (The only exception is if your asparagus stalks are very thick.) Rinse in cold water, or drop the asparagus into a bowl of ice water to stop the cooking and preserve the color. Once completely cold, dry on a clean towel. Slice the stalks into 2 inch pieces, on the diagonal.

2. Add the asparagus, chickpeas, carrots, radishes, cukes, onions, tomatoes, peppers, and olives to a large mixing bowl. Toss with enough dressing to thoroughly moisten, and season with salt and pepper to taste. Let the salad chill in the refrigerator until ready to serve, give it at least an hour.

3. Toss the salad and add more dressing if needed. Transfer to a serving bowl, top with the feta cheese and fresh thyme.

4. To make the dressing: Whisk together the ingredients and taste to adjust any of them.

### NOTES

- This salad is naturally gluten free and vegetarian.
- Leave out the cheese for a vegan salad.
- Omit the beans for Paleo, the cheese and beans for Whole 30.
- Any type of canned bean will work, I almost used white beans ~ red kidneys would be great, too



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# TRUCK OF THE QUARTER

## JEFF FIRNSTAHL MOVING TRUCKS



### **When and how did you get into the self-storage or real estate industry?**

Jeff Firnstahl has been in the real estate business for 45 years. He got started when he was 19 years old. Jeff bought his first moving truck in 2001. Over the last 21 years, he has purchased a total of 5 trucks. His clients love the perk of using his free moving trucks; not only at the time of their sale, anytime afterwards for life! It has helped create raving fans of our

clients and a celebrity status in our neighborhoods. When it comes to his customer service minded attitude, Jeff often asks himself “what would the Ritz Carlton, who is known for their exceptional customer service, do if they were in the real estate business?” It wouldn’t surprise him if they didn’t supply this same great service to their clients. His priority is to go above and beyond his clients expectations and to create raving fans.

**Where is your facility or business located?** Team Firnstahl is located in Andover, MN.

**How do you use your truck rental program?** We provide our moving trucks, free of charged, to our real estate clients for life! The trucks are helpful during their move and our clients are also encouraged to use the trucks anytime afterwards as well! Our trucks are often used by our past



clients to move their kids into college, clean out their home and bring things to goodwill, ect.

### Any truck rental tips you'd like to share?

We keep the trucks very clean and always looking their best. To make the experience comfortable and easy for our clients, we will clear the snow and warm the truck prior to them picking it up for use.

### What is your favorite feature of the truck?

Some of our favorite features of these trucks would be the great insurance program offered by On the Move and the exceptional customer service they always provide.

### Any special stories that you would like to share about your facility or truck?

One time driving up to our cabin, we passed a large furniture store and noticed BOTH of our trucks in the parking lot. Both of our clients using the trucks happened to be picking up furniture for their new homes at the same time and place.

### Where do you park your truck?

We park our trucks at our office in Andover, MN. We have two reserved spots in the parking lot of our office building.

### How do you market your truck?

We send out constant reminders to our client database that our trucks are here for them to use whenever they need one. Jeff likes to joke with them that he'd be offended if he ever saw them in a Uhaul!



**Do you offer your truck to any charities?** Our trucks are also used by several charities, several times per year. For example, Toys for Joy

at Christmas time and local churches and charities for food distribution in our community.

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Order supplies .....	800-645-9949
Request cert/ID card .....	830-428-0785
ACTION!2.0.....	830-428-0778 or 830-428-0779

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