

Creating a **Win-Win** Business

On the Move helps team achieve maximum exposure

By Kayla O'Brien



To stay ahead of the game in today's market, agents are consistently looking for ways to stand out. In more recent times, not only are they looking to become more appealing to customers, but they are also looking to become more valuable. One company, On the Move, has been helping agents stand out in a big way—specifically, as a billboard on the side of a moving truck. This unique company has helped generate leads and loyal, happy clients for agents across the country, including Charlotte, North Carolina's own The Ramsey Group at RE/MAX Metro Realty.

"When we first got into real estate, we decided that we wanted to make heavy-hitter decisions. If we wanted to be top producers, we needed to make decisions as though we were already top producers," says Mark Ramsey, who, along with his wife, are brokers/owners of The Ramsey Group at RE/MAX Metro Realty.

To accomplish this, within their first year, Ramsey sought the assistance of On the Move, a turnkey rental truck program, to not only broadcast their company name on a moving billboard across town, but to provide a unique and complimentary service to their clients for the moving process.

On the Move allows The Ramsey Group to supply clients with a free moving truck for use during their move into a new home. The exterior of the truck includes eye-catching graphics, logos, and contact information to advertise their business as a rolling billboard for less than what it would cost to advertise on a stationary billboard. By simply allowing clients to use the truck, potential new clients are being reached as the truck drives through local neighborhoods.

"They've made it easy from the very beginning," Ramsey says. "Even our clients who hire a moving company wind up using the truck for the items they feel more comfortable moving themselves."

After Ramsey connected with the company and did some research on his own, On the Move found the right type of truck for the team, and provided Ramsey with options.

"We told them what we wanted and everything else was done for us. On the Move made it a no-brainer," says Ramsey. When the truck arrived in Charlotte everyone at The Ramsey Group was pleased. "It was in perfect shape. They provided everything you need from the set up—insurance, reminders for renewals of inspection, etc.," says Ramsey.

As one of the first teams in the area to utilize this service, The Ramsey Group immediately streamlined their On the Move truck into their marketing materials. The truck schedule is posted on their Web site and the Moving Center includes

tools for people in preparation of their move. Interested clients can check the calendar online to reserve the truck for their move.

"We put it in all of our print ads, flyers, on the back of our business cards—we put it everywhere. In a listing presentation, we reveal several benefits other agents don't have and we bring up the truck. We promote it strongly on the Web site," says Ramsey.

When a client signs up to use the truck, whether online or at the office, it comes equipped with a hand truck, one dozen furniture pads, rental forms and truck-condition reports, all supplied by On the Move. "You have everything you need to move except boxes and tape," says Ramsey.

"We put a broom in the back, and leave pictures showing them how they need to leave it with the blankets folded. We also made a booklet that includes what to do if there's a mishap. We make it simple for our clients to use."

As an added bonus to their clients, The Ramsey Group came across a small start-up company that would typically rent moving trucks to assist



The Ramsey Group offers their On the Move truck to their clients and local charities.

people in their moves.

"We partnered with them, so when [clients] need someone to help move their heavy stuff, they just pay Two Strong Dudes for the time they need them," says Ramsey. "The truck is free and you pay the guys hourly. We even have people start out having them move the heavy things and decide to let them do the rest to cut down moving time."

To the Ramsey Group, another key promotional point is the comfort of the truck. According to Ramsey, the truck has the interior feel of an SUV, automatic transmission, with air conditioning, adjustable seats and steering wheel and other identical features.

"Some people are leery about driving the truck but it's no different than driving an Explorer," says Ramsey.

When it comes down to it, according to Ramsey, The Ramsey Group is a very service-oriented company, and with their On the Move truck, clients are catching on.

"We hold our clients' hands extremely close throughout the process. When you do that and offer this, it shows you truly have a concern and care for your client that goes beyond the norm," says Ramsey. "Our clients can use it not only for their move, but for life."

Clients are given moving priority over the weekends, but previous clients can use the truck to buy furniture and other household items. To show appreciation for the community The Ramsey Group serves, they also offer it to local charities to help in whatever ways they may need it.

"We let nonprofits like churches, the Boy Scouts and Girl Scouts use it too," says Ramsey. This past Christmas, The Ramsey Group used it to participate in Operation Christmas Child, through which volunteers fill shoe boxes with necessities and toys for children. However, The Ramsey Group took it a step further by stuffing the truck full of boxes. "This year

we filled the entire truck. When we went to the big collection center, and we pulled the door up, they were so excited that the whole truck was filled with boxes."

Whether it's clients or the community, The Ramsey Group will continue providing the use of the moving truck for free.

"We honestly believe that gives gain," says Ramsey. "It's great having our truck sitting outside a house as they're loading. It's great exposure for our team and great exposure for your company—your broker in charge should be pleased with their logo on the side."

And when it comes down to the pertinent issue at hand—pleasing clients—Ramsey says, "We want to be worth more than what they're paying us. We want them to feel like they're getting a bargain. It's a win-win. Clients, agents, and the broker win. In fact it's been even better than what we expected." **RE**

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