

What is the Southwest Movers Association?

The Southwest Movers Association is an Austin, Texas based trade association representing the household goods moving industry in Texas and the surrounding states of Louisiana, Arkansas, Oklahoma and New Mexico.

The Association was originally founded as the Texas Warehouse and Transfermen's Association at a meeting held in Fort Worth in August, 1917. The late S. J. Westheimer of Houston organized the meeting and served as the first President of the Association until February, 1921.

On May 1, 1931, the states of Arkansas, Louisiana, and Oklahoma were taken into the region served by the Association, and the following year New Mexico was admitted. At the Galveston Convention in July, 1934, the name of the Association was changed to Southwest Warehouse and Transfer Association.

SMA provides a variety of services to its members and to the industry in the form of education, public policy development and advocacy, discount programs, tariff service and the SMA Foundation, a non-profit arm of SMA providing scholarships and funding for other educational initiatives.



700 East 11th Street
Austin, TX 78701



Southwest Movers Association

Pinnacle Mover Program



Recognizing the Best of the Southwest Moving Industry



Pinnacle Mover Program

What is the Pinnacle Mover Program?

The Pinnacle Mover Program was developed by the Southwest Movers Association specifically for the moving industry. The primary goal of the program is to promote and recognize professional competence and adherence to ethical standards on the part of movers operating within the five-state SMA coverage area of Texas, Louisiana, Oklahoma, Arkansas and New Mexico.

This certification program, which is earned by the member moving company, covers many aspects of moving industry business practices, including:

- ◆ Safety
- ◆ Customer Service
- ◆ Claims
- ◆ Maintenance
- ◆ Environment
- ◆ Insurance
- ◆ Employee Relations
- ◆ Education
- ◆ Maintenance
- ◆ Regulatory Compliance

To qualify and achieve certification, a mover must meet and maintain criteria established to help insure high levels of service and consumer protection. The goal of the program is to have a Pinnacle Mover recognized as the best of the best in our industry with a commitment to consistently high levels of service, safety and consumer satisfaction.

What Does it Take to Become a Pinnacle Mover?

The Pinnacle Mover Program is administered by the Southwest Movers Association working in conjunction with a three-person certification panel made up of the SMA Executive Director and two public panel members.

The certification is valid for one year although it may be revoked if the mover falls out of compliance. Any mover member company in good standing of SMA



is eligible for consideration. An application fee of \$150 is required to begin the certification process. A \$100 fee is required for recertification.

The applicant company must fully and accurately complete a certification questionnaire and provide proof of attainment of individual certification criteria. The applicant must also agree to an on-site evaluation by the Pinnacle Mover certification committee or SMA staff if needed.

To achieve Pinnacle Mover status, a company must meet all required standards and criteria in addition to earning 150 points from a menu of optional criteria. Guidelines for many of the optional items are available from SMA.

What Does it Mean to Be a Pinnacle Mover?

Achieving the status of a Pinnacle Mover indicates a commitment to be the best in our industry. Once certified, a mover will receive an engraved award for display at their location (additional awards will be available at a cost for multiple locations) in addition to decals and logos indicating Pinnacle Mover status. SMA will issue a press release to the local media and to applicable regulatory agencies recognizing the certification. Pinnacle Movers will also be eligible to participate in local advertising recognizing Pinnacle Movers in that area.

SMA is also developing a menu of special products and services available at a special discount only to Pinnacle Movers. The association is also working with regulatory agencies and state government to develop financial incentives for those companies who achieve certification. Our goal is to recognize those companies who go the extra mile to offer consistent quality service and to offer incentives to continue to do so.

Return this form via fax to:
512-474-1745

How Do I Begin the Process?

Complete the enclosed form and return it by fax or mail to SMA. You will then receive a full certification packet needed to begin the certification process.

Yes! I'm interested in achieving Pinnacle Mover status.

Name _____ Company _____

Street Address _____ State _____ Zip _____

City _____ State _____ Zip _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail Address _____