



Strategic Partner Program

Objective

The Strategic Partner Program was designed to help TWO MEN AND A TRUCK® franchises establish valuable partnerships with local referral sources. These referral partners, such as apartment complexes, senior living facilities, and interior designers, play a key role in influencing potential customers earlier in the sales funnel—often more effectively than traditional local advertising efforts. Building strong relationships with these businesses can significantly benefit your franchise's growth and visibility. Open to all TWO MEN AND A TRUCK® franchises, the Strategic Partner Program offers a structured process to guide you through fostering these impactful connections.

Details of the Program

The Strategic Partner Program empowers TWO MEN AND A TRUCK® franchises to strengthen relationships with referral sources by offering either a discount off moving services, or a free box kit to their clients. The Michigan Support Center will provide unique codes worth either \$50 for the discounted move, or \$25 for the box kit. These codes can be easily requested and managed through the [Strategic Partner Portal]. Each franchise is eligible to redeem up to \$1,000 worth of codes annually. Referral partners, such as apartment complexes, senior living facilities, interior designers, home builders, realtors, and mortgage brokers, inform their clients about the discount, which can be applied when mentioned during the estimate process.

To ensure a seamless experience, franchises can request reimbursement from the Michigan Support Center, up to \$1,000 annually, by submitting a form via the portal. The reimbursement is then credited directly to the franchise's QuickBooks or Xero account for the specific customer, allowing the move to be closed out at the full amount.

How to Participate

Participating in the program is simple and hassle-free. To get started, log in to the [Strategic Partner Portal] and put in a request to enter your strategic partners. Once approved, you will be able to generate unique codes for each referral partner, which will be visible and accessible on your portal dashboard. Your referral partners won't need to handle the codes directly—they'll simply inform their clients about the discount, making the process seamless for everyone involved.

Qualifying Services

Discount codes can only be applied toward moving services or a box kit. The discount does not cover additional services such as packing, valuation, junk removal, or similar offerings. **Be sure to review your state's specific regulations to confirm that your franchise is eligible to offer discounts on moving services.**



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Redeeming Cards

To be reimbursed for a redeemed card, franchises must provide information regarding the customer, move date, move revenue, and the unique numerical code for that approved referral source. This information is submitted through the Strategic Partner Program Portal, and should be submitted within 14 days of the move date. At the end of each month, the Michigan Support Center processes reimbursements and they are ACHed to the franchise to be applied to QuickBooks or Xero.

Tips for Success

- **Make the program exclusive.** Exclusivity is important with this program, otherwise all the referral sources in your area will think this is a standard discount you offer all customers. Exclusivity allows the franchise to express to the partner the importance of the discount code being redeemed. The partner may be more likely to provide resources to their client to encourage they use TWO MEN AND A TRUCK over competitors if this is expressed.
- **Follow-up.** Consistent and frequent contact with your strategic partners is crucial. Follow-up helps build your partnership and ensures your offer will be top of mind when they are speaking with customers.
- **Start with existing relationships.** New relationships are important, but existing relationships are critical when asking for referrals. If you, or any member of your office staff, have relationships with local businesses, reach out to these contacts first regarding the exclusive program.

Resources

- **Use Michigan Support Center provided resources.** There are national partnerships, collateral, and more available to help franchises build relationships.
 - **Women's Council of Realtors National Strategic Partner:** a national partnership with [Women's Council of Realtors](#) was introduced in 2020 by a franchisee. Many franchises have local and regional partnerships with a chapter of the Women's Council of Realtors, and this national partnership is a great extension to build more local relationships. Through this partnership, TWO MEN AND A TRUCK has representation at three national conferences, monthly social media presence, quarterly newsletter content, and more. This is another opportunity to connect agents with their local franchise, so be prepared to receive leads from this source as well.
 - **Collateral:** available on the [Vya Collateral Customization Portal](#) are social media graphics, brochures, and business cards to customize with local information and present to local real estate agents. As part of the Keller Williams partnership, some of these materials are already cobranded with the Keller Williams logo.

Please reach out to your franchise marketing specialist with any questions.



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