

# Mover

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The moving business is one dominated by large companies with fleets of trucks and extensive logistic networks. While being professional and offering excellent service, these companies are also very expensive. As a result many people attempt local moves on their own. They often realize at the last moment that the job is simply too big. In most communities there is a market for affordable moving companies offering local moving services. If you have a truck or the capital to buy or even rent one, it's possible to start a moving business from home.

## Before The Start-Up, Let's Not Get Ahead Of Ourselves

There are certainly no formal qualifications required to start a moving business. However starting small means you'll be doing plenty of the moving yourself. To do this you'll need to be physically fit and capable of lifting heavy objects.

## The Start-Up

The most important asset you'll need to start this business is a truck. The larger the truck the more moving you'll be able to do at one time. If you simply can't raise the capital to buy a full size truck, consider buying a small recreational truck and doing small moves to begin with. It is also possible to rent a truck whenever you have a moving job, although this isn't a long-term solution it is a way to get started. Other equipment needed includes kneepads, a heavy lifting belt, tie-downs, and blankets to protect furniture as well as trolleys to move heavy items on.

Even if you run your business on a small scale you'll still need to prepare a small home office. For this you'll need a workspace, desk, computer, printer and fax machine. All of these items make running a home business much easier, but are by no means essential. Finally, since you'll be mobile for a large part of your working day, you'll need a cell phone to stay in constant contact with customers.

Pricing right can be difficult in this business. Look closely at the pricing of competitors before constructing your own pricing scheme. Most small-scale movers charge around \$35 (USD) per hour, although charging per hour is only one way to structure your pricing scheme.

## Making It Work

Whether moving households or offices, moving is a sensitive issue. People trust you with their worldly possessions and as a result it's important to create a trustworthy company. Trust can be created in many ways including getting a great logo designed on Elance.com, making sure your truck is in good condition, wearing a clean and smart uniform and always greeting customers by their name.

## Marketing

Market your moving service by advertising in local classifieds, bulletin boards and direct mailers in target areas. Once you are more established, referrals and word of mouth will likely contribute to a large part of your new business.

## Don't Forget

Although your truck is your greatest asset it is also your greatest liability. Protect it with insurance and don't forget to account for maintenance costs. Once you can afford it also take out insurance on your entire moving process to protect against any accidental breakages or losses.