

PAWS EN ROUTE PARTNERSHIP

Atlas offers comprehensive moving services, including care for pets alongside cars and household goods! This initiative so far has brought an influx of leads to our Agency network, expanding our client base effortlessly. The Atlas Canada Government & Corporate Services team will manage the program to ensure a smooth and successful rollout for everyone. Please see below for contact information.



KEY PARTNERSHIP DETAILS:

Partnership: Paws en route will refer warm leads to our Government & Corporate Services team.

Agent Role: The Government & Corporate Services team will pass these referral leads directly to the appropriate agent.

Booking Code in AtlasNet:

Private Client: Use Paws en route account code CN6165001001 for all moves booked through Paws referrals.

Corporate/Billed Account: Use appropriate corporate/billed account code example - CN****001001. Under Pricing Method, select CA6165 - for ALL payment types.

LANDING PAGE DETAILS:

[Atlas Pet Relocation Page](#)

[Paws en route Relocation Page](#)

- Unique Instant Quote form for pet/household moving
- Ad campaign assets available for agents to use in own channels for August
- Available for Agents to book referral moves in AtlasNet using the Paws en route account code **CN6165001001**

ENHANCED VALUE PROPOSITION:

This partnership allows us to better serve our clients by addressing both their relocation needs and their pets' needs, offering a comprehensive relocation solution. Here's how it bolsters our value proposition:

1. Comprehensive Service Offering: By partnering with Paws en route, we can now offer clients a complete relocation package that includes both human and pet transportation services. This makes us a one-stop solution for all relocation needs, enhancing our attractiveness to potential clients.

2. Market Differentiation: In a competitive market, offering specialized services such as pet transportation sets us apart from other relocation companies. This unique service demonstrates our commitment to the comprehensive well-being of our clients and their families, including their pets.

3. Tapping into a Significant Market: With 60% of households in Canada and 70% in the US having pets, this partnership allows us to tap into a large and often overlooked market. Many clients consider their pets as family members, and providing for their relocation needs enhances our relevance and appeal.

4. Strengthened Client Relationships: By addressing a critical need for many of our clients, we can build stronger, more trusting relationships. This leads to higher client satisfaction and increased loyalty, as clients appreciate our dedication to their complete relocation experience.

5. Increased Referrals and Business Growth: The additional warm leads generated through this partnership will increase our business opportunities. By efficiently managing these leads, we can expand our client base and drive growth for our agent network.

KEY CONTACTS:

Customer Service

Primary Representative for Pet Relocation Moves w/ Paws en Route

Noreen Alam, Government & Corporate Services Coordinator

nalam@atlasvanlines.ca

Secondary Representative for Pet Relocation Moves w/ Paws en Route

Mark Grant, Manager Government & Corporate Services

mgrant@atlasvanlines.ca



ADDITIONAL INFORMATION:

To learn more about what Paws en Route is all about, please click the button below!

[Paws en Route](#)

