

NASMM **A+** ACCREDITED

Overview & FAQs

*"We are what we repeatedly do. Excellence, therefore, is not an act, but a habit."
~~Aristotle*

Why NASMM A+ Accreditation?

- NASMM is a trade association and the organization is the member, not the individual. Thus, in trade associations, organizational accreditation functions as the highest standard of professional achievement.
- The NASMM A+ Accreditation Program does more than identify what you know, it recognizes how well you do it.
- Organizational accreditation in any field is designed to demonstrate what the accredited company believes in, adheres to, and supports key standards in their particular industry.
- Because the accreditation process is about ensuring accredited SMMs have critical business policies and processes in place, NASMM A+ Accreditation will express to both communities and clients the accredited SMM is concerned about quality, and will consistently meet the highest standards of the profession.

NASMM Accreditation FAQs:

- **What type of accreditation designation do accredited companies earn?**
Accredited companies will earn the NASMM-A+ designation.
- **Who are the auditors?**
Auditors are NASMM members whose companies have achieved A+ Accreditation.
- **This seems like many NASMM members do not qualify for NASMM A+ accreditation right now. Is this true?**
Accreditation in this field demonstrates the highest level of expertise and experience. Accreditation is something that all SMMs should aspire to, but it will take time and experience to reach the point where you can qualify. This program is not intended for startup companies, rather, it is for companies that have developed and refined policies and procedures reflected in the Accreditation Standards.
- **Is Accreditation mandatory?**
Absolutely not. NASMM recognizes that running a small business is challenging. Accreditation is not a requirement to be a NASMM member, but is instead an opportunity to demonstrate to your clients the quality and value of your business. Not every NASMM

member will choose or should become accredited. For those who do, it presents an additional marketing strategy and a possible competitive advantage.

- **How can I gain recognition as a quality Senior Move Manager if I am not accredited?**

Seeking NASMM A+ Accreditation is strictly voluntary. NASMM member companies choosing not to pursue A+ Accreditation can still gain recognition for service, commitment, and experience through NASMM's Senior Move Manager ~ Certified (SMM~C) program, Circle of Service Program and NASMM Membership - as full general membership is based upon stringent membership requirements.

If you are not eligible to apply for A+ Accreditation or you simply don't have time, that's OK. NASMM A+ Accreditation will provide you with a realistic and attractive goal for your business. Being a NASMM member is a great first step. Consistently reviewing the various aspects of A+ Accreditation will help you examine areas requiring your attention.

- **I don't want anyone else telling me how to run my business. Why is NASMM telling me how to run my business?**

Neither NASMM nor the A+ Accreditation auditors intend to tell you how to run your business. Within the A+ Accreditation standards, room exists for many different business models and sizes. The standards simply ensure each accredited company has addressed specific, key business policies and processes, as a method to provide consistency and quality across the entire senior relocation industry.

- **NASMM Accreditation seems geared towards large SMM companies. What about those of us who want to keep our companies small?**

A small company can certainly meet all the qualifications for NASMM Accreditation. The auditors will simply be looking at what you have in place: insurance, policies, etc. They will also take into account your type of business model. For example, some small companies will only need to write a short sentence regarding some of the accreditation requirements, while a larger company with several employees may need to write several paragraphs to demonstrate the same point.

- **I'm a small business or sole proprietor. How do I do all of this?** Even a small business owner, if you want to be truly successful, will need to think about all of the points addressed in the NASMM A+ Accreditation program. You likely are already doing most of the required tasks, though you may not yet have taken the time to write it down. If you spend the time to become A+ Accredited, you may not need to invest as much time building your reputation in your area. Additionally, your company may maintain its value for a later sale if you properly maintain the company's accreditation status.

- **It seems like NASMM A+ Accreditation requires the applicant to provide sensitive or confidential information. Is that true?**

The NASMM A+ Accreditation program is largely based on the "honor-system." If the evidence to fulfill a Standard is private (tax ID numbers, Social Security numbers, etc.) the application will simply ask you to acknowledge that you adhere to the standard.

However, should your company be selected for an onsite audit, the auditor will want you to provide proof during their visit.

- **True accreditation programs cannot be limited to an organization's membership.**

How is NASMM addressing this?

According to the Institute for Credentialing Excellence, (NASMM is a member) best practices in accreditation development require NASMM to make Accreditation available to providers outside our membership. NASMM membership will not be a requirement to apply for A+ Accreditation, however, *the application fee for non-members will be significantly higher*. Additionally, non-member accredited companies will be designated as such in all NASMM A+ Accreditation marketing.

- **This is a whole a lot of information. How does NASMM monitor the NASMM Accreditation process?**

NASMM A+ Accreditation is not about policing. Rather, it is about recognizing a select group of members who demonstrate the commitment and ability to consistently deliver the highest level of services based on Senior Move Management standards of practice. Companies choosing the NASMM A+ Accreditation are required to submit specific information. Auditors review the information to determine if the applicant meets the A+ Accreditation standards. Applicants will be randomly selected for a site visit by a NASMM Accreditation Auditor.

- **Who will handle any complaints or ethics violations against an Accredited company?**

All ethics concerns are handled by the NASMM Ethics Compliance Commission (NECC.) All NASMM Accredited companies are held to the same, high, ethical standards required of all NASMM members.

Application Process:

- The NASMM A+ Accreditation application fee is \$1500.
- Companies pursuing accreditation will be provided access to the online application upon receipt of payment. All applications must be submitted electronically.
- The application provides you with the opportunity to save your work, so you can take your time completing the form.
- Companies applying for accreditation can submit completed applications during the quarterly application windows outlined below:

Applications will be accepted quarterly. You can submit your application during the following submission windows:

- January 1 - 31
- April 1-30
- July 1 - 31
- October 1-31

Accreditation Fee:

- \$1500 for a three-year accreditation. The A+ Accreditation fee is refundable less a \$395 administrative fee for applicants that withdraw from the program within six months of purchasing the application, or do not meet A+ Accreditation standards.
- There are reduced fees for companies with multiple offices.
- After three years, accredited companies will pay a renewal fee of \$599 and required to complete a renewal application and provide proof of 45 continuing education credits.

To Apply:

- Applicant must appoint a Qualifying Agent.
- The Qualifying Agent is the contact person for the A+ Accreditation process.
- The Qualifying Agent must hold NASMM's SMM~C Certification.
- Applicant must have completed 250 invoiced jobs or must be in business for a minimum of 5 years.

The Accreditation Process:

- Applications are reviewed by two (2) auditors.
- Auditors are NASMM members who are A+ Accredited.
- Auditors are bound by strict confidentiality and intellectual property policies.
- Applicants will be informed of their auditors. The applicant can request a different auditor with valid reason.
- Auditors will not be competitors or located in the same region.
- If the application is approved by the auditors, the application is sent to the NASMM Accreditation Commission (independent governing body) for final approval.
- If the application is not approved, the application, with explanation, will be sent back to the applicant. The applicant has one year, to re-apply without incurring additional fees.
- The NASMM A+ Accreditation Commission will randomly select applicants for on-site audits.