

Atlas continues to evolve through Project Delta, optimizing our Private Client product line for enhanced competitiveness, clarity, customer satisfaction, and growing business opportunities. With these objectives in mind, the following key updates are scheduled for implementation:

Tariff Updates Effective April 1, 2025:

- **ATVL1000TR Tariff will now exclusively cover COD Non-Contract and National Referral shipments.**
- **ATVL1000TR Corp Tariff will be designated for National Account shipments previously covered under ATVL1000TR.**

This adjustment allows Atlas greater flexibility to dynamically adjust rates and features within the Private Client segment without impacting National Account contracts. The first immediate benefit will be a significant 45% reduction in TV pack and unpack rates.

Major Changes Effective May 15, 2025:

1. Destination Shuttle Charges Integration: Atlas Van Lines is implementing a change to the way destination shuttle charges are handled on Private Client (COD) shipments under ATVL1000TR. Moving forward, destination shuttle charges will no longer be billed or paid as a separate line item. Instead, the market rates have been adjusted to account for shuttles equitably, similar to the adjustments previously made for long carry and stair charges in 2007.

Key Changes & Benefits:

- **Competitive & Transparent Pricing for Customers:** Previously, shuttles were not always included on estimates, leading to unexpected customer charges at delivery. By integrating shuttle charges into service rates, pricing becomes more predictable and competitive, particularly in key metro markets.
- **Shuttle Charges Integrated into Market Rates:** Elimination of separate destination shuttle billing and distribution. Market rates have been adjusted based on 2024 historical billing to ensure equitable compensation when shuttles are necessary. Additionally, OA/DA charges have been increased based on the frequency of destination shuttles in each market.
- **Clear PVO and Agent Communication:** Both Final Mile and OA/DA rate increases will be paid out as a separate line item entitled "Destination Shuttle Credit." This will aid in PVO communication and helps agents who prefer to manage internal escrows to pay destination shuttles when performed rather than in the aggregate.

Impact by the Numbers:

- 25% Increase in Final Mile Charges ensuring equitable compensation for service providers.
- Adjusted Origin/Destination Service Charges reflect 2024 historical shuttle usage per market.
- 100% Elimination of Destination Shuttle Billing removing the need for manual processing.

2. COD (Non-Contract & Referral) Distribution Update: To further improve clarity, consistency, and market competitiveness, Atlas will transition to a fixed distribution model for all COD (Non-Contract and Referral) shipments under ATVL1000TR:

What's Changing:

- Booking Commission: Fixed at 14.00%
- Hauler Commission: Fixed percentages (Longhaul at 73.00%, Shorthaul at 77.00%)
- Lead Generation Fee: Introduced at 1.00%, replacing the former SEM fee
- SEM Fee: Eliminated

What's Staying the Same:

- Booking Retention Rebate
- Stockholder Retention
- Atlas Retention

	Longhaul	Shorthaul
Booking Commission	14.0%	14.0%
Booking Retention Rebate	2.5%	2.5%
Hauling Commission	73.0%	77.0%
Atlas Retention	9.5%	5.5%
Lead Generation	1.0%	1.0%

Why This Matters: The new fixed distribution structure stabilizes commissions, enabling sales teams to confidently present competitive pricing without concern for commission erosion. Additionally, the introduction of the Lead Generation Fee supports strategic investment in new customer acquisition efforts, ultimately driving growth in COD bookings and revenues.

Atlas Assistance Shipments Note: Shipments designated as Atlas Assistance with discounts exceeding the Atlas Pricing Dynamics (currently 69%) will undergo audit during processing. Any identified booker incentives will be credited back to the customer. Self and other haul shipments will remain unchanged and continue to be flagged for review if discounts exceed 75%.

Further communications will roll out between now and the May 15th launch date. A detailed presentation and Q&A webinar will be on April 15th from 12:30 to 2:00 pm Central. Register here: <https://events.teams.microsoft.com/event/6f4edb8b-aaf2-4472-beef-126ff91654af@3ff05e63-40a9-4921-9613-897a134cb31f>

The full market rate adjustment details can be found [here](#).

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