



Prime Real Estate

► Los Angeles Realtor's On the Move truck gets him plenty of attention on the Sunset Strip

Situated on the famous Sunset Strip, Chuck Keller's On the Move truck is causing quite a stir. "When I first got the truck, it was difficult to find a place to park and store it—living in Los Angeles, there's not much room to park something so large," says Keller, a Realtor with Keller Williams Realty in Los Angeles.

After looking around and contemplating different scenarios, Keller decided on an office parking lot, across from his office on Sunset Boulevard, which doubles as a lot for the House of Blues at night.

"It's gotten so much attention for my business because it sits right below a building mural billboard, and right on the corner of Sunset," he explains. "Everyone passes by it, and tons of people around town tell me they recognize me from the truck."

Keller, who shares the advertising space with a mortgage broker from his office, has only had the truck for less than a year. However, he believes it's already paying great dividends.

"The exposure and credibility I've received from having the truck has been enormous," Keller says. "I've been on listing presentations before when—once they saw me—they've said they've seen my truck. Even out and about around town, people make comments about seeing my truck. It's not being driven around that much just yet, but it's still made me very visible."

To that end, Keller believes that while he hasn't been able to say that the truck itself has brought him clients just yet, the On the Move truck sets him apart from the

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Keller Williams Realty in Los Angeles

competition.

"The truck puts me in a different category, in terms of my bringing value to buyers and sellers—anyone can use the truck if they need it," he explains. "It's bringing me fantastic name recognition and is excellent in terms of branding.

"I offer use of the truck to everybody," he continues. "For my clients, often they'll use it to remove larger items from their home or to de-clutter, and bring to charity, family, etc. While most of my clients will use moving services, items like plants, mirrors, pictures—items you might want to move yourself—can be moved with my truck."

In a competitive market such as Los Angeles, Keller says he's happy he's finally found his edge. "It's definitely been worth the investment," he explains. "Nobody else is doing this. I thought about doing this for a year before I finally decided to get the truck. Now, once my lease is up on the truck, I plan to buy it outright and get another one."

—Stephanie Andre

For more information, please visit www.onthemovetrucks.com.