

For Immediate Release – July 31, 2007

# AT LAST, A MOVING SERVICE FOR THE RICH

Groundbreaking New Moving Service Supports  
Clients Seeking Quality Over Cost

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NEW YORK, NY – For those who value the finer things in life, only the best will do. Quality, comfort and convenience possess a value beyond price. And of course, nothing less than First Class will suffice. Yet there hasn't been a moving company to truly meet the needs of the more affluent client — until now. Created in direct response to a growing demand for a more high-end alternative, New York's FlatRate Moving announces Elite ([www.FlatRateElite.com](http://www.FlatRateElite.com)), a new luxury moving service serving the New York City metropolitan area.

Elite marks the latest innovation from award-winning industry leader FlatRate Moving. Its new approach arrives after years of serving and studying VIP clientele and understanding their needs. Elite frees customers from the moving process, and uses only the finest tools, technology, and personnel to take moving to a whole new level. From the door to door car service, to the individual boxes for designer shoes and bags, Elite is miles beyond the everyday moving service. At last, First Class moving has arrived.

“We're delighted to introduce Elite's exceptional, one-of-a-kind luxury moving services to New Yorkers,” comments Eric Klepar, General Manager of FlatRate Moving. “There are hundreds of moving companies in New York, yet until now, none of them has offered a definitive high-end service option. With Elite, customers get the kind of move they've been dreaming of, where price is no object. Now, just as with air travel, clients can at last get a true First Class experience when moving.”

Every Elite move is supervised by the Elite Liaison, who is highly experienced in supporting the needs of high-end clients. The Liaison assists customers throughout the process and can even manage the entire move in their absence. The Liaison leads a team of strategists to superbly pack, using Elite's exclusive photographed inventory system, as well as to transport and unpack for a picture-perfect new home. With custom crating and available climate-controlled transport, Elite takes extra care with art, antiques, pianos, and wine cellars, and handles building protections with ease.

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A SERVICE OF FLATRATE MOVING  
Tel. 866.470.ELITE  
Fax. 212.269.2769  
466 Broome St. 5th Fl  
New York, NY 10013  
[www.FlatRateElite.com](http://www.FlatRateElite.com)



*Elite*

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## **ELITE FINISHES THE MOVING DAY WITH A HOST OF ADDITIONAL SERVICES AVAILABLE UPON REQUEST, INCLUDING:**

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**Personal Organizer**  
**Cleaning**  
**Car Service**  
**Unpacking and Setup**

**Locksmith**  
**Electronics/IT Setup**  
**Handyman**  
**Carpentry**

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## **ABOUT ELITE**

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Elite is New York's first true luxury moving service, dedicated to the ultimate comfort and satisfaction of its customers in every way. For more information on Elite, please call 1-866-470-ELITE, or visit [www.FlatRateElite.com](http://www.FlatRateElite.com).

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## **ABOUT FLATRATE MOVING**

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Founded over fifteen years ago, FlatRate Moving is a nationally acclaimed moving company that changed an industry with its flat-rate prices (with no hidden fees or questionable pricing). FlatRate recently received a **Forbes Enterprise Award**, as well as multiple **Best of CitySearch (BOC) awards**. Committed to integrity, and to earning the goodwill of its customers, FlatRate's excellence and honesty within the moving industry have made the company NYC's mover of choice. For more information on FlatRate, its services or five key locations nationwide, please visit [www.FlatRate.com](http://www.FlatRate.com).

For more information, or for interviews with Elite founders, please contact:

**Angela Mitchell**

Public Relations, FlatRate Moving  
[Paramitch@aol.com](mailto:Paramitch@aol.com)  
(904) 982-804

**Dana Rahav**

Marketing Director, FlatRate Moving  
[Dana@FlatRate.com](mailto:Dana@FlatRate.com)  
(212) 988-9292 Ext. 213.

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