

The logo for Shelby Systems, featuring the word "shelby" in a white, lowercase, sans-serif font on a blue rectangular background.The text "Add-ons" in a blue, lowercase, sans-serif font, positioned below the blue background of the Shelby logo.

Shelby MOVE Agent

Did you know that more than 44 million Americans change their addresses annually? According to USPS estimates, that's nearly 20% of American people and businesses that move every year. Don't lose touch with your congregation! Because it's designed to work via the Internet, MOVE Agent provides nearly real-time* processing. By running MOVE Agent before a mailing, MOVE Agent helps you avoid the delays of the regular USPS mail-forwarding process and increases your overall address quality by updating your database with current addresses.

Features and Benefits

- Immediate, 24/7 access to Matching Process (button within Shelby Mailroom)
- A single mailing or mailing to your whole database — you can process addresses as needed
- Addresses corrected via National Change of Address (NCOA) database and CASS certified in one process
- Adherence to USPS requirements for First Class bulk mail
- Data exchange via Internet: speedy reaction in a near real-time* environment
- Membership information updated with corrected addresses
- User-specified process: which records and what frequency
- Prints required USPS Forms and reports showing processing results
- Eliminates file manipulation or data entry; no file import or export, no manual data entry
- Reduce duplicate mailings & postage
- Spend less time & money with re-mailings
- MOVE Agent has an annual registration fee, plus a nominal per-record charge. Results vary, but between 3-12% of all records are updated during a typical MOVE Agent job. Cost of 100 pieces of Undeliverable Mail: Postage (\$0.41 per piece) + production costs (\$.40 per piece estimate) = \$81.00

*The NCOALink™ database is updated weekly.

Requirements:

- GlobaFILE, Shelby Mailroom
- Internet connection

Optional:

- Membership, Misc. Names and Addresses, or Prospects

"... I have now installed Move Agent and it is working perfectly. On the first run, I had 159 addresses that needed to be changed. The software performed perfectly, changing all the addresses and then printing a report of both new and old addresses, as well as an effective date of the address change. I am convinced that this software will pay for itself in short order, as many, many of our congregation do not let the church office know when they move, even if it is within the same town. I will use this software frequently and would highly recommend it to any church."

*- Jo Ann Anderson, Membership Secretary,
First United Methodist Church, Coral Springs, FL.*

shelbysystems

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Pricing

Description	Pieces Mailed	
	Weekly	Price
MOVE Agent Annual Subscription*	0-50	\$ 69.00
	51-199	\$ 99.00
	200-399	\$199.00
	400-999	\$299.00
	1,000-2,499	\$399.00

Description	Price
MOVE Agent Update Credits* (\$5.00 per batch of 1,000 Credits)	\$5.00

*Note: MOVE Agent requires both a recurring annual subscription and processing fees for batches of addresses reviewed. You will be asked to complete a NCOALink™ Processing Acknowledgement Form (PAF) provided by the USPS prior to establishing your MOVE Agent account. The form can be found within your Shelby v.5 software.

MOVE Agent Annual Subscription is offered at an annual subscription rate, plus \$65 worth of MOVE Update Credits (13,000 credits). Your MOVE Update Credits are consumed based upon the number of records reviewed, not the number of records updated. For example, if you upload a mailing list with 1,000 individual records and MOVE Agent indicates five changes, you will consume 1,000 MOVE Update credits, not just five.

30-Day Money-back Guarantee:

Try this product for 30 days. If for any reason you are not satisfied, contact Shelby Systems' sales department. We will issue a refund (less shipping) for any third-party product returned with a written explanation within 30 days from the date of purchase. Beyond 30 days, defective product or warranty claims should be handled directly with the manufacturer.

Frequently Asked Questions

What is the Move Update standard?

The Move Update standard is a USPS (United States Postal Service) specification that all mailers must meet in order to minimize the number of pieces that require forwarding. Mailers are now required to demonstrate that they have updated their mailing list within 95 days before the date of mailing.

Who is affected by Move Update?

Mailers who claim presorted or automation rates for First-Class Mail and all Standard Mail will be required to meet the Move Update Standard.

What is MOVE Agent?

MOVE Agent is an add-on to Shelby Mailroom that will qualify addresses for the Move Update standard and produce the necessary reports qualified by the USPS. MOVE Agent can help reduce costs, as the Post Office can charge up to \$.80 per piece of returned mail.

What is required to use MOVE Agent?

ShelbyMAILROOM and a broadband Internet connection.

Are there alternatives to MOVE Agent?

Yes. The USPS recognizes four preapproved methods. There are also alternative methods that require separate approval. All these methods are described in the USPS Quick Service Guide 230a at <http://pe.usps.com/text/qsg300/Q230a.htm>. MOVE Agent uses the NCOALink method and is licensed by the Postal Service.

What are the benefits of MOVE Agent over other methods?

The advantage of MOVE Agent is that it operates in real-time, with 24/7 access to the USPS Move Server. MOVE Agent integrates with your Shelby v.5 data, corrects your database immediately and prints a report of changed addresses.

What are MOVE Agent costs?

There is an annual fee based on the number of pieces mailed weekly. On the initial purchase of MOVE Agent, startup credits must be purchased. Additional credits can be purchased as needed. Credits do not expire. Contact your Shelby Sales representative about these costs.

When is a credit used?

A credit is used when an address record is reviewed, regardless if it is updated.

Will I need to verify every address in my Shelby v.5 database?

No. MOVE Agent verification can be restricted by address type or mail status.

Does Shelby Mailroom verify addresses?

No. Shelby Mailroom checks address validity. MOVE Agent confirms that the intended recipient actually lives at that address, finds the new address if the recipient has moved and updates the address for you.