

Quarterly

On The Move[®] Inc.

Complete Rental Truck Program

800-645-9949

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Inside This Issue

Employee Spotlight
How To Make Summer Moves Easier For Customers
How To Market Your Storage Facility
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 Goes Virtual to Adapt to COVID-19 Concerns

At On The Move, we're committed to helping you navigate the uncertain period we've all been thrust into by the global COVID-19 pandemic.

To that end, we'll be shifting to conducting business virtually, ensuring we can deliver the key information, insights and support our customers have come to expect from us as a valued partner.

Continued Engagement Planned in Wake of Cancelled Trade Shows

While trade shows across the country are being cancelled or postponed due to coronavirus concerns, we will be hosting virtual trade booths in order to provide you with all the information typically present at our physical trade show booths.

We are hearing tremendous stories from customers using their trucks in service of their communities during this unprecedented time. Please contact us if you have a unique story or pictures to share and we will post them on our social media platforms to help others.

On The Move will also be creating and sharing content regarding the cleaning and disinfecting of your trucks, giving you a reliable resource for insights about how to remain as efficient and safe as possible in the face of COVID-19. Stay tuned for more details on www.onthetrucksmove.com.

This is all part of our commitment to helping you not only maintain as close to normal operations as possible, but to help your community in this time of elevated need.

On behalf of all of us at On The Move, we are committed to you and to persevering over the challenges ahead... together!

Sincerely,

A handwritten signature in black ink that reads "Susan C. Parra". The signature is fluid and cursive, with a large initial 'S'.

Susan C. Parra, C.E.O.

On The Move News

TIPS TO CLEAN AND SANITIZE YOUR TRUCK

BY CJ STRATTE, ADMINISTRATIVE EXECUTIVE



Instead of sharing our usual On The Move news, we thought it imperative to share information on cleaning and sanitizing your truck. We want to make sure to not only effectively sanitize, but to also protect the many different materials and services. Sanitizing involves removing viruses and bacteria and is a little more difficult since sanitizing products can be damaging. Luckily, detergents found in cleaning products can be effective in killing viruses and bacteria.

WHICH CLEANERS TO USE

Synthetic Materials

The interior of your truck has vinyl and synthetic leathers. This makes it a little

easier to clean since you don't have to worry about drying out with the wrong cleaner. The main things to avoid are using bleach, alcohol, ammonia, or other harsh cleaners. Armor All to wipe down or a cleaner that contains detergent will work great to wipe down your seats, dashboard, seat belts, steering wheel, center console, and glove box.

Painted Surfaces and Graphics

There are dedicated car wash solutions that should be your first option. We do not recommend using dish soap or alcohol on your paint or graphics. You can use diluted bleach to clean the paint if you absolutely have to but

we recommend avoiding all of your graphics and just wiping down graphics with water. Water can blast away most of the dirt and grime without damaging the paint.

What not to use

We know that everyone's go to is Lysol or Clorox wipes. These can wreak havoc in your car if they contain bleach. Spray disinfectants need to be sprayed on every single service to be effective to kill bacteria and viruses. Make sure to be careful around electronics and screens with ammonia since it will strip protective coatings and damage sensitive touchscreens.

When Renting Truck Out

Use personal sanitary wipes that contain alcohol to wipe down door handles. We also recommend putting antibacterial soap (if you have any or can find it) in the cup holders to encourage your renters to keep their hands clean. Have your renters take a picture of their driver's license and insurance card and email to you rather than making copies yourself. You can fill out your agreements online through our ACTION!2.0 program. Sign up at www.otmrentals.com. We can virtually train you on how to use!

We know this is a surreal time and our industries are essential businesses. Your truck could really help your community out. Let us know if you donate it for any reason related to Covid-19. We wish you and your family a safe spring.

Nothing like a family business!

Our Founder and Chairman of the Board, Maury Westerdale, came down to our headquarters for a visit. While here, Peyton had the chance to visit him for her first official On The Move meeting. Peyton is his Great Granddaughter and Susan Parra's Granddaughter. Her mom is CJ Stratte. It was amazing to see four generations working together! Tristan, Peyton's older brother, was not photographed while there due to playing with mini trucks in the warehouse.



Virtual Booth

For the first time in over 27 years, we will not be seeing you at a few of our important conventions. We are developing virtual booth, webinars and other virtual presentations to show you our services and train you on their benefits. Please email thenry@onthemovetrucks.com to request more information and to participate!



TRUCK OF THE QUARTER AAA STOW-A-WAY

What is the name of your business and where is it?

AAA Stow-A-Way, LLC, we have 5 offices and 44 storage locations across Western KY and Southern Illinois.

How did you get into your industry?

When relocating to Paducah in 1997 the first home I purchased included a storage location next door with a total of 55 doors. Shortly after

relocating to the area I met my amazing wife and the rest is history. With the support of our community and work family we have grown this business from 1 single storage location to 44 over the last 20+ years.

How long have you had a truck through On The Move?

Our first truck purchased was a 1999. Since that time we have added 5 additional vehicles to our fleet to

include a 2008, 2011, 2016, 2018, and 2019

How has your truck increased your business?

We are currently the only self-storage company in Western KY and Southern IL to offer FREE use of our box truck to our customers to assist them in moving into our storage facilities, this is a huge benefit to our customers that seems to really help everyone!



How do you use your truck?

Our box trucks are rented for local use around Western KY and Southern Illinois and as an exclusive offer to our storage customers we offer FREE use of our box trucks to assist them with moving into one of our safe and secure facilities.

What is your favorite thing about the truck?

My favorite thing about our box trucks are how easy they are to drive. Even for someone that does not regularly drive larger vehicles it is comfortable to maneuver around town and around most all of our facilities.

Is there anything unique we should know about you or the truck?

AAA Stow-A-Way is a locally owned and family operated business that has grown from 1 storage location to over 44 storage locations over the last 20 years. Our company success has relied heavily on our exceptional staff and customers every step of the way. Our values and small business approach have allowed us to stay committed to our community's success as well. The AAA Family actively volunteers at multiple non-profit organizations throughout the year as well as contributes donations and sponsorships to many organizations within our community annually.



Employee Spotlight

LEXIE ROSE

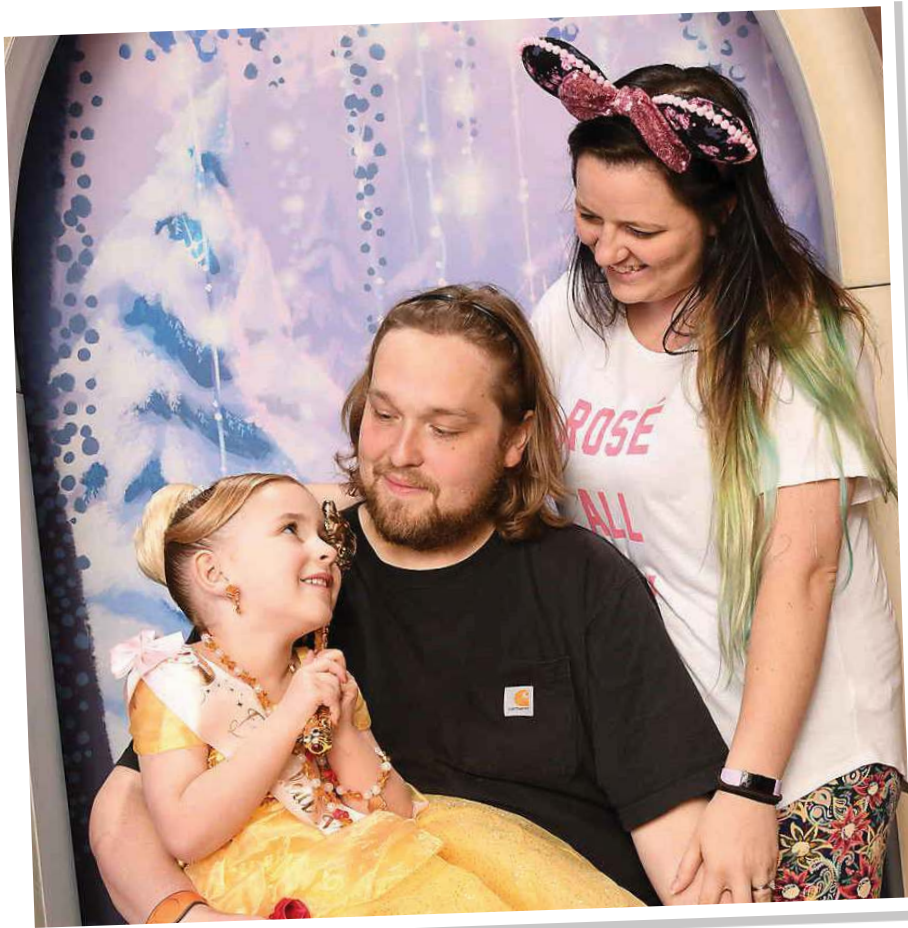


Tell us about yourself!

I am an Air Force 'brat' born in California but primarily raised in both Maryland and the southwestern part of Virginia. I spent a lot of my childhood in sports, but mostly on stage in choirs or musical theater productions. My love of music took me to UVA's College at Wise in the middle of nowhere to start a degree in Music Education. I met my now-husband in Wise, but I dragged him to Radford where I would switch my degree focus to accounting. We welcomed our daughter, Zoey, in 2014 and I wrapped up my BBA in Accounting in 2015. Instead of sticking around after I graduated, we decided to move to Texas and start anew. We were lucky to find employment quickly and settle in. Our daughter Zoey is getting ready to start kindergarten in the fall and she is undeniably my "mini me".

What is your position at On The Move?

My title is Staff Accountant. With my role I get to dabble in almost everything admin and accounting related which has allowed me to assist in refining our relationship with vendors, improve and implement various processes, and even use my experience as a licensed claims adjuster to facilitate updates to our fleet claims program.



Zoey is quite the UNO champion and I promise that we do NOT let her win just because she's 5.

When and how did you start working at On The Move?

My previous position was as an insurance claims adjuster, but I was eager to transition into an accounting role. While I was searching for a career change I found the posting on LinkedIn and was so excited about the idea of being able to work at a smaller company where I can truly be a part of the collaboration! I was worried about my pink hair during the interview, but I guess they liked me enough to keep me around ;)

Favorite thing about working at On The Move?

It is honestly hard to choose a favorite, but I am quite fond of the collaborative spirit of the team.

Everyone adds value, I never feel like just a 'worker bee', and together we constantly make improvements to our processes to provide better services to our customers!

I'm happiest when...

my home is clean! I love finding fun organizational tools to make my family's life simpler so that we can focus on enjoying life together.

What are your hobbies?

I love doing fun things with my hair! I've been known to spend too much time and money dying my hair any color you can imagine. My more cost-conservative hobby is doing jigsaw puzzles with my favorite snack – diet coke and Reese's candy. As a family we like trying new restaurants, going to the movies, and board/card games.

What's your favorite On The Move story?

In past years at other jobs, I've had to miss out on Halloween with my kiddo. Even when I would plan months in advance, something always seemed to make me horribly late and overcome with mom-guilt. When we received an email that those that need to get ready to take their kids to trick-or-treat can and should leave early, my heart exploded. This has not been the only occasion that I've felt supported as a whole person (an employee AND a mother) at On the Move and I cannot express enough the difference this makes in my life.

On The Move goals?

My goal right now is to be a sponge. I have the benefit of learning from amazing professionals and I want to make sure I gain as much knowledge from them as possible! I want to continue to focus on improving processes and reducing expenditures as I gain even more of an understanding of the industry.

OTM FOOD TRUCKS REACHING NEW HEIGHTS WITH HOTEL EMMA

BY CALIE NEWMAN, MARKETING MANAGER



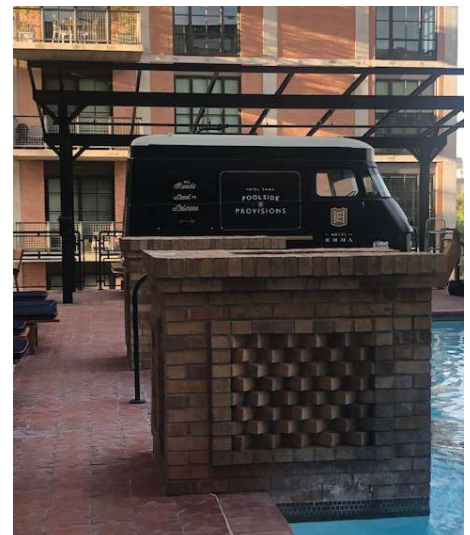
On The Move Custom Food Trucks has tackled a lot of interesting design challenges: food trucks with pizza ovens, tortilla makers, soda machines on the outside of the truck, even mobile living rooms! Our latest project was for the beautiful Hotel Emma at the historic Pearl in downtown San Antonio.

Hotel Emma partnered with On The Move to refurbish a 1967 truck used by the Pearl Brewery to deliver beer. The truck will now serve drinks and small bites poolside on the Emma's third floor. The truck will be officially unveiled and begin service this Spring, but before that, the truck had to be raised by a crane onto the third floor.

Dozens of bystanders looked on as the truck was suspended above the crowd and gently placed on the third floor without a hitch. After months of refitting the truck, hoisting it to the pool brings an end to an incredible project. "We have a whole design team and as we were brainstorming, this thought came up and we're, like, 'Yes, that's super cool,'" Bill Petrella, CEO and General Manager, said. On The Move was honored to be part of that design team in bringing this idea to fruition.

The challenge of raising the truck was reported on by KSAT News here in San Antonio. They reported that "the sight of a truck being lifted overhead seemed to give everyone in the crowd a bit of a lift to their day." If simply raising it to the roof was exciting, we can't wait to see how people react when the truck begins service!

On The Move is thrilled to have been involved with such a unique project for one of San Antonio's most historic landmarks. If you have something one-of-a-kind you'd like to build, call us at 800-645-9949 today!



BRING MEALS STRAIGHT TO YOU, SECURELY

BY REN BUDDE, DIRECTOR OF BUSINESS DEVELOPMENT



As the coronavirus pandemic expands throughout the U.S., and the impact is being felt well beyond resident health concerns, workers have been told to stay home and work and limit social interaction. Many states have ordered the closure of all dine-in options, forcing restaurants to do take-out and delivery only.

Food truck operators are busy trying to find business, such as small catering events, and customers via Facebook and other social media platforms. If you're looking for the ultimate added security and accountability towards maintaining the health of your employees, one solution is simple – control where the whole office's lunch is coming from. By bringing in a food

truck, or ordering drop-off catering, you exponentially decrease your co-workers' contact with dozens of outside lunch options (and all the paths taken to get there).

If it's from a food truck, it's a kitchen subject to the most intense scrutiny dished out by the health department – with more inspections, regulations and standards than any other type of kitchen, nation-wide (and it's a contained environment accessed by only the small team already tasked with preparing your office's meal).

While many restaurants and bars were ordered to close to help slow the spread of COVID-19, food trucks may remain open.

Food truck owners and workers are fully trained in food safety and sanitation and those practices will be amplified in compliance and conjunction with CDC recommendations. Operated by five or fewer people in most cases, which allows for very little coronavirus potential. Online ordering features and technology reduces the spread of corona virus while allowing customers to order their favorite meals!

Food trucks can be a great way to help out during the coronavirus outbreak offering to pick up food and medicine for anyone who cannot leave their house and to cook for anyone who cannot cook themselves.

SCHOOL'S OUT-TIME TO MOVE IN!

BY CALLIE NEWMAN, MARKETING MANAGER

Summer is by far the most popular time to move. People's leases are up, the kids are out of school, and tons of properties are on the market. There are a lot of ways Self-Storage facilities and real estate professionals can capitalize on this busy season!

Take part in end-of-school giveaways and sponsorships

Perfect attendance awards, field day sponsorships, and Project Graduation are just a few ways students interact with businesses at the end of the school year. There are a lot of sponsorship opportunities to take advantage of, so don't miss out on getting in front of those parents while their minds are on moving! Add your

logo to the school t-shirt, take out an ad in the yearbook, donate your truck to clear out outdated school supplies – there are a million ways to get involved.

Make a relationship with local apartment communities

Most apartments offer a folder full of coupons and recommendations for local businesses, including restaurants, pest control, storage, and real estate agents upon move-in. Form relationships with local apartments to make sure you're included and offer them ad space on the back of your truck!

Offer discounts to high school seniors moving away or moving in for college
Students moving on to college need to

pack up their rooms and get ready for dorm life! Offer discounts for parents whose heads are still spinning from the cost of tuition.

Donate your truck to summer or church camps

There are a lot of games, equipment, and summer fun camps needs to move around in the summer – why not donate your truck for the day? As parents drop their kids off for camp, they'll see your brand and put an end to their moving search.

Questions on how to boost business when school ends? Call us at 800-645-9949!



HOW TO MAKE SUMMER MOVES EASIER FOR CUSTOMERS

BY CALLIE NEWMAN, MARKETING MANAGER



Lots of families take advantage of their free time in the summer to move homes. They put their excess belongings in storage, find a good real estate agent, and move into the house of their dreams! But the stress and labor of moving can really make you break a sweat. Make things easier for your customers this summer with a few amenities.

Get the AC going in your truck.

Your On The Move truck is what landed the customer, but you can go a step further! Get the air conditioning going in the truck before your customer arrives so it's nice and cool when they get in.

Put a sun visor on the windshield.

Keep the truck cool when it's parked with a sun visor! Let the customer use it as they move so they stay comfortable throughout the entire process. You can find ones that say "For Rent."

Supply water bottles.

Leave water bottles in the cup holders of the truck or in your office so customers can cool off and keep hydrated.

Schedule clients in the morning or evening.

Try to work with customers to avoid the hottest times of day. Moving in the morning or evening will be safer and more enjoyable.

Remind customers to transfer utilities.

No one wants to move into a house that's been baking in the sun. Remind your customers to transfer their utilities and get the air conditioning on in their new house before they begin moving.

Moving is strenuous any time of year, but it's particularly dangerous in the hot summer months. Make sure your customers are happy and safe with these tips! It's little acts of service like these that can motivate customers to leave you a five star review. More questions on how to make the best of the heat? Call us at 800-645-9949 today!

WAYS TO STRENGTHEN YOUR FACILITY'S SOCIAL MEDIA

BY CALLIE NEWMAN, MARKETING MANAGER



You post regularly to social media, but your mom is the only person that likes your posts – what gives? Social media is imperative to any business and when done correctly can earn you new customers, but it can be tricky. You don't need a professional camera or an on-site millennial to maintain a strong social media presence, you just need to follow a few simple tips.

Be Consistent.

Consistency is king – across the board, everything should be the same or very similar. This creates an aesthetically pleasing grid and enforces brand recognition. You should post around the same time every single day. Your photos should stick to a theme or color scheme that you always follow. Steer clear of posting content that doesn't have any relevance to your business. Have something you're dying to share, but isn't consistent with what you normally

post? Put it on your Instagram/Facebook/Snapchat story! The stories can be as random as you'd like. Regular posts are for boosting brand, and stories are for showing your personality!

Use Hashtags.

People will search for or be led to hashtags that are relevant to their interests or needs. Someone who has recently searched Google for the best storage unit, moving trucks, or anything relevant will be lead to your account because you used #storage or #moving. Most websites will collect cookies that will lead people to you, but you have to make it easy to be found. Hashtags put posts in little files that people can search through – make sure you have a presence!

Get Personal.

People don't buy what you do, they buy why you do it. Part of that means they want to know the man behind the curtain, so to speak. If people like you,

they'll feel more inclined to support your business. Try sharing photos with employees in them, sharing personal stories about your journey or your family, or tell stories about how you came to be in business.

The Video Takeover.

Video is quickly taking over written content, so don't be behind the curve. You don't have to be a YouTube star, but it will help to post the occasional video to your social media pages. Maybe interview some customers about how they like your truck, record your amenities or top notch facility, or just film yourself talking about your passion: storage!

Interact.

Ask questions in the captions of your photos, in your statuses, or at the end of your blog posts to get customers to interact with you online. Make sure you respond to all comments and messages within twenty-four hours and be friendly! Respond to reviews, both positive and negative, and let people know you hear them.

Track Your Progress.

Make sure you're looking at which efforts are working and which are falling flat. Every social media platform has an insights page with valuable data. Those reports can tell you how many people viewed your page or post, how many likes you got, what time of day people are looking at your page, and more. That information is free so make sure you're taking advantage!

Maintaining your social media presence doesn't have to be stressful. Have fun with it and try new things! Have questions on how to optimize your pages? Call us 800.645.9949!



WHICH SIGN DID YOU NOTICE FIRST?

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On The Move has been helping real estate professionals increase listings and client satisfaction for over twenty-seven years. Our trucks are mobile billboards that can go into any neighborhood and help your clients move. This truck will get you so much attention, you'll be a local celebrity!

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HOW TO MARKET YOUR SELF-STORAGE FACILITY

BY CALLIE NEWMAN, MARKETING MANAGER

Chances are you didn't open your self-storage facility to get in the business of marketing, but if your profit is reliant on people stumbling across your business, you're missing out on huge growth opportunities. Self-storage owners are entrepreneurs and have to treat their facilities just like anyone else would treat their business. Doesn't your business deserve the best? Here are some marketing strategies that require very little work for huge return:

Get On Social Media.

You may think that no one would be interested in a storage facility's social media, but according to Social Media Examiner, almost 90% of marketers say their social marketing efforts have increased exposure for their business, and 75% say they've increased traffic. You don't have to know everything about Facebook, Instagram, and the hundreds of other apps to create a good online presence. Use your social media accounts to boost your business higher in search engine results, tell customers why you're the best, run specials, and more. As little as three posts a week can help people find you online.

Clean Up Your Google Listing.

Ever tried looking your business up on Google? What'd you find? You control your listing on search engines, so make sure it reflects information correctly. Customers will be less than pleased if they read you're open late online, when you actually close early. Make sure you claim your business on Google and keep it up to date!

Get A Website.

This may sound daunting and expensive, but it's not! You can buy a domain for around \$15 per year and use a service



like WiX, WordPress, or Weebly to host your website. There are plenty of templates to choose from, so all you have to do is enter your information. Most consumers, especially millennials, will check online before spending money on a product they're unfamiliar with. Having a website makes your business look more legitimate, boosts you higher in search engine results, and gives you the chance to sell your food before the customer even sees your food truck. You can set it up once and use it for years with only minor updates!

Add A Blog.

Once you get your website running, try adding a blog. Producing content will boost you higher in search results, cement your role as an industry expert, and will show consumers you care. You can blog about how your business got started, tips for an easier move, ways to save money while storing their goods, and more! According to Demand Metric, companies with blogs produce 67% more leads per month than companies who don't have a blog. In fact, blogs account for 434% more of indexed pages on Google.

Don't Get Tricked Into Spending Lots Of Money.

There are plenty of resources for you to market for free – don't get tricked into dropping a ton of cash on something that

might not work. If you do want to pay for marketing, try something affordable like Facebook Ads. Always make sure your efforts are concentrated and tracked.

Get Creative.

There are so many ways to get your business out there, so get creative! Print some business cards and leave them everywhere you go. Volunteer for community events to get people familiar with your brand. Drive your branded On The Move truck to newly developed neighborhoods or other places with a lot of new residents. The opportunities are endless!

Get Some Data.

Track everything! Did you get more tenants in March than you did in April? Which amenities are outselling the others? What days and times are you getting the most traffic? How can you capitalize on that? Make sure you're keeping detailed records of how you're selling so you can strategize how to use that data to your advantage.

Marketing doesn't have to be complicated or intimidating. Just set yourself up with the basics and watch your business grow! Still wondering what steps you can take to market your facility? Give us a call at 800.645.9949.

IS YOUR RENTAL TRUCK PARTNER HOLDING YOU BACK?



SHOULDN'T YOUR TRUCK SHOWCASE YOUR BRAND?

On The Move makes custom-wrapped trucks for self-storage operators to offer their customers. We wrap the trucks to showcase your brand, not ours. **YOUR SUCCESS IS OUR SUCCESS.**

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TENANT PROTECTION VS. TENANT INSURANCE: WHAT'S BETTER FOR STORAGE?

BY CALLIE NEWMAN, MARKETING MANAGER



Most storage owners and operators know they need some kind of protection for their tenants, but what's better? What's the difference? There are a lot of differences between tenant protection and insurance and the better choice is obvious. Here is why tenant protection is the right choice for storage:

Tenant Protection Has You Covered.

Tenant Protection will guard your tenants' belongings without loopholes or deception. While Tenant Insurance is subject to changing state regulations, Tenant Protection is clear and concise. You don't need a license to sell protection.

If you want to sell Tenant Insurance, you will have to pay for your employees to get licensed to do so. Instead of spending the time and money to license every

new employee you could just sell Tenant Protection, which does not require a license of any kind.

The Added Revenue Is For You, Not An Insurer.

Tenant Protection will grow your bottom line substantially, while Tenant Insurance only benefits the insurer. If you're going to put a lot of time and energy into something, we believe it should financially pay off.

The Operators Sets The Rates.

Want to sell protection for \$10? \$50? \$5? That's your prerogative. Tenant Insurance is subject to constant fluctuation, but with Tenant Protection, the storage owner sets the rates and collects the profits.

Take Care Of Your Tenants With Confidence.

On The Move Insurance Agency offers premier service and takes pride in servicing our clients. With us, you'll know your tenants are cared for. With insurance, you just have to cross your fingers that the third party insurer won't let you down.

Questions on Tenant Protection? Call 800-645-9949!

On The Move
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Self-Storage Insurance Specialists



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On The Move offers award-winning Tenant Protection Programs that increase revenue and customer satisfaction. **No license required.**

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ACTION!

Account Tracking & Insurance Online

Innovative Technology For All Your Vehicle Renting Needs:
Tracking, Claims, Accounting And Much More

Version 2.0

New & Improved

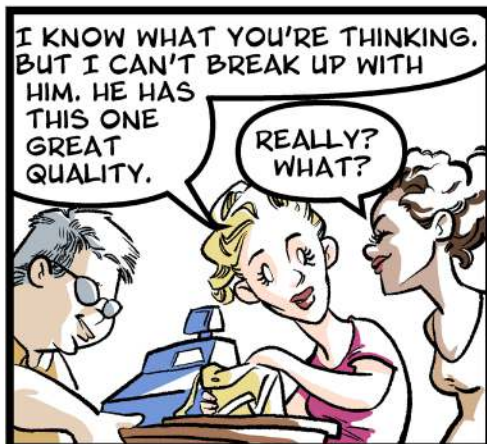
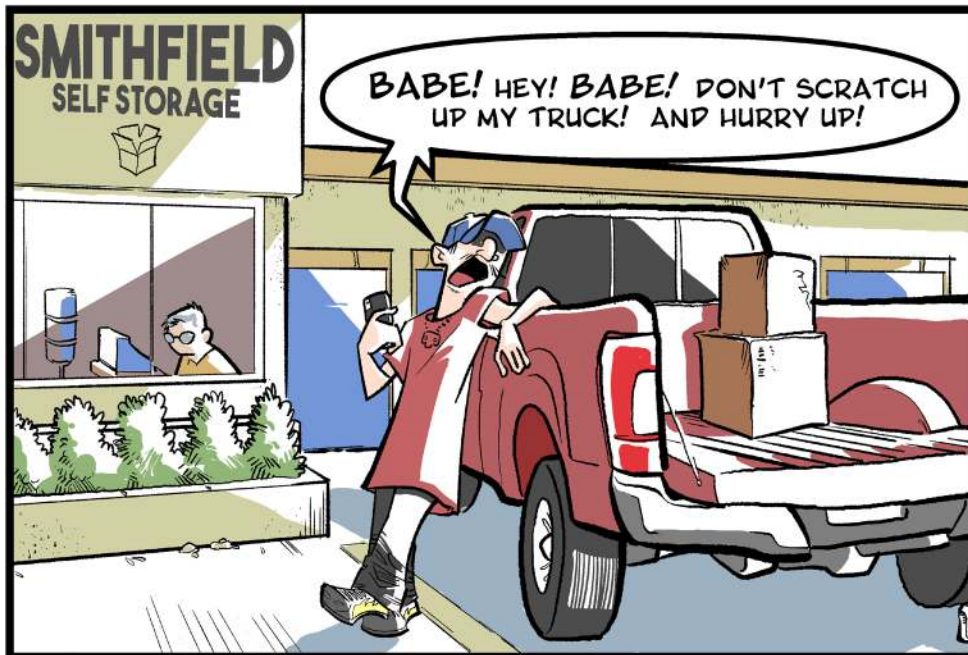
- Streamlined account creation for quick sign up
- Licensee login with admin capabilities for each location
- Ability to easily switch modes between licensee and location levels
- Clickable calendar based reservations
- Real time calendar updates for reservations
- Easy-to-use pick-up and return processes
- New online vehicle damage history
- Printable PDF rental agreements

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FOR MORE INFORMATION, PLEASE CONTACT

Nick Malagisi, National Director-Self Storage
[855] 304-0443 | nick.malagisi@svn.com | www.storagerealty.com

All SVN® offices are independently owned and operated.



RESOURCE GUIDE

For Truck Claims (Fleet Response)..... 800-338-0619
SecureLease Claims 212-269-8220
Windshield/Glass Repair 830-428-0785
On The Move Roadside Assistance..... 888-242-9044
Order Supplies..... 800-645-9949
Request Cert/ID card 830-428-0785
ACTION!2.0.....830-428-0778 or 830-428-0779
Submit Address Change
Email info@onthemovetrucks.com

Important Websites:

www.onthemovetrucks.com | www.onthemovevehicles.com | www.onthemoveinsurance.com
www.onthemovefoodtrucks.com

FEATURED VEHICLE

1993 Ford Bronco \$19,500

Mileage: 204,509 Miles
Stock #: G32729
Exterior: White
Engine: 5.0L V8
Interior: Gray Leather
Transmission: Automatic 4-Speed
Trim/Package: 2dr XLT 4WD SUV
Fuel Type: Gasoline
MPG City/Hwy: 12 city / 17



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