

# United Van Lines



## THE MARKET

United Van Lines, as part of the UniGroup family of companies, is uniquely positioned to serve the more than 15 million American households moving annually and the millions more moving worldwide. In addition to moving personal household goods, United also provides transportation and logistics services to companies around the world.

United is America's #1 Mover<sup>®</sup>, offering single-source control and embracing common quality standards throughout the world for residential moves and the corporate transportation needs of its customers. Because of United's notable agency footprint, its customers can expect to be served by qualified professionals no matter where they are located throughout the world.

United's agency family is more than just branches of a larger organization; United agents are "customer service centers" through which customers can expect their expectations to be exceeded. United's quality commitment is not only for its household goods services; it also extends into specialized logistics services. From intricate trade show exhibits and delicate store fixtures to sensitive medical equipment and priceless fine art, United has the expertise and experience to successfully manage and transport whatever the specialized shipment may be.

## ACHIEVEMENTS

United is proud to offer its moving customers a variety of services in addition to moving and storage that add value to the overall relocation process and can ultimately save the customer



money. With the CityPointe program, customers receive access to data on metropolitan areas throughout North America, including demographics, climate, crime, education, health care,



and housing. Because buying and selling a home are typically the most expensive and challenging aspects of relocation, choosing a professional real estate agent can be an enormous asset. United assists its customers with finding real estate agents both at current and future home locations, and the customer may be eligible to receive cash back as part of this process. Selecting the right mortgage lender can help customers save time and money. Through United's preferred relationships, customers can secure the financing for their new homes while managing their costs and schedule. They receive the benefit of working with a lender who understands relocation as well as access to preapprovals, buydowns, and closing specials that may be available.

Additionally, United offers its customers a number of services through its trusted partners to help its customers settle in to their new homes faster. From computer and home theater setup to maid service, United's Straight Talk Advantage settling-in services help families make their new house a home.

## HISTORY

The concept that evolved into United Van Lines originated in 1928 when Return Loads Service Inc. was formed in Cleveland, Ohio, to arrange return shipments for independent moving companies transporting goods from one city to another. Orders were

centrally registered and dispatched, and certificates of membership were sold to independent moving companies, which paid a revenue percentage on every order handled.

The premise of Return Loads Service Inc. was to enable movers, once they had delivered a shipment, to obtain profitable tonnage to haul on the return trip instead of operating an empty van. When similar return shipment companies began appearing around the country, the Cleveland firm adopted the distinctive title, United Van Service. The Depression spelled disaster for the fledgling firm, as United found itself unable to keep up service with depleted revenues, and many agents broke away to operate independently. In June 1933 United Van Service was dissolved, and its assets and liabilities were transferred to a new entity incorporated as United Van Lines. The new firm prospered and, in 1936, moved its headquarters to St. Louis.

In 1947 the ownership of United Van Lines passed from the few original stockholders who held the firm together during its formative stages to a larger group of United agents, establishing the structure that has remained intact for more than six decades.

To support United agents in the transportation business, the corporation has created related operating companies that sell and lease equipment needed by the moving industry, and provide global mobility management services. These operating entities are overseen by UniGroup, a holding company formed in

1988 and owned by UniGroup companies' affiliated agents and senior management.

## THE PRODUCT

The moving industry is a people business, and United's devotion to this premise is reflected in the quality services it provides, as well as the strong ties it readily forms and maintains with large corporations as well as individual moving customers. United knows that no two customers are alike, which is why it provides a full range of moving and storage solutions from full-service to do-it-yourself with portable containers that customers can pack and load themselves.

United's approach to the evolving operating environment has consistently been characterized by a commitment to quality — to the importance of the individual's investment of excellence in a service or product to make it discernibly better than that of the competition.

In 2003 United became ISO certified, and the company is currently ISO 9001:2008 certified, proving its commitment to quality. United's superior performance is verified by consumer surveys and an even more telling gauge: repeat business.

United moves more than just people and their belongings. Whether it's down the street or to the other side of the globe, the company offers worldwide specialized logistics solutions for high-value products, trade shows, and other



## RECENT DEVELOPMENTS

In 2010 United introduced an innovation that will revolutionize the way the moving public receives a quote and initiates the moving process. United introduced a proprietary quoting tool called Quotes-To-Go. Quotes-To-Go is a one-of-a-kind, web-based tool that allows United sales representatives to offer the moving public added convenience during the moving process. On a PC tablet or iPad, sales representatives offer customers real-time pricing, side-by-side moving quote comparisons, and eAcceptance to start the move process at the customer's convenience without printed paperwork.

## PROMOTION

**Migration Study.** For more than 30 years, United Van Lines has released its annual migration study showing which states the moving public is leaving and where they are going. Journalists, researchers, and experts rely on this data to give them important trend information about the migration of the U.S. population. The United Van Lines study was the first of its kind and continues to be mentioned in publications and in broadcasts across the country each year.

**Undercover Boss.** In March 2011 United Van Lines CEO Richard McClure was featured on an episode of the hit CBS series *Undercover Boss*. During the episode McClure worked undercover with workers on the front lines of the company. In an *Undercover Boss* first, McClure's wife, Sharon, joined him undercover to work one of the jobs. Together, they met the unsung heroes who make the company work. More than 11 million people watched the initial broadcast of the episode.

**Television Commercial.** In 2010 United Van Lines launched a new series of television commercials comparing its full spectrum of moving and storage services to the competition.

A fictitious spokesperson compares a quality United move to having your possessions set on fire and raccoons run amuck with your electronics. The humorous spots tell consumers that United's expert movers are the best choice for all moves, from full-service to portable containers you can load yourself.

## BRAND VALUES

In 2010 United introduced new branding with the tagline, "There's moving. And there's moving United," to show how United's quality and professionalism set it apart from other movers. As America's #1 Mover, United has the innovative services and expertise to serve every customer from do-it-yourself to full-service moving and storage. United's commitment to quality has been the focus of its taglines throughout the years. Beginning in 1948 the tag was "Moving with Care . . . Everywhere," which showed United's commitment to quality and global thinking. Changing the slogan to represent United's focus on the customer, a new line — "Even Our Name Begins With You" — came out in 1978. In the 1980s society was looking for a



special commodities. Since 1959 it has been providing specialized transportation services, each year delivering more than a quarter of a million specialized shipments.



simple answer to all its needs. United responded with its tagline "The Total Transportation Company," conveying that it was a one-stop resource for all of its customers' needs. A more recent slogan, "The Quality Shows In Every Move We Make," focuses on United's commitment to quality once again.

## THINGS YOU DIDN'T KNOW ABOUT UNITED VAN LINES

- United Van Lines is the United States' largest household goods mover.
- United Van Lines is recognized as the nation's leading corporate transportation provider, with half of the Fortune 500 companies using its services and more than 5,000 corporate account customers.