



On the Move

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Clark & Reid Shines in the Trippel Survey Once Again

Based on the recent results of the 2006 independent, nationwide survey of 4,621 corporate transferees performed by Alan Trippel Survey & Research Company, Clark & Reid customers rated their moves 'outstanding' more than any other moving company. The Alan Trippel survey is conducted annually of corporate transferees who were transferred and responded to a survey

regarding their recent relocation experience using a 10 point scale with 10 being the highest level of service satisfaction.

Among household goods moving providers:

- Clark & Reid holds the highest total customer satisfaction scores throughout the past decade.

- Clark & Reid customers rated their moves 'outstanding' more than any other moving company in 2006.
- Clark & Reid rated almost 6% higher than industry average in overall satisfaction.

Sustaining Excellence: Clark & Reid Appoints New Quality Assurance Supervisor

By: Christina Pappas
Marketing Assistant

In an effort to maintain the highest level of quality and remain a leader in the industry, Clark & Reid Executive Movers has appointed Larry Dean as our new Quality Assurance Supervisor. With the creation of this position, Clark & Reid will effectively improve and maintain customer satisfaction scores and have the capabilities to share best practices.

Larry brings over 17 years of experience with Clark & Reid's movers and operations teams to the position. "I look forward to leading the effort in maintaining consistency and excellence in every move," Larry says of his new appointment. Acting as a conduit of best practices, Larry will be responsible for performing random quality inspections and observing and notifying management of techniques

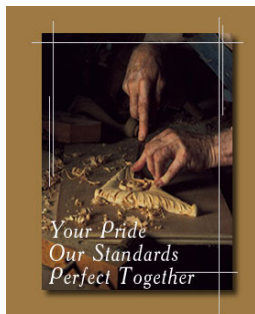
utilized by executive movers.

We realize that our clients appreciate good quality and we want to ensure they are getting it every time. The creation of this position will ensure that we are delivering on that promise.

"A wise women has observed that moving is life's worst non-tragic experience" Walter Kiechel III, Fortune

It All Started With a Rebel Voice: Clark & Reid's Specialty Products Division Takes Off

By: Kevin Rich
Executive Vice President



Established in March, 2001, the Specialty Products division of Clark & Reid Companies started with an idea promoted by an unusual source, one of Clark & Reid's executive movers. With the company's long and illustrious history of focusing on providing 'executive level' moving services to individuals and relocating companies, the notion of providing high-end furniture delivery fell immediately in line with the company's overall strategy. Not only does the division provide an opportunity to link customers from both channels, but it provides an avenue for promoting movers and drivers within Clark & Reid.

New to the industry of delivering high value furniture from manufacturers to homes and dealers, this division of Clark & Reid was able to segregate itself from competing brands by exceeding both the expect-

tations of the end consumer and the manufacturer. Experience in moving individuals' high-end furnishings has created significant differentiation from typical services offered by freight companies and other specialty movers. In addition, our on-going performance in the moving industry melded very effectively with the high-end furniture delivery requirements.

The Specialty Products division has also acquired key staff and redeployed others from the executive moving side of the business to support aggressive growth plans. Our success in this division is due to the efforts of several key individuals; John Fahey, Operations Manager, Cheryl Lymburner, Joe Roy, Tim Packard, the entire warehouse team including Glenn Humphrey, Tom Tzismos and Jay Mills, our key drivers Mark Mathews, Dave Ferry, Patrick Coffren and everyone else who has contributed to

the Specialty Products division of Clark & Reid.

In five years, the business has grown from one client to over 60 and investments in infrastructure and technology now enable the company to serve furniture makers and their customers from coast to coast. Clark & Reid recently announced the opening of a specialty products terminal in northern CA to improve our west coast service profile.

With one idea from an uncommon source, a marquee client and referrals based on past successes, the Clark & Reid Specialty Products division ensures expectations meet reality. Continuing to provide unmatched service in all avenues, Clark & Reid Companies has maintained and continues to provide a complement of services to cater the needs of all our clients.

Transferee Trauma : 2006

By: J. Chris MacKenzie
Vice President, Sales & Marketing,

A relocating executive has much with which to contend: First of all, the excitement and uncertainty of a new professional challenge in a new city, town and state. Once the decision has been made to accept the new position, the executive must now face the traumatic exercise of selling/buying a new home and all of the emotional and economic issues associated with this important decision.

If the transferee is responsible for selling their existing home, each of us in the relocating service industry need to realize some of the following statistics:

- Existing home inventory is up 37% from 2005.
- New home inventory is up to 5.8 months of supply.
- 13% decline in overall new home sales in 2006 versus 2005.
- Homes are on the market at least 10% longer than in 2005.

- The average seller is 48 years old, yet the average buyer is 28 years old.
- Sellers paying market value in 2005 are reselling at lower values in 2006.
- Rising interest rates almost guarantee the transferee will be paying more to borrow.

And if children are involved, there are the challenges of uprooting, new schools, new friends and, possibly, less quality time with the new position of the transferred parent(s). Match all of this with the high demand of moves in the summer, and the inability of many families to secure their desired moving dates, and you have a recipe for frustration, anxiety and potential confrontation with the professional movers - who are now present at the very end of a long, personal ordeal. Converting these families into 'raving fans' of the moving company, at this stage of the long process, is the ultimate Clark &

Reid challenge.

Clark & Reid moving coordinators are fully aware of the latest challenges and conditions confronting relocating families. They communicate extensively with the professional moving team of the family's unique needs, in addition to any extenuating circumstances recently experienced by the relocating family. This commitment and knowledge of the overall experience has resulted in higher top-quality scores from our moving teams thus far in 2006 than in 2005, and 2005 was our ninth year in a row as the industry's highest rated household goods moving company.

The 2006 conditions add to the already traumatic experience and hard work every executive and their families must endure: Clark & Reid stays abreast of these conditions, and will continue to discover new means of easing the transition, and allowing transferring families to successfully transition into their new environments.



Clark & Reid
INTERNATIONAL, INC.

Going Global? Expectations of an International Assignment

By: Christina Pappas
Marketing Assistant

Did you
know.....

Singapore
will not allow
entry or
possession of
chewing
gum?

There are a number of factors that differentiate a domestic move from an international move. The initial excitement that a transferee may feel after accepting a position overseas could quickly wend, upon the realization of the foreseeable cultural barriers and the forthcoming loss of familiarities. Clark & Reid International provides professional, caring, experienced and dedicated professionals to assist in the transition from the initial pre-move counseling through the entire door-to-door process.

There are a number of factors to consider when a transferee first decides to relocate overseas. A typical international move takes about 8 weeks compared to a week or less domestically. There is a new environment to consider along with invisible barriers such as culture shock, language, in addition to the overall stress of relocating away from family, friends and recognizable customs. Clark & Reid International suggests the transferee be aware of the regulations, immigration laws and specific customs in their host country. Also, it is vital that communication between the transferee and their corporate relocation department pertaining to the limitations of the moving policy is fully understood.

Several trends within the international moving industry have been observed by Glenn Kozar, Vice President and General Manager of Clark & Reid International, over the past several years. The use of third party providers has been steadily increasing replacing the need for 'in-house' relocation departments. Also, subsequent to September 11, the import and export process has been scrutinized, causing higher shipping costs to the shipper and delays in receiving goods. It is recommended that all transferees be well-schooled upon the realistic expectations of timing and process. Innovations such as VACIS (Vehicle and Cargo Inspection System) have made the process run smoother by allowing an entire ship's contents to be x-rayed at one time. However, this inspection system is often costly and ships may charge extra for any additional time their equipment is out of service.

"The latest trend we are experiencing is the growing popularity of short-term assignments, decreasing the need for full household relocation. The United States has also placed US Customs officials in foreign ports in an attempt to prevent the movement of restricted items," according to Glenn Kozar.

With the influx of regularly changing regulations and complications to import/export policies, it is important to retain a moving company that understands the rules of engagement and has had successful experience with international moves. It is also preferable that the company has an accreditation, such as FAIM (FIDI Accredited International Mover) to provide the smoothest transition for a transferee overseas. Choosing a company that has this validation will ensure the company's packing and storage standards along with financial soundness comply with specific international requirements. After all, it is the moving company who ultimately plays the last role in the transition, leaving a lasting impression for the transferee in their new country.

Glenn Kozar, Vice President of Clark & Reid International has over 30 years experience in the moving industry and 19 years with Clark & Reid International. Glenn can be reached at 800.342.6301 or via e-mail: gkozar@clarkreid.com.