

## Application for Motor Common Carrier or Motor Contract Carrier of Household Goods in Use.

THIS APPLICATION IS REQUIRED TO REQUEST A CERTIFICATE OF PUBLIC CONVENIENCE (FOR COMMON CARRIERS) OR PERMIT (FOR CONTRACT CARRIERS) TO OPERATE AS A COMMERCIAL CARRIER OF HOUSEHOLD GOODS IN USE.

1. **Legal Name of Applicant** (Individual, Partnership or Corporation)

Masha Mobile Moving and Storage, LLC

- If you are an individual who has not formed any type of corporate entity, you should enter your name **as it will appear on your insurance documents**.
- If you are filing for a partnership, but **not a limited liability partnership**, the names of all partners must be entered on this line. Those names should be entered **as they will appear on your insurance documents**. This includes husbands and wives filing jointly.
- If you are filing for a corporate entity (corporation, limited liability company, or limited liability partnership), **even if you are the sole shareholder member**, you must enter the name **exactly as it appears on the registration papers from the Corporation Bureau of the Pennsylvania Department of State**.

2. **Trade Name** (Attach a copy of fictitious name registration if applicable)

Zippy Shell of Greater Philadelphia

This is any name which you will be operating under which differs from the **LEGAL NAME OF APPLICANT**. A **TRADE NAME** is considered a **FICTITIOUS NAME** if the identity of the applicant cannot be readily determined. *EXAMPLE: John Doe is the applicant and wants to use the name "Johnboy Trucking" as his trade name. People cannot readily determine that John Doe is the actual operator, therefore, the name is fictitious and must be registered as such. Trade names such as "John Doe Trucking" or "J. Doe Trucking" are not considered fictitious and would not have to be registered.*

3. **Do you currently hold PUC Authority?** NO    **Previous Authority?** NO

If YES, at PUC No. A- \_\_\_\_\_

4. **Are you a business entity registered with the PA Dept. of State?** YES

If NO, you must register (see checklist on how to register)

**If YES, provide your PA Corporation Bureau Entity ID Number**

(See checklist and indicate type of business entity registered)

Limited Liability Company    Entity # 6571678



9. **Does applicant have a USDOT Number?**

No  Yes

We are applying for both a USDOT number as well as FMCSA motor carrier number for household goods.

10. **Describe the service area proposed by this application.**

(Use the space below or attach additional sheet if space provided is not sufficient).

Zippy Shell of Greater Philadelphia is a provider of portable storage and moving solutions for household goods. As a franchisee of the national Zippy Shell Inc. we will provide a complete suite of services to the customer, ranging from self-pack storage through full service moving, in the greater Philadelphia area and all counties of Pennsylvania.

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*Examples:*

- *To transport household goods in use between points in Pennsylvania.*
- *To transport household goods in use from points in Centre County to points in Pennsylvania, and vice versa.*

11. **Certification:**

Applicant certifies that it is not now engaged in unauthorized intrastate transportation for compensation between points in Pennsylvania and will not engage in said transportation unless and until authorization is received from the Pennsylvania Public Utility Commission.

Applicant further certifies that it understands the requirements of the Pennsylvania Public Utility Commission, especially as they relate to safety and insurance and that it may be subject to civil penalties, suspension or cancellation of the Certificate for failure to comply with Commission requirements.

Applicant further certifies that it understands that it is subject to an annual assessment based upon its reported gross Pennsylvania intrastate revenues; said assessment to help defray expenses incurred in regulating Motor Common Carriers of Household Goods in Use; and acknowledges that failure to report revenue and pay its annual assessment may result in civil penalties, suspension or cancellation of the certificate.


## Verification of Application

I/We hereby state that the statement(s) made in this application is/are true and correct to the best of my/our knowledge and belief.

The undersigned understands that false statements herein are made subject to the penalties of 18 Pa. C.S. Section 4904 relating to unsworn falsification to authorities.

Stephen M. Masha  
(Print Name)

  
(Signature)

  
(Date)

The verification of the application must be completed by the applicant appearing on Line 1 of the application by the named individual, all partners if a partnership, a member (if a limited liability company), or by the President or Secretary (if a corporation).

## VERIFIED STATEMENT OF APPLICANT

THE FOLLOWING INFORMATION IS REQUIRED BY THE COMMISSION TO DETERMINE THE APPLICANT'S FITNESS TO OPERATE. STATEMENTS SHOULD BE TYPED OR PRINTED. ILLEGIBLE STATEMENTS WILL DELAY YOUR APPLICATION.

Masha Mobile and Storage, LLC

Legal Name of Applicant

Zippy Shell of Greater Philadelphia

Trade Name, if any

204 Marie Road

West Chester

PA

19380

Street Address (principal place of business)

City or Municipality

State

Zip Code

The Verified Statement of the Applicant factual details about your proposed transportation service. Your Verified Statement must answer all of the items listed below and on the following pages. Provide as much information as possible to prevent delay in processing your application. If you need more space to provide your answer, please attach additional pages identifying the appropriate item number.

1. Identify the person making the Verified Statement on behalf of the applicant. If an employee/officer of applicant is making the statement, give name, title, business address and telephone number.

Stephen M. Masha, President, 204 Marie Road, West Chester, PA 19380 484-459-1693

2. List the applicant's affiliation (owner, manager, controls) with any other carrier, with the description of affiliation.

Masha Mobile Moving and Storage, LLC doing business as Zippy Shell of Greater Philadelphia is a franchisee of Zippy Shell Inc. Zippy Shell Inc. has operated in the US since 2010 with more than 50 franchisees and company owned operations located in excess of 150 markets across the US.

In the Commonwealth of Pennsylvania Zippy Shell Inc. has conducted business since 2012 through its franchisee, Zippy Shell of Allentown.

See attached letter of support from Zippy Shell Inc. VP of Franchise Development and Operations dated September 28, 2017.

3. Please provide evidence of minimum of two-years' experience with a licensed household goods carrier as required by 52 Pa. Code §3.381(c)(1)(iii)(A)(II)(-I-).

Zippy Shell of Greater Philadelphia has a state-of-the-art operating and administrative system based on the experience of the more than 50 franchisees and company owned operations in more than 150 markets across the US. All employees of Zippy Shell of Greater Philadelphia will receive extensive training by the franchisor and will be certified in Zippy Shell's standards and operating procedures before being allowed to perform any services for the general public. Additionally, to monitor compliance with all rigorous national franchisee standards established by Zippy Shell, the local operations will be audited a minimum of four times in the first year of operations to ensure compliance with corporate standards.

Given the proximity of the Philadelphia market to the national training center, all employees will have access to available training in both the operational and administrative procedures at the national franchisor's training facility in Washington DC.

The Zippy Shell business model is to provide our customer's the widest selection of services ranging from minimal budget to full range of services. Specifically, we anticipate the following four levels of service offerings:

1. Minimal Budgets – this terminal to terminal service is the most economical way to relocate.
2. New to Work Force – this do-it-yourself (DIY) service is secure and similar to some of the other high cost competitors such as PODS; Zippy Shell delivers a "Zippy Shell" with a cartridge inside to a customer site for packing, loading and unloading by the customer.
3. Mid-Sized Budgets – this option generally includes packing by the customer and Zippy Shell loading and unloading the shell.
4. High Budgets – this full service option includes packing, loading and unloading by Zippy Shell.

Zippy Shell of Greater Philadelphia intends to hire experienced drivers and outsource labor for packing and loading by following the criteria below:

- Visiting the local mover's facility, performing a visual check of the operations and warehouse space.
- Meeting with the personnel who will be performing the loading and packing services.
- Asking to see a copy of their business and moving license, and making sure they are current
- Asking them to produce a current certificate of insurance with proof of general liability.
- Discussing pricing and services that will be provided.
- Doing due diligence in researching the company
  - o Obtaining references and contacting them
  - o Checking for customer reviews on Angie's list, Yelp and other online resources.
- Using Zippy Shell Inc. national account with backgroundchecks.com  
<http://www.backgroundchecks.com/Affiliates/zippysshell.html>

Initially, we anticipate the majority of the business will be in the Mid-Sized Budget to Minimal Budget segment. If demand for High Budget services increases in demand we may hire our own experienced labor force provided the service levels remain the same or are of higher quality.

4. Describe your facilities, record maintenance plan and your communication network. Please include a description of your physical location, to including office machines that will be utilized, and the facility to house vehicles. As a carrier of household goods in use, applicant should include a description of storage facilities, if applicable. Please include an explanation of your plan to maintain records required by the PUC, as well as normal business records. In regard to your communication network, please explain how you will receive customer requests for transportation, how you will dispatch the vehicles to fulfill the request, and how you will maintain continuous communication with your drivers.

Zippy Shell, Inc. provides its franchisees a comprehensive computer system for its business and a complete operating and administrative manual for all aspects of the storage and moving business based on its 7 years of experience and those of its more than 50 franchisees and company owned operations in excess of 150 major markets throughout the US. Additionally, the franchisor requires and provides training for all its franchisees and their employees in Washington DC. Below are selected highlights to respond to the specific questions and comments in item #4.

**Facilities:** Choosing warehouse location in process.

Approximately a 15,000 sq.ft. warehouse with the following safety requirements:

Zippy Shell Inc. requires that the warehouse containing Zippy Shell Units and containers (see attached photo) should have the following:

- A general security alarm system in the warehouse that is monitored.
- Fire and smoke alarm systems that can contain accidental fires from spreading
- Restricted 24-hour access system that tracks customers and visitors as they enter and leave the property
- CCTV video surveillance cameras that are monitored 24 hours a day with video verification to each corridor
- Well placed and well-lit industrial level lighting that act as an added deterrent. These can be motion sensitive on the internal and external buildings and corridors
- Sole key holder policy to ensure the customer is the only person with a key to the storage space

The layout of the warehouse will be the following:

Effective space Utilization: Typical utilization in a Zippy Shell warehouse will vary between 50-60% depending on the warehouse layout. This means that between 35-50% of the floor space will be used by something other than a customer storage container, such as for loading areas or forklift aisles.

Roof support (post) locations: Ideally a warehouse with a wider distances between support posts is preferable (60 to 80 feet) allowing for maximum flexibility in the floor plan.

Staging space: There should be approximately 250-350 square feet for the unloading/loading area. The Zippy loading bed is best positioned near a doorway or common roadway to facilitate maximum access for Zippy Shells. In addition with loading area is near a doorway the external driveway can be used as part of the loading area and eliminate the need for a significant portion of high cost interior space for loading.

Common roadways: Common roadways that service adjacent customers, not part of the leased space, will as part of the contract be used to access to the space. This access could potentially increase utilization levels above 65%.

Doorway locations: Doorway locations will be as close as possible to where the containers will be stored in the warehouse to minimize time required for moving customer's goods from the loading zone to the storage area.

Container stack height: Stacking containers is essential to achieving maximum storage density. Given that the container can be stacked a maximum of three high and is 7.5 feet in height, a three-stack of containers will also require approximately 24 feet of ceiling clearance. Local fire regulations will dictate the required clearance between the container tops and the sprinkler systems, so additional height above this may be required. While stacking three high is possible, it is not necessary to run an efficient warehouse. Depending on the per foot space costs, a warehouse can run efficiently in a single or double stack scenario.

Fire Control:

- Transverse flue spaces (the space on either side of a container stack) should be at least 3 inches. Longitudinal flue space (the space between the rows of back to back stacks) should be at least 6 inches. Dead end aisles must not be more than 50 feet in length. In solid piled floor storage, there must be an aisle at least every 100 feet and within 50 feet of walls when material are stored against the wall. Any portion of the solid piled storage should be within 50 feet of an aisle.
- Liquid propane fuel cylinders used on LP forklifts will not be stored within 20 feet of fire exits and are limited to a maximum quantity of 300 lbs. Empty cylinders are considered full for this calculation. If additional storage locations are needed they must be separated by a minimum of 300 feet.
- There will be a clear employee evacuation plan in the event of a fire or the sounding of the fire alarm. Employees should leave immediately at the nearest exit. Clear instructions for the handling of equipment to be shut down before leaving the building including when shutting down should be done versus immediate evacuation will be included in evacuation plan.
- Employees will be trained on the use and locations of fire extinguishers.
- Trash accumulations and debris can be a potential fire hazard or impediment to evacuation. Adequate containers will be provided with specific duties assigned for removing trash. Pallets, crates, etc. will be stored in designated areas, and loose pallet stacks should be limited to 6 feet.
- Using tape or paint to designate floor areas approved for storage or staging will facilitate enforcement of safety issues such as blocked aisles.
- Safety training will be incorporated into the regular operational procedures and training.
- The fire department will be kept abreast of the changes in storage configurations to enhance safety and firefighting by the department.

- Additional precautions will be taken in the event of construction or maintenance such as making sure additional fire extinguishers are used if work is being done where there would not normally be any.
- Follow all fire safety code requirements such as unblocked fire exits and placement and maintenance of fire extinguishers.

#### OSHA and General Safety:

There will be compliance with all local, city, county and state Storage, Transportation and OSHA requirements.

- Have supervisor/lead-worker verify that operators are capable and qualified on each type of equipment before allowing the equipment to be operated unsupervised.
- Be aware of the variety of chemicals, cleaning agents, degreasers, paints, thinners, and other combustible materials stored in the warehouse. Read and follow warning labels on containers and on Material Safety Data Sheets to ensure materials are handled and stored properly.
- Be familiar with the Facility Contingency Plan. Notify the supervisor if a hazardous substance spills. Follow proper procedure for cleanup.
- Be aware of the locations of fire extinguishers, alarms and hoses. Check routinely to make sure they are working properly. Reduce the risk of fires by good housekeeping practices.
- Stack materials properly for safe and efficient retrieval. Keep heavier materials near the floor. Stack items so that they do not extend into aisles. Be sure bin items do not extend into walkways and that bin drawers are not left open.
- Be alert for materials, which may have been stored improperly.
- Be aware of loose or slippery materials, tripping hazards and other obstructions. Take appropriate measures to eliminate them.
- Follow manufacturer's recommendations if using a ladder.
- Label all fire exits.
- Use proper lifting techniques. Get help or use lifting equipment if necessary.

#### Office area:

Within warehouse will be a small office with a computer and printer with fax. Monitoring of camera feeds will be in the office.

Presently, Zippy Shell has two customer relations management systems. ZSM2s tracks all leads and storage and local move customers. ZipMove tracks all long distance move customers. An enhanced unified version will be available in early 2018 that encompass both storage and long distance move customers. All our systems are web based and accessible through an internet connection. Zippy Shell, Inc. will provide training and ongoing support on all computer systems.

#### Maintenance (trucks and forklift):

##### Trucks:

##### Vehicle specifications:

- Ford 350
- Diesel engine
- 4 wheel drive
- At least 15,000 lb. towing package
- Rear end ratios of 3.55 or higher. About 3.73 is a good balance of economy and pulling ability.
- Integral brake controller
- Block heater area dependent

##### Maintenance of Trucks:

- We will be partnering with <http://repairpal.com/estimator/ford/f-350/maintenance-schedule>. Since the trailers are only moved with Ford F 350 trucks strict guidelines designed by Ford Motor Company will be followed. All truck maintenance records will be filed at warehouse location.
- All truck maintenance will be done by West Goshen Automotive and Fleet Services in West Chester, PA licensed to perform maintenance that meets all federal, state and manufacturers' requirements. They have



the systems in place to ensure compliance to all regulations concerning the truck standards for all government levels.

### **Communication Network:**

Zippy Shell Inc. has two customer relations management systems. ZSM2s tracks all leads and storage and local move customers. ZipMove tracks all long distance move customers. A system that encompasses both storage and long distance move customers is planned for the future.

All Zippy Shell systems are web based and accessible through an internet connection. The Zippy Shell Inc. operation team will work directly with Zippy Shell of Greater Philadelphia to set the franchise up in both systems. Key employees of Zippy Shell of Greater Philadelphia will be trained on both systems before opening of business. Zippy Shell Inc. will provide training and ongoing support on all systems.

ZSM2s (pronounced zims) is the system that will keep track of all Zippy Shell of Greater Philadelphia leads that come through the Zippy Shell website. The system bills and charges storage and local move customers, manages owned assets, and provides reports on product sale and revenue. Zippy Shell of Greater Philadelphia will set up an account in ZSM2s.

### **ZERRemote**

ZERRemote (Remote for short) is a website that is designed to be used by the franchisee (Zippy Shell of Greater Philadelphia) warehouse manager or logistics person to track incoming and outgoing long distance move customers.

The website is designed to be primarily used by phones. This makes things easier for logistics managers and allows them to give real time updates to the Move Coordinators.

The website allows for the following:

- View incoming and outgoing moves and what stage they are at currently
- Take pictures of containers and upload to the customer's account
- Add notes to customer's account
- Add barcodes to containers
- Note any damages and add pictures right on the customer's account
- Push notifications to the zip move team for when containers are delivered to customer, picked up from customer's location, ready for freight, in transit, unloaded and delivered to destination

Initial training given by Zippy Shell Inc. includes training on ZERRemote and a training video is also available at <http://www.youtube.com/watch?v=MJLyn9rYouM>

### **EchoSign**

Customer agreements will be sent out electronically through EchoSign, a web service retained by Zippy Shell Inc., so that all customer contracts are documented, signatures on record, and records of all customer transactions are retained.

### **ZMAP**

The ZMAP (Zip Move Affiliate Portal) system keeps track of all long distance customers. In this system Zippy Shell of Greater Philadelphia will quote, send contracts, and see the status of all long distance move customers. This system also keeps track of billing for all long distance move customers.

### **Dispatching Drivers and Routing:**

Work orders will be distributed to drivers with routes the evening before the delivery/pick-up is to take place. Sending work orders to drivers in advance allow for containers to be pulled and prepped for the next day. Work orders and routing will also allow for efficient planning of the schedule as to maximize the driver's time and resources. In the long run this will decrease costs and improve efficiency.

#### **How to Route**

1. First confirm the number of drivers available for the day. Routes will need to be split accordingly. Each driver should be given their own route.

2. Ensure that all jobs for the day are accounted for in the route
3. Use Google Maps to plug in addresses for the day and determine distances and locations.
  - a. Add ETAs to all jobs. Account for speed limits, traffic, and around 15 minutes to hitch/unhitch trailer.
  - b. Try to keep time frames general (~ 2 hours each)
4. Fit jobs together as efficiently as possible, while also taking certain time constraints (i.e. customers with movers) into consideration.
  - a. Relay empty containers to deliveries, pick up containers after a delivery/redelivery, etc.
  - b. Driver will need to go back to the warehouse each time he picks up a full container so he can drop it off.
  - c. It is best to have the driver go back to the warehouse as few times as possible, however, sometimes it is unavoidable.
5. Send route to each driver individually.
6. If anything changes the route and drivers will be updated.

#### **Towing the Zippy Shell Trailer:**

The Zippy Shell is a 21 foot 3,000lb trailer, with a GVWR of 10,000lbs. During the delivery of service, the Zippy Shell will need to be parked on public streets and private driveways. Consequently, care must be taken when towing the Zippy Shell by using an appropriate tow vehicle and adhering to all safety equipment and road regulations.

#### **Delivery and Pick-up Procedures:**

The Zippy Shell delivery and pick-up procedures, whether delivering a full shell to a customer or returning an empty shell to the warehouse, are similar in nature. They are designed to ensure the safety of employees, and contractors. A culture of following all safety guidelines and procedures will be instilled in drivers, and safety checklists will be used on all occasions. A delivery and pick up checklist is available at <http://support.protozippy.com/wp-content/uploads/2016/07/Delivery-procedure.pdf>

#### **Payment Processing:**

In order to process credit card payments Zippy Shell Inc. has partnered up with OpenEdge. ZSM2s is integrated with OpenEdge and payments processed through Zippy Shell of Greater Philadelphia's ZSM2s account will go directly to its bank account.

Zippy Shell of Greater Philadelphia will be provided with the OpenEdge application. Once the account is set up with OpenEdge, Zippy Shell of Greater Philadelphia will be given a token. This token will allow for the saving of credit cards to the ZSM2s system, and process automatic payments without having to save the full credit card number.

#### **ZMAP**

The ZMAP (Zip Move Affiliate Portal) system keeps track of all long distance customers. In this system Zippy Shell of Greater Philadelphia will quote, send contracts, and see the status of all long distance move customers. This system also keeps track of billing for all long distance move customers.

5. Please state the number of drivers you intend to use or hire in your business and explain why that number of drivers is appropriate for the size of the territory you will be serving. In addition, please explain:
  - a. Your hiring standards for drivers

#### **Position Summary:**

The Delivery Driver is responsible for delivery and pickup of ZIPPY SHELL containers to and/or from customer locations; provide an effective and incident free delivery or pickup of a container while maintaining excellent rapport with the customer.

#### **Essential Functions:**

- Driving and operation of a truck to load and unload ZIPPY SHELL containers at customer sites
- Operate a forklift and/or be certified to do so

- Clean and inspect containers to be sure they are presentable for delivery to customer
- Coordinate rental paperwork and payment with the customer if occasion arises.
- Communicate with Warehouse Manager on customer questions and/or issues and prepare reports
- Perform repairs of containers as needed
- Maintain cleanliness of containers and trucks. Inside and out
- Perform other duties and responsibilities as assigned by Warehouse Manager or General Manager
- Must be willing and available to work weekends
- Punctuality and attendance essential

Supervision Received/Exercised:

Perform duties under the general direction of Warehouse Manager or General Manager

Knowledge, Skills & Abilities Required:

Education and/or Experience

- High School diploma or equivalent
- Minimum of six months of experience as a driver performing delivery functions.
- The ability to pass a Zippy Shell trailer handling test.

Math, Language, and PC Skills

- General knowledge of basic math skills—
- Excellent listening, verbal and interpersonal communication skills sufficient to communicate and interact effectively with customers, co-workers and management
- Computer knowledge

Physical Abilities

- Ability to stand, walk, climb up into a truck and drive a truck for a minimum of 10 hours per day
- Ability to use a cell phone/Zippy Shell Pilot communication device provided by the company
- Ability to use hands to manipulate controls
- Ability to read road maps, follow directions
- Ability to lift and carry up to 50 pounds
- Ability to climb a ladder up to a height of 10 feet
- Ability to use a variety of hand tools
- Ability to drive a forklift (certification required)

Other

- Maintain a current/valid driver license from the state in which position is assigned
- Have no moving violations during the past three (3) years (insurance requirement)
- Must be at least 21 years of age (insurance requirement)
- Ability to pass a background check and a drug test according to company policy
- Possess a valid Medical Examiner's Certificate
- Ability to remain calm during tense or difficult situations
- Ability to act and react in a professional manner at all times with customers, co-workers and management
- Willingness and ability to work flexible schedules, including weekends

Working Conditions:

May be subjected to seasonal inclement weather while driving and delivering or picking up ZIPPY SHELL containers.

Hours:

Required to adhere to scheduled work times, including weekends, and may be required to work overtime as business needs dictate

- b. Your system for conducting criminal background checks:  
 Zippy Shell Inc. is partnered with a national background check company. Background checks will be done through Zippy Shell Inc. provided website, <http://www.backgroundchecks.com/Affiliates/zippyshell.html> . Background checks can access a full range of data including:

- Credit records
- Academic records
- Social security number
- Personal references
- Driving records
- Criminal records
- Workers' compensation

Before running a background check, applicants will need to sign a release allowing a check to be done.

- c. Your driver training program:  
 Zippy Shell of Greater Philadelphia will train drivers, following all Zippy Shell Inc. and government regulations and policies. Drivers need a regular PA driver's license. They will be trained in the towing of Zippy Shells, operation of the trucks, parking with trailer, unloading cartridges and all aspects of moving customer goods.
- d. Your system for conducting driver license checks:  
 Motor Vehicle records will be accessed through the background check website described in "b" above.
- e. Your policies regarding alcohol and drug use by your drivers:  
 Zero tolerance alcohol and drug policy. Random drug tests will be given.
- f. Please state the number of vehicles you plan to use in your business and why that number is appropriate to provide reasonable and efficient service to the territory you will be serving. If you have already obtained vehicles for your business, please list them in the chart below.

<u>YEAR</u>	<u>MAKE</u>	<u>MODEL</u>	<u>SEATING CAPACITY*</u>	<u>VEHICLE ID #</u>	<u>MILEAGE</u>
2017	Ford	350XLT	6	1FT8X3DT6HEE7938	<1000

Zippy Shell of Greater Philadelphia has developed a five year business plan with specific assumptions for our storage units, local, and national moves. Consistent with this set of revenue assumptions are the purchases of capital (trucks, shells/trailers, cartridges, onsite storage units and other capital assets) to meet the customer's demands. Based on this five year model, we will have two trucks for years 1 and 2, with approximately 16 moves/month. As the number of moves increases in subsequent years, we anticipate adding additional trucks in year 3 and year 5 according to our forecast. Should the business be more successful and the number of moves escalates more rapidly we will acquire additional capital assets. Our business projections have been reviewed and approved by Zippy Shell Inc. forecasts capital purchases of more than \$2.7 million in the first five years.

- g. Describe your vehicle safety program. Please include the following in your explanation:
- a. Your periodic vehicle maintenance plan  
We will be partnering with <https://repairpal.com/estimator/ford/f-350/maintenance-schedule>. Since the trailers are only moved with Ford F350 trucks, the strict guidelines designed by Ford Motor Company will be followed. All truck maintenance will be filed at warehouse location. Repairs and maintenance will be performed by West Goshen Automotive and Fleet Services.
  - b. Your system for ensuring your vehicles will continuously comply with applicable Pennsylvania vehicle equipment standards (67 Pa. Code, Chapter 175).  
Trucks will be maintained by West Goshen Automotive and Fleet Services, who is licensed to perform maintenance that meets all federal, state and manufacturers' requirements. They have the systems in place to ensure compliance to all regulations concerning the truck standards for all government levels.
  - c. Please explain what steps you have taken to determine if you can obtain insurance and pay the required insurance premiums.

Zippy Shell has secured a preferred insurance provider, The Insurance Exchange, from which the franchisee can obtain all the required policies below, as well as answer all questions and concerns. Zippy Shell of Greater Philadelphia will be using The Insurance Exchange for

- General Liability
- Umbrella Insurance
- Commercial Auto
- Business Equipment Insurance (Containers, forklift, loading bed, etc.)
- Contents Protection (Customer's goods while inside the warehouse)

Zippy Shell of Greater Philadelphia has access to a \$2.7 million line of credit owned by two board members, which is more than adequate for all business expenses including insurance premiums.

#### Customer Agreements

The customer will be required to sign a customer agreement before any service can be provided by a Zippy Shell franchise. Zippy Shell has template agreements available for the franchisee to use. These agreements can be customized to Zippy Shell of Greater Philadelphia territory. The franchisee will have the ability to change their agreement at any time if there is any conflict with state or local laws. Zippy Shell of Greater Philadelphia will consult with an attorney to ensure the customer agreement is in compliance with all Commonwealth regulations.

Customers will also be required to sign an agreement for their contents protection. Contents protection will cover the customer's goods while they are in storage.

A sample SCRA addendum will be provided for franchisees. This document, signed by military members, will waive their rights regarding the US Service Members Civil Relief Act. Franchisees should send this out to any military members they are servicing.

Agreements will be sent out electronically through EchoSign. Each Franchise will be set up with an EchoSign account.

6. State whether the applicant has been convicted of a misdemeanor or felony. If applicant is partnership, limited liability partnership, corporation, or limited liability company this question applies to all members, officers, and/or shareholders. If "YES", explain.

No members of Masha Mobile Moving and Storage LLC have been convicted of a misdemeanor or felony

7. Financial Data. Complete the "Statement of Financial Position", which follows this page. Please feel free to also provide additional information explaining why you believe you have sufficient funds to ensure your transportation business can provide reliable service to the public in a safe manner.

Masha Mobile Moving and Storage, LLC is well positioned to provide the residents of the Commonwealth of Pennsylvania with the latest advantages in moving and storage producing the highest quality services at the lowest cost.

Masha Mobile Moving and Storage is owned by Stephen and Ashley Masha, the son and daughter-in-law of Diana and Michael Masha. The firm obtains all its financing from a related family owned company, DMM Holdings, LP, 100% owned by Diana and Michael Masha. Attached is a letter dated September 27, 2017 from David Gottesman, Senior Vice President of Mount Yale Capital Group, LLC one of the firm's financial advisors detailing Masha Mobile Moving and Storage, LLC's access to capital fund and the interest rate.

### Verification of Statement

The undersigned deposes and says that he/she is authorized to and does make this verification and that the facts set forth therein are true and correct to the best of his/her knowledge, information, and belief. The undersigned understands that false statements herein are made subject to penalties of 18 Pa. C. S. Section 4904 relating to unsworn falsification to authorities.



(Signature)

STEPHEN M. MASHA, PRESIDENT

(Name and Title, printed or typed)

10/2/2017

(Date)

**Statement of Financial Position (Balance Sheet)**  
**As of (date) September 30, 2017**

*ASSETS*

Current Assets			
Cash	\$	4,758	
Other Current Assets (specify)	\$	-	
Total Current Assets			<u>\$ 4,758</u>
Tangible Assets			
Motor Vehicle Equipment	\$	58,543	
Property (buildings, land, etc.)	\$	120,299	
Office Equipment			<u>\$ 300,000</u>
		<b>TOTAL ASSETS</b>	<u><u>\$ 483,600</u></u>

*LIABILITIES*

Current Liabilities (Due within one year of date)			
Loans	\$	-	
Credit cards/revolving credit	\$	-	
Other Liabilities (Attach schedule)	\$	-	
Total Current Liabilities			<u>\$ -</u>
Long Term Liabilities (Due after one year of date)			
Mortgage	\$	-	
Long term commercial loan	\$	-	
Other Liabilities (Attach Schedule)	\$	-	
Total Long Term Liabilities			<u>\$ -</u>
		<b>TOTAL LIABILITIES</b>	<u><u>\$ -</u></u>

Revised 7/17/17



3050 K street NW, Suite 170  
Washington, DC 20007

September 28, 2017

Re: Application PUC PA

In regard to Section 2 – List the Applicant's affiliation with any other carrier:

Zippy Shell, Inc., a franchise company offering portable storage and moving services. The applicant is our newly awarded Franchisee in the Philadelphia, PA market. We also have another Franchisee currently operating since 2012 in the state of Pennsylvania, performing portable storage and moving services:

Zippy Shell Lehigh  
Donna Yext  
3768B Crescent Court  
Whitehall, PA 18052  
[dyext@zippyshell.com](mailto:dyext@zippyshell.com)  
610-297-5077  
Operating since 06/21/2012

In regard to Section 3 – Please provide evidence of minimum of two years' experience with a licensed household goods carrier:

Zippy Shell, Inc., currently service over 154 markets through our relocation and moving services, franchisees, and 5 corporately owned locations. We have been awarding franchises since 2010. All of our franchisees attend trainings to gain certifications in our standards and operating procedures before being allowed to perform any services or open for business. Throughout the first year of a franchisee's business they receive a minimum of 4 (quarterly) performance and operational audits to ensure they are continually meeting the operating standards and procedures set forth in our guidelines and manual.

If any additional information is required, please contact me directly.

Danielle Scott  
VP of Franchise Operations and Development  
[dscott@zippyshell.com](mailto:dscott@zippyshell.com)  
443 994 3304

Each Location Independently Owned and Operated





Mount Yale Capital Group, LLC  
8000 NORMAN CENTER DRIVE SUITE 630  
MINNEAPOLIS, MN 55437  
TELEPHONE 952-897-5390  
WWW.MTYALE.COM

September 27, 2017

Michael Masha  
DMM Holdings, LP  
204 Marie Road  
West Chester, PA 19380

Dear Mike,

I received your request to provide a summary of available margin line for accounts associated with DMM Holdings, LP. The attached Multiple Margin summary provided by Fidelity Institutional Wealth Services, the independent custodian of the marginable assets held by DMM Holdings, LP show that the undrawn line is in excess of \$2,700,000 USD.

DMM Holdings, LP has a current borrow rate of 3.25%. The base rate is the Fed Funds rate (currently 1.25%) plus a flat spread of 200bps.

Sincerely,

David Gottesman  
Senior Vice President

Cc: Brad Small; Randall Cole