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\*\*\*This article is informational only - please be advised that some states do regulate valuation like insurance.

**DECLARATION OF VALUE:**  
The Shipper hereby declares the value of all goods, including the contents of containers received or transported, or later received and/or transported for the Shipper, as indicated below.

**VALUATION PROTECTION (OPTIONAL):** If any article is lost, destroyed, or damaged while in the mover's custody, subject to the limitations set forth in Section 1 Subsections A & C on the reverse side of this contract, the mover will either 1) repair the article to the extent necessary to restore it to the same condition as when it was received by your mover, or pay you the cost of such repairs; or 2) replace the article with an article of like kind and quality, or pay you for the cost of such replacement, over the cost of the agreed upon deductible. An additional charge applies for this option. **To select this option, you must write the lump sum declared dollar value below.**

**LONG CARRY:** \_\_\_\_\_ \$

**DISASSEMBLY/REASSEMBLY:** \_\_\_\_\_ \$

**EQUIPMENT:** \_\_\_\_\_ \$

**WAITING TIME:** \_\_\_\_\_ \$

**EXTRA LABOR:** \_\_\_\_\_ \$

**OTHER CHARGES (EXPLAIN):** \_\_\_\_\_ \$

	CONTAINERS		PACKING		UNPACKING		
	QTY	RATE	QTY	RATE	QTY	RATE	
BARREL, DISH-PACK, DRUM, ETC.							\$
BOXES, SMALL - LESS THAN 2 CU. FT.							\$
BOXES, MEDIUM - 2 TO 4 CU. FT.							\$
BOXES, LARGE - 4 TO 6 CU. FT.							\$
BOXES, X-LARGE - MORE THAN 6 CU. FT.							\$
WARDROBE CARTON AT LEAST 10 CU. FT.							\$
CRIB MATTRESS CARTON							\$
SINGLE MATTRESS CARTON							\$
DOUBLE MATTRESS CARTON							\$

MAN/MEN FOR \_\_\_\_\_ HOURS(S) \_\_\_\_\_ \$

VALUE OF MY SHIPMENT IS \_\_\_\_\_ \$

## Do's and Don'ts of Describing Valuation Protection

It is imperative that salespersons know the difference between the concepts of valuation protection and insurance. Actually, everyone associated with the moving process should be well-versed in the significant distinctions between those two terms so that they can advise shippers about what is, and what isn't, provided in the cost of a move.

Valuation protection is NOT insurance. Valuation is the degree of worth of a shipment. The charge for valuation compensates your business for assuming a greater degree of liability than is provided for in its base transportation charges. Valuation allows your business to assume a greater amount of liability in consideration for a higher transportation charge. The valuation options provided to a shipper are not governed by state insurance laws, but instead are authorized by state law and state Public Utilities Commissions (for intrastate moves) and under Released Rates Orders of the Surface Transportation Board of the U.S. Department of Transportation (for interstate moves). There

are exceptions to these rules as seen in the state of Illinois. Their insurance department governs valuation. There are many states in which Mover's Choice can provide All Risk certificates that qualify as insurance.

Salespeople must make it clear to their prospective shippers that transportation companies do not sell insurance. Valuation protection is a contract between a shipper and your business. Insurance is a contract between a shipper and an insurance company.

The importance of making the distinction between valuation and insurance are three fold: (1) insurance companies owe their insureds a higher degree of care and require that an insurance company place its insured's interests above that of their own; (2) the claims handling requirements imposed on an insurance company are far more stringent than those required of a transportation company; and (3) an insurance company can be subject to punitive damages for their bad faith failure to adhere to the claims handling requirements imposed by state law. As the

# Do's and Don'ts of Describing Valuation Protection

name might indicate, punitive damages are intended to punish, and have put many good companies out of business.

There are a couple of rules to keep in mind when describing valuation options to a customer:

## Rule # 1:

### Don't Use the "I" Word

Transportation companies should NEVER use the word insurance in dealing with a prospective shipper. Rather, they should simply utilize the descriptions of valuation protection, or released valuation, provided by the Department of Transportation and/or the Public Utilities commission. The descriptions of Released Value Protection (RVP), Full Value Protection (FVP), and Actual Cash Value (ACV) provided by the DOT and PUC should be the primary guide used by salespersons in educating the shipper/customer.

### Rule # 2: Don't Use Terms Associated with the "I" Word

Likewise, stay away from terms like "policy", "coverage", and "policy limits" when describing

valuation protection. Once again, those are terms most often associated with insurance, and salespersons should take great pains to avoid creating confusion as to what is being provided by your

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**MY SHIPMENT IS**

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BOXES, SMALL - LESS THAN 2 CU. FT.					
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WARDROBE CARTON AT LEAST 10 CU. FT.					
CRIB MATTRESS CARTON					
SINGLE MATTRESS CARTON					
DOUBLE MATTRESS CARTON					
KING/QUEEN MATTRESS CARTON					
MATTRESS COVER,					
MIRROR/PICTURE CARTON					
CRATES/CONTAINERS/OTHER					

**DECLARATION OF VALUE:**  
VALUATION PROTECTION (WITH A:  \$0 DEDUCTIBLE  \$250 DEDUCTIBLE   
RELEASED VALUE OF SIXTY CENTS (\$.60) PER POUND PER ARTICLE (CARRIER'S MINIMUM)

OR THE MOVER: By \_\_\_\_\_  
AGENT: \_\_\_\_\_ COVERING THIS BILL OF LADING/CONTRACT FOR SERVICE

business.

### Make Sure Shipping Documents are Consistent With Rules 1 and 2

Finally, all of the verbal descriptions provided by a salesperson will mean nothing if the shipping documents, warehouse receipt, e-mails, and/or other written communications use the "I" word or insurance related terminology. Make sure that the forms utilized are reviewed to ensure that the company is uniform in its description of valuation protection. Mover's Choice can also assist with providing "Advise of Coverage" that will mirror the coverage in your

insurance policy to the same valuation terms you are providing to your customer. See our website [www.moverschoiceinfo.com](http://www.moverschoiceinfo.com) for "Advise of Coverage" samples.

The moving process is a stressful one, and sometimes customers will hear what they

want to hear (i.e., "that you promised to insure my goods"). Thus, it is imperative that salespersons, claims technicians, and everyone associated with a move, make it clear to prospective customers that valuation and insurance are difference concepts, and that NO INSURANCE is provided by the transportation company for the customer's move.

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