

CASE STUDY

A MOVING COMPANY GETS OFF THE GROUND

Victory Packaging Provides Personal Customer Service and the Right Equipment to A Brand New Mom-and-Pop

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A WIFE-AND-HUSBAND TEAM IN NEW JERSEY DECIDED TO START THEIR OWN MOVING COMPANY, MAIN STREET MOVERS, FROM THE GROUND UP. WHILE THE HUSBAND HAD 40 YEARS OF EXPERIENCE IN THE MOVING INDUSTRY, CREATING THEIR OWN COMPANY PRESENTED AN UPHILL CLIMB IN AN INDUSTRY WHERE MANY COMPANIES HAVE BEEN IN THE SAME FAMILY FOR GENERATIONS OR ARE PART OF NATIONAL AFFILIATIONS.

Main Street Movers set out to instill a culture of professionalism to combat what it considered a public perception issue: Customers don't see the actual value of moving companies and instead view them as opportunistic and untrustworthy. For the company, having an excellent reputation was the foundation for a successful, long-lasting business.

With four decades in the moving industry, Main Street Movers' co-founder knew of Victory Packaging's reputation for excellent customer service and had a relationship with one of our dedicated moving and storage sales representatives. The company contacted him directly as their first option and Victory Packaging worked to help the company establish the professional culture that it wanted to create.

Since 2010, Main Street Movers has worked directly with our moving and storage team to maximize its packaging spend so that it always has the right equipment and packing supplies and was able to grow from the ground up in an organic way.

Today, Main Street Movers has seen a steady growth of 10 to 15% every year for over a decade and staffs 40 employees with a fleet of 18 trucks. They currently hold a 4.8-star rating on Google Reviews and 93% of Yelp reviews are five stars. While the company has price-shopped and trialed competitors, Victory Packaging has been their primary moving and storage equipment and packing supplies partner in large part to the strong personal relationship that our people provide.



CHALLENGE

Help Main Street Movers, a new mom-and-pop moving company, grow their business from the ground up.

DIFFICULTIES

Moving and storage industry is entrenched with multi-generational, family-owned businesses and national players, making it an intimidating space to start a new business.

SOLUTION

Victory Packaging worked directly with Main Street Movers' owners to ensure all materials are always available and provided support to help the company grow 10 to 15% every year since it began in 2010.