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GEM NETWORK
GLOBAL EXCLUSIVE MOVERS

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GLOBAL EXCLUSIVE MOVERS

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A Note from the Team

As the end of another month draws near, we are happy to release Issue 9 of the GEM Movers' Magazine. In this month's edition, we are looking at a topic that has exploded into being a mainstream phrase. That phrase is, 'Fake News'. Since the inauguration of a certain President into office back in January 2017, the words fake news have made their way onto TV screens and newspapers most days. However, it is not only in the world of politics that this phrase has a place. Everything nowadays is under the fake news scrutiny. That is why, as medium sized international movers, it is paramount that we are transparent in each move we make. Especially now in the days of Google reviews, one bad review (fake news) can seriously affect business. But, that's not all! Fake news can also be false information regarding customs regulations, and fine print in moving contracts. As movers, we need to keep our customers updated on factual information about how we professionally handle moves and how we inform or customers of changes in regulations. Hopefully, in this edition we can give some ways to handle these topics through our 'From our Blog' and 'Moving Matters' articles.

In previous editions, we have given our readers in-depth insight into the world of marketing and the value of marketing your moving company. It has been great seeing so many of our members implementing the marketing strategies mentioned in previous editions. If you did however miss any of the previous editions they are available at the network news section at:

www.globalexclusivemovers.com

In this edition, we are going to move from the digital marketing tools we have discussed previously to a more traditional marketing form that is actually making a comeback. This tool is postcard marketing! Research has shown that by receiving a postcard in the mail, your customers are more likely to visit your website and save the postcard and return to this when your services are needed. We will discuss later in this edition, the ease of starting a postcard campaign and the reasonable costs involved.

Once again, after last month's edition (issue 8), we had lots of fantastic feedback about the GEM Movers' Magazine. We also had many companies ask us to add them to our mailing list as our readers, it seems, are sharing this digital publication. This is great to hear. If you are one of these people who has received this magazine from a friend, contact us now and we will make sure that you get onto our mailing list so that you never miss an edition. Also if you wish to read a previous edition all are available on our website at the 'Network News' page.

If you are interested in becoming a GEM Mover you can apply now at www.globalexclusivemovers.com

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Industry News

New Robots for Loading Pallets

In 2017, Boston Dynamics displayed the robot named 'Handle' that could jump four feet in the air and do other tricks. Now, they have designed the robot to load pallets.

Handle is a wheel-legged robot with legs, backward knees, and a bipedal design. It has a top speed of 9MPH. It has a single arm mounted at the top. This arm has visual sensors and a grid of vacuum suction cups that allow the robot to pick up boxes weighing up to thirty three pounds and place them on pallets. If all boxes are labeled with matrix barcodes, then the robot can mix SKUs to fulfill orders.

This is another example of how the shipping and removals industries are going to change in the future.



Story credit: [ARSTechnica](#)

Photo Credit: [Boston Dynamics](#)

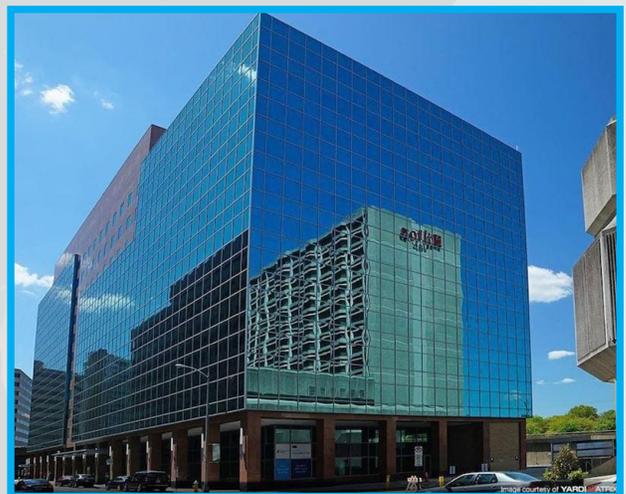
iTG Expanding with a \$5.1 Million Relocation in Virginia

Incentive Technology Group (iTG) LLC. is an information technology and management consulting firm. They are relocating their headquarters within Arlington County, Virginia, creating 128 new jobs. This will entail an investment of over \$5.1 million for the new 50,000-square-foot facility located at Presidential Tower in Crystal City. This move is to anticipate long-term growth with a commitment to over 1,000 new jobs in the next three years.

iTG considered Georgia for the move, however, Arlington County has had a recent stream of technical talent and the city's allure to leading-edge companies, such as Amazon, helped make this an easy decision.

'iTG is an award-winning digital consulting firm delivering solutions to government and commercial clients' business transformation needs. Its customers include the Department of State, the General Services Administration, the Department of Health and Human Services, the Federal Communications Commission, the National Cancer Institute, the Food and Drug Administration, Bank of America, Vanguard, and United Healthcare.'

We think [Eagle TransGroup](#) should take a byte for this business!



Story credit: [Business Facilities](#)

Photo credit: [Business Facilities](#)

Industry News

Two Thousand Millionaires Make Dubai Their Home in 2018

Dubai's leaders have worked hard to create an environment that has high levels of happiness for residents, visitors and investors. It is currently a leading lifestyle and business destination with lots of ideas and innovation.

The 'Global Wealth Migration Report' for 2019 by AfrAsia Bank and New World Wealth, states that Dubai attracted more than 1,000 millionaires from outside of Dubai in 2018. This defeated other major cities such as Los Angeles, Melbourne, Miami, New York, San Francisco and Sydney.

Worldwide, 108,000 millionaires migrated in 2018 with China losing the most (15,000). Russia was close behind with 7,000 millionaires moving abroad. Key elements driving these relocations were a need for more security, safety, modern lifestyle, high standards of living, better educational opportunities and healthcare. This made Dubai top of the list. This is great news for Frontline Relocations!

Story credit: [Transport & Logistics Middle East](#)



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ABOUT COMPANY

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Marketing Movements — Postcard Marketing

In previous editions, we have talked about new marketing ideas that can be easily implemented and can bring increased exposure to your removals business. In this edition, we are going to talk about a more traditional form of marketing which is actually making a comeback and is proving to be very effective indeed. This marketing tactic is mail marketing and more precisely – Postcard Marketing!

Postcards have been around since the 1870's when they were used to send government messages and evolved into a way for people on holiday to share their experience with friends and family back home. However, since the technology rise with emails and instant messaging, the use of postcards, as a way to send a message, declined. This is on the change as postcard sending is being adapted by many businesses and is proving to be a cost effective form of direct marketing. The reason why it is so effective is simple! Postcards stand out in your pile of mail and therefore the recipient is more likely to spend the time to read it and will probably place it on a side table or desk and come back to it when your services are needed.



Postcard marketing is a form of direct marketing. Studies have shown that postcard marketing makes recipients feel valued and boosts the authentic relationship



feeling between a business and a customer. One of the biggest challenges in business, is to get your customers to visit your website. It has been proven that postcard marketing campaigns stock a high level of interest in your product and services and encourage a customer to visit your website to learn more.

You can use postcard marketing to showcase your services, announce a new service that you have started, to advertise a special discount that you are offering or for any other news you want your customers to know about. Like any form of marketing, it is important to have a plan about who you want to target. A good starting place for a removals company is to start local and target direct, potential customers in your city. A good start could be real estate agents in your city and surrounding suburbs. These real es-

tate agents are selling properties and have direct contact with your potential customers for any domestic household move in your area. Many people, when moving house, ask their real estate agent if they know of



a reputable mover. This isn't exactly the real estate agent's area of expertise, but if they received a postcard a few weeks before, you can bet it's still sitting on their desk, or in a drawer in their office and the likelihood of them passing that information on is high!

Another great target is international schools and multi-national companies that are based in your city. These are big customers for movers as they employ overseas workers who usually have excellent expat packages. These packages include international moves so it is important to get your name and services known to these schools and businesses so that you can get a piece of this action.

That is the potential customers taken care of, now for potential partners! Why not start a postcard marketing campaign targeting other removal companies in other countries. Pick locations where you know there is mutual business to be had or where you are looking for a solid partner in. This is an amazing way to generate leads and also gives a personal touch which is essential in forming any business partnership.

Like any marketing tool, it can be intimidating getting started as we are not all marketing pros by trade. Let's break down the steps to get you started. First, get your designer to put together the postcards front page design. Remember what we have discussed previously about: branding, brand recognition and



brand consistency. Also, be sure not to make your postcard design too busy. Simple is better and avoid too much wording on the front, save that for the message on the back.

Next, the back! On the back of the postcard include a title; this

could be your business name. Then you need to include, in the body of the message, the description of the selling point you want to offer or an explanation of your services. On the back and also the front it is important to include your logo.

It is important to choose your audience carefully as we talked about earlier. You can get these postcards printed yourself, and then do the posting or you could use one of many postcard marketing campaign companies out there. They will print and post the cards for you and also help you track who has received them. Whichever way you choose, I think you will be surprised with the effectiveness of a postcard marketing campaign. Why not give it a try? We have!

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Our custom broker takes care of the paperwork required to custom clear your shipment of personal effects and / or vehicle.

TRANSPORTATION OF YOUR PERSONAL EFFECTS

We take great care in the transportation of your personal effects either by road, air or sea ensuring that they arrive safely in your new location by using reliable and vetted freight partners.

UNPACKING SERVICE

Our service included unpacking of the boxes, placing the items on a flat surface, unpacking of the furniture and set-up of it at the new location.

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We collect all the empty cartons and packing materials straight away to save you the hassle of having to dispose of them yourself.

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MoveArtis Kft - Budapest, Hungary

Intermove Moving & Relocation Services - Sarajevo, B&H

Square One Relocations - London, United Kingdom

Established in 1993, Intermark was one of the first professional relocation consultancies in Russia and the CIS to provide the whole range of relocation, immigration and moving services exclusively in-house. Moving Manager, Elena Zlotskaya, explains the current situation in the moving service market and answers questions about Intermark's business activities.

Q: Please tell us about your company.

A: Intermark was originally founded by 3 international partners. Since then, the company has grown, developed our service offering, and expanded our service coverage. Today the Intermark team consists of over 100 people, with offices internationally, providing a full range of removal, immigration and relocation services to our clients and partners. Our years of experience in relocation in and out of Russia together with our clear focus on and in-depth knowledge of CIS countries along with responsive, high-contact client service is what has made us the top experts in this area.

Q: Intermark is a diversified company. How and why did the company decide to develop its moving services division?

A: These days there is a trend for removal companies to add relocation to their range of services. In fact, we went the opposite way. We began with relocation, then added immigration services and then, five years ago, Intermark began to offer removal services in-house. There are several reasons for this. The main one is that it is more convenient for clients when all the links in the relocation chain are supplied and coordinated by one service provider. Another reason is that we used to be responsible to our clients for quality but had no control over it. Starting a separate business unit and getting out of 'move management' helped solve that problem. Now Moving is a standalone department with professional teams of packers, our own vehicles and warehousing, and we actively work with agents all around the world.

Q: What is special about working in this segment, in your opinion?

A: Azerbaijan is an eastern country, and Baku is an oil city, so of course there are many stereotypes associated with this. But today, Azerbaijan is a modern, fast-growing country, where international standards are observed. Many people are frightened by the customs legislation, which seems very complicated, but in fact it is not. And our customs brokers will always be happy to help with customs clearance.

Q: You provide services in organizing relocation throughout the CIS. Please tell me why your emphasis is on this region?

A: Today Intermark operates in 10 CIS countries. The development of the services market in the CIS has also allowed us to extend our own borders and win the trust of customers wherever we work. When we open offices in other countries, we comply with the same high standards that make us the market leader in Russia.

Q: There is a lot of competition in this industry today. In this regard, how would you answer the usual question - why Intermark?

A: I will answer this question very simply: we have been on the market for more than 25 years, we operate in more than the 10 countries on the map, and we provide all types of relocation services under one roof. The quality of our services is at an internationally high level, and continuous monitoring helps us improve day by day. Our Euro Quality certificate and participation in international conferences help us employ all the latest technologies today and introduce innovative technologies of the future.

Q: Following on from the previous question, how would you describe the core values of your company?

A: We work to guide, anticipate and look after every step of the relocation, immigration and moving process. I would say that our core values are teamwork (as it is core to everything), passion in everything we do, innovation and creativity, and our commitment to exploring new opportunities all the time. We take pride in our work and aspire to deliver excellence.



For more information about Intermark moving services and commercial proposals, please contact us:

Elena Zlotskaya

Moving Manager

E-mail: Moving@intermark.ru

Website: www.intermarkrelocation.ru



Featured City

Manama - Bahrain

The name Manama originates from the Arabic word 'Al-Manama' and means the place of dreams. This seems very apt because Manama has been consistently top or near the top of polls for the favorite city with expats. Manama isn't a new city, it has a history of being an important trading center in the Persian Gulf, but over the last 30 years it has developed immensely and become a powerhouse! The government in Bahrain was smart from the get-go and developed a diverse economy. Indeed the growth was driven by oil but the government has been careful not to put all of its eggs in one basket and Manama has developed a diverse economy.



Manama has become a financial center of the Middle-East and is the base of Islamic banking. Financial services and big banking names also have a strong presence in Manama. Oil and Financial services are not the only strings to Manama's bow however! Bahrain also has a sizable aluminum industry and is becoming a tourist hotspot. Tourists are being drawn to Manama by not only its gleaming modern architecture and glistening shopping malls but also by the sprawling maze of streets in Old Town Manama where you can get a glimpse of traditional small industry like fabrics, jewellery, spices and perfumes. You also get to absorb this amazing Islamic culture and get

to savor some mouthwatering food.

Something that has come up time and again whenever you hear people talking about Manama, and actually Bahrain as a whole, is the friendliness of its people. This has helped make Manama such a hotspot to visit and also to move to which in turn is driving the moving industry there. With its ease to settle in and its large number of international schools, Manama is also becoming popular with expat families. The draw here is excellent schooling, top-class medical services and a more liberal lifestyle compared to other neighboring countries which makes Manama a great choice for families.

International Schools in Manama

Abdul Rahman Kanoo International School - <https://kanooschool.edu.bh/site/>

Modern Knowledge School - www.mks.edu.bh

Naseem International School - www.nisbah.com

St Christopher's School - www.st-chris.net

Talent International School - www.talentschools.com

With all of this comes the need for a top-quality international moving expert. Global Exclusive Movers' Network (GEM) has just the company for you! **Frontline Relocations** has a full array of moving services that will cater for all of your moving needs. They are also a powerhouse in the region so any move you make, you are in safe hands with Frontline!

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- * Trailer Services



Moving Matters

Fake News!

The term Fake News, virtually unheard of a couple of years ago, is now part of our everyday language thanks to the omnipresent President Trump. With a definition of the term that would include the use of misleading content, manipulated context or false connections, we present our take on Fake News in the relocation sphere.

Fake News – Cost Savings

Relocation Management Companies (RMCs) will claim they can reduce costs by pooling all client purchases and negotiating lower rates. From the client's perspective, this seems logical, and from the RMC's perspective, it's the perfect marketing pitch.



Reality

The reality is that clients are not the winners in this service provision structure, nor are the suppliers. Service rates are negotiated to include the requirement that suppliers kick back a percentage of their invoice in the form of network fees, referral fees, invoicing fees, audit fees and other revenue claw-back schemes. Suppliers pay a stiff price for inclusion in a network of service providers, and RMCs end up with built-in revenue generating provisions that do not motivate them to manage costs.

These RMC-based service structures evolved as direct supplier network access and



management became onerous for HR departments suffering the effects of downsizing. Suppliers have balked for years at having to pay these network fees, and to combat this practice, have made direct interaction much easier through simplified tariffs, independent auditing services as well as online booking and administration platforms.

Fake News – Quality Service

RMCs can demand higher quality service from supplier networks by committing to high volumes. A recent trend is to use single sourcing for an entire line of service. Again, on face value, it makes great sense to a corporation that with the promise of high volume, a supplier will ensure service excellence.

Reality

The reality is that single sourcing places employee relocations at risk of failure. These types of agreements ignore the fact that the relocation business is somewhat seasonal in nature and a single supplier could easily become overwhelmed during high demand periods. Once a supplier (e.g. a moving company) has reached capacity, it seeks assistance and may have to hire less than stellar suppliers, a slippery slope indeed. The results can turn into “moving company nightmares” as you may have seen on investigative reporting shows such as CBC’s Marketplace.

Fake News – Invoice Accuracy
Supplier invoice audits

performed by RMCs will generate great savings.

Reality

RMCs are not incentivized to reduce costs given that the higher the invoiced amount, the more they receive in referral fees.

One area of real concern is “weight bumping” in shipments. Service standards are not always aligned with industry leading practices for proper weighing of transported goods. In order to ensure accuracy, shipments should be weighed at origin, on the day of loading, using certified scales for both light and heavy weights. Without proper oversight, a company is vulnerable to higher costs resulting from practices that may increase the shipment’s recorded weight.



In the context of relocation, Fake News is about the spin used to influence and have a message understood as intended. Like anything in life, it is important to peel away a few layers to fully understand the “real deal”.

Now, we will focus on the

use of misleading content, manipulated context or false connections in the business of moving of household goods.

Fake News – Tariff discounts

Movers that present the highest tariff discounts are offering the best price.



Reality

There was a time when tariffs were fairly similar across the industry. They were set through government regulation or tariff bureaus, and comparing discounts would provide a good indication of each supplier’s cost. This is no longer the case. Base tariffs used by movers can differ greatly, requiring a detailed analysis in order to determine the best offer. The reality is that much of the opportunity for cost savings when moving household goods can be found through the management of accessorial charges that are never outlined in estimates, e.g. additional crating, stair carries, long carries and shuttles. As an alternative, simplified tariffs would bundle all accessorial fees into the transportation rates. The mover would then be responsible for managing those additional charges rather than having the client sort it out and determine what was justified or not.

Fake News – 10% guarantees

Movers provide a level

of cost control by guaranteeing their invoices to within 10% of their estimate.

Reality

This sounds great up front but we have found that among movers there is an increasingly common practice of artificially inflating estimates to avoid having to refund overages. In the end, this provides no real advantage; it inflates anticipated moving costs and makes shipments vulnerable to “weight bumping”.

Fake News – Loss and damage ratios

Claims of very low loss and damage ratios (‘under 10%’ or a very low percentage) demonstrate quality service.



Reality

Movers handle very fragile items and large cumbersome pieces, and transport them great distances, so it is understood that some damage or loss, though frustrating, is always a possibility. A review of these ratios should be done with a clear understanding of the mover’s definition of a “claim” as used in their calculations. Some do not include tailgate cash settlements (where the unloading driver offers cash to the customer to cover damages). It is also common not to include settlements paid

Continued on p.18

when another mover was sub-contracted to service the shipment. The omission of these transactions means that the loss and damage ratio promoted may not be fully indicative of their track record.

Fake News – Service locations

Vast geographical outreach offered when stating “100 locations worldwide” or “Canada wide service”.



Reality

Providing services to a wide range of distant locations is an important requirement for many organisations. How moving companies market this feature of their business can lead to some misunderstandings and dissatisfaction, or worse.

This claim can mean that the supplier has locations worldwide staffed by their own employees and located within a full service facility, or it may mean that they have alliances through van line contracts and associations, such as FIDI or IAM, which gives them access to a number of other member companies worldwide. On the other hand, this claim could also be made by an unaffiliated mover that sources services worldwide through internet searches, opening the door to all kinds of serious risks. The above are just four among many moving supplier marketing pitches that can be misleading.

An assessment of current or prospective moving suppliers must include probing questions about these claims and practices. Otherwise, you could find yourself crying “Fake News!”



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RETURN ON RELOCATION INVESTMENT

<http://www.wardofarrell.com>



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Moving



- International moving
- Domestic moving
- Transportations of antiques
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From Our Blog

FAKE NEWS

HOW REMOVALS COMPANIES CAN FIGHT BACK



Fake news is a new term that has exploded onto the scene. People are now cautious about what they read and hear and are always after fact checks to validate any news item. We have all seen the term fake news, bounded around in the world of politics, but it can affect businesses and individuals well away from the political scene too.

As movers, it is crucial to ensure that facts and industry news is verified and true to help our customers gain a great understanding of the moving industry. Fake news can effect movers in two ways; both of which can be extremely harmful to a moving company.

Firstly, we have to uphold our reputation and make sure that our customers get a seamless move and professional care throughout the entire moving process. With everyone's business having a website these days, it is easy for customers to write

reviews of their service. While reviews are great as they force us all to maintain



high standards of services, sometimes these reviews can be abused and targeted by competitors producing fake news about your company. We must regularly check our company's Google reviews and keep an eye open for suspected fake re-



views. These can be reported to Google. Although this is rare, fake reviews happen and you must be ready to act if they do. It is good business practice to reply to all reviews that your company receives. For positive reviews, a reply from your company shows you have an added level of services and can help show the professionalism of your work. In our industry, bad reviews can happen as anything can occur in the process of a move. However, you need to reply if the complaint is valid. Explain what happened and act professionally. However, if a review is completely false, you need to act fast and stop this type of fake news in its tracks!

Secondly, as movers you need to constantly keep yourself updated on customs regulations, visa procedures and a mountain of information needed to carry out a successful move for your



clients. You need to ensure that news updates you have read are correct and customs regulations you have read about are up to date and that the news is from validated sources. Many company's websites do not have a news section and us at

GEM find this very hard to believe. It is essential to have a news section on your website, as this gives your customers up to date moving information and answers to questions they might have. Also it's of utmost importance to read a wide selection of articles about each topic to ensure that the stories are in fact true. I have seen people share stories that after a quick fact check, I have found that the story has been shared from a blog post writer over 12 months ago and is in fact untrue and a prime example of Fake News! Stay accurate and be wary of fake news!



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Member News

#IntermarkMythbusters

When you think about relocation and in case you're moving with your family, your concerns are certainly focused on your children. So, what are the most popular myths about moving with children?

MYTH NO. 1:

It's difficult for children to adjust to a new environment.

Yes, leaving home and friends can be very stressful for a child. So this is how you can help:

1. Maintain a dialogue with your children to enable them to regularly express thoughts, fears and feel emotional support.
2. Try to maintain some level of stability through this period of change using some kind of a sacred object like their favorite toys or book, or piece of clothing.
3. Use every possibility to know more about your new place of living. Do it together: read more about local customs and traditions, visit new places, join the local community for cultural exchange.

Read about more myths and how to make the process of relocation easier for children on Intermark's facebook page [HERE](#).



Servile Encourages Indians to Vote

Servile sent a reminder to all Indian citizens to exercise their right to vote. We at GEM are excited to see the results of the upcoming elections which are expected on the 23rd of May!

With over 900 million eligible voters, this will be the largest election in the world. In 2014, 66% of the population voted and that percentage is expected to grow with this election. Good luck to the more than 8,250 candidates!





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