



A 2018 CONSUMER SURVEY: HOW DO HOMEOWNERS FIND A MOVER?

We recently performed a survey of homeowners to learn more about the resources and information they use to help them find and hire a mover.

The results are interesting and give insight into which resources would be helpful for marketing in the moving industry, and what information movers should emphasize in their communication to homeowners.

We would like to share this survey with you so that you can use it as a resource to evaluate and plan your current marketing effort. Here are the results.

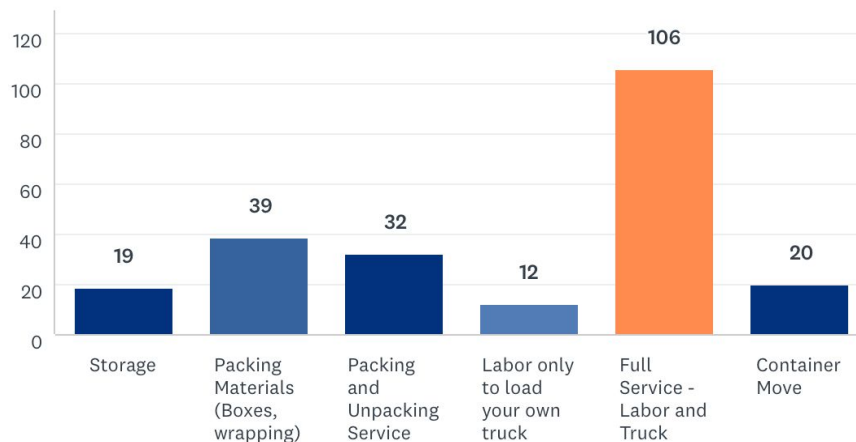


Question 1: For your next move, would you consider hiring a professional mover?

The survey began with a “screening” question. If respondents answered “no” they were excluded from the survey. If they answered “yes” to this question, they were asked to complete the rest of the survey. The question ensured that we were surveying only potential customers of a professional mover.

Question 2: In the future, what services are you likely to require from a professional mover? (select all that apply)

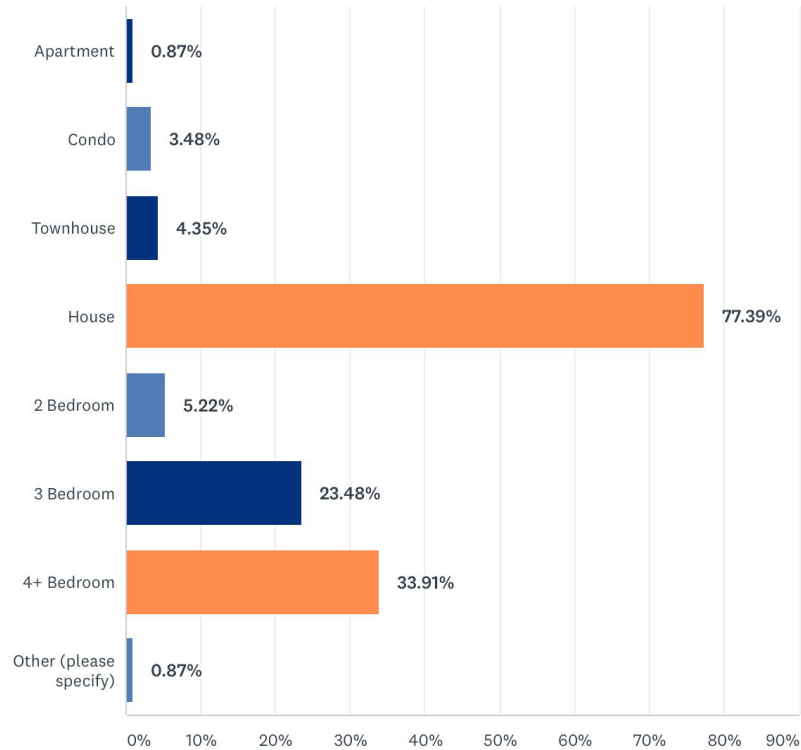
92% of respondents reported that they are likely to need a full-service move, and 34% reported that they are likely to use packing materials from their mover. If you provide any of these special services, such as storage or container moves, it would be worth advertising those services to homeowners.



* Note that the Container Move option read as follows: Container Move - You load the storage container (PODS, Zippy Shell, Packrat, COWS, etc.), and the mover only moves the container.

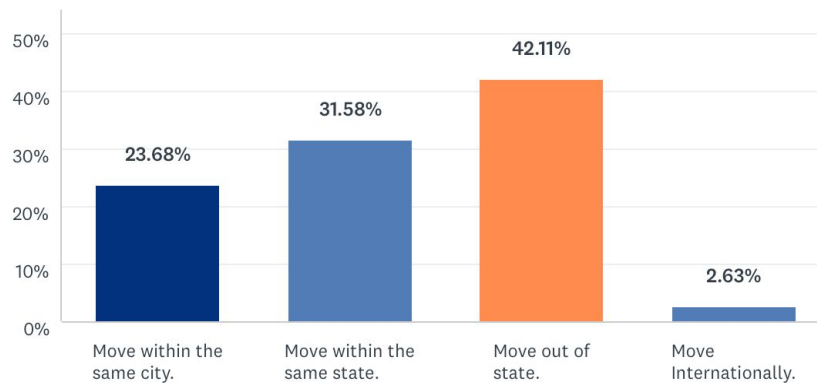
Question 3: What is your current residence? (select all that apply)

77% of respondents live in a House, and 33% have 4+ bedrooms, so the respondents represent the people that are likely to have large moves.



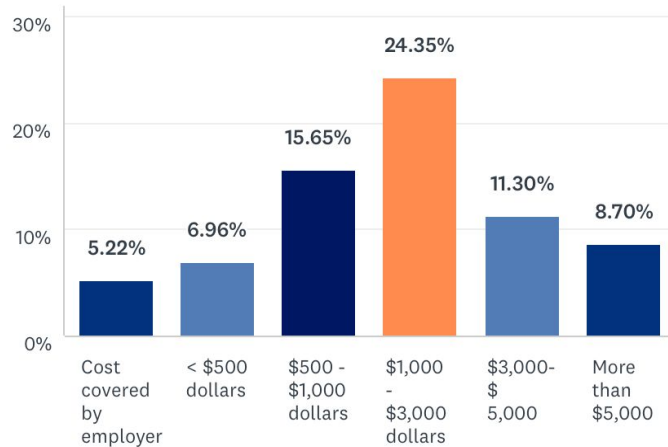
Question 4: Looking ahead, where are you most likely to move?

97% of survey respondents are most likely to move within the United States. However, 42% of respondents are likely to move out of state, and 3% to move internationally, so a large portion of these homeowners will require long distance moves.



Question 5: How much did your last move cost?

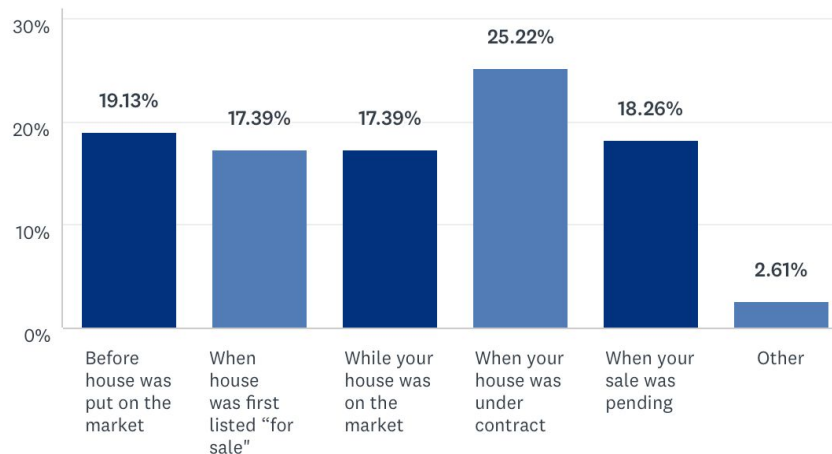
20% of respondents had a move that cost them more than \$3,000 dollars, and 44.35% of respondents had a move that cost them more than \$1,000 dollars. Homeowners are your largest and most profitable household moves.



Question 6: When would you start a search for a professional mover?

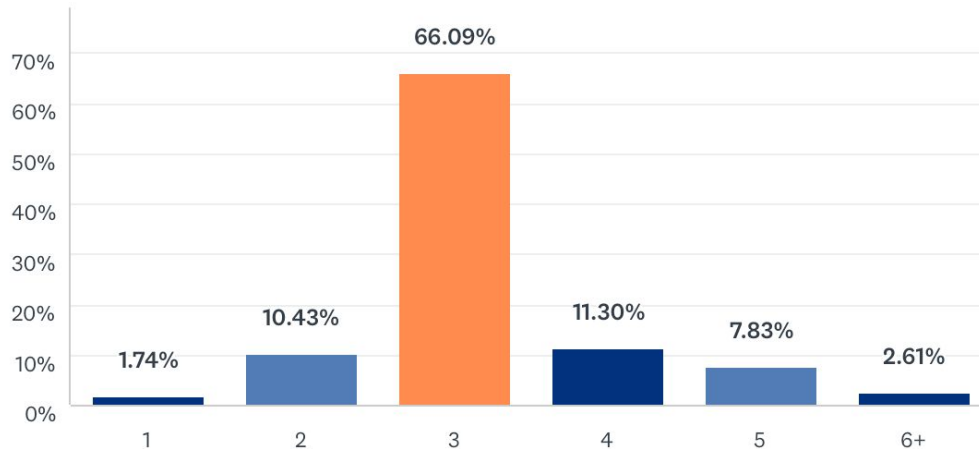
The life of a homeowner lead is long. Roughly 20% of homeowners will be looking for a mover at any given phase of the moving process, so it's important to market to homeowners from the beginning, when they first list their homes for sale.

Note that 19% of homeowners say they're likely to start looking for a mover before listing their home. Real Estate Agents begin working with homeowners weeks before they list the property for sale, so Agents become an essential resource to reach these early deciders.



Question 7: How many movers would you consider before making a decision?

66% of respondents said they would research three movers before making a decision, so it's vital that professional movers invest in their marketing, especially in competitive markets, so they can take advantage of the opportunity to be one of the movers considered by homeowners.



Question 8: What resources would you use to find a professional mover?

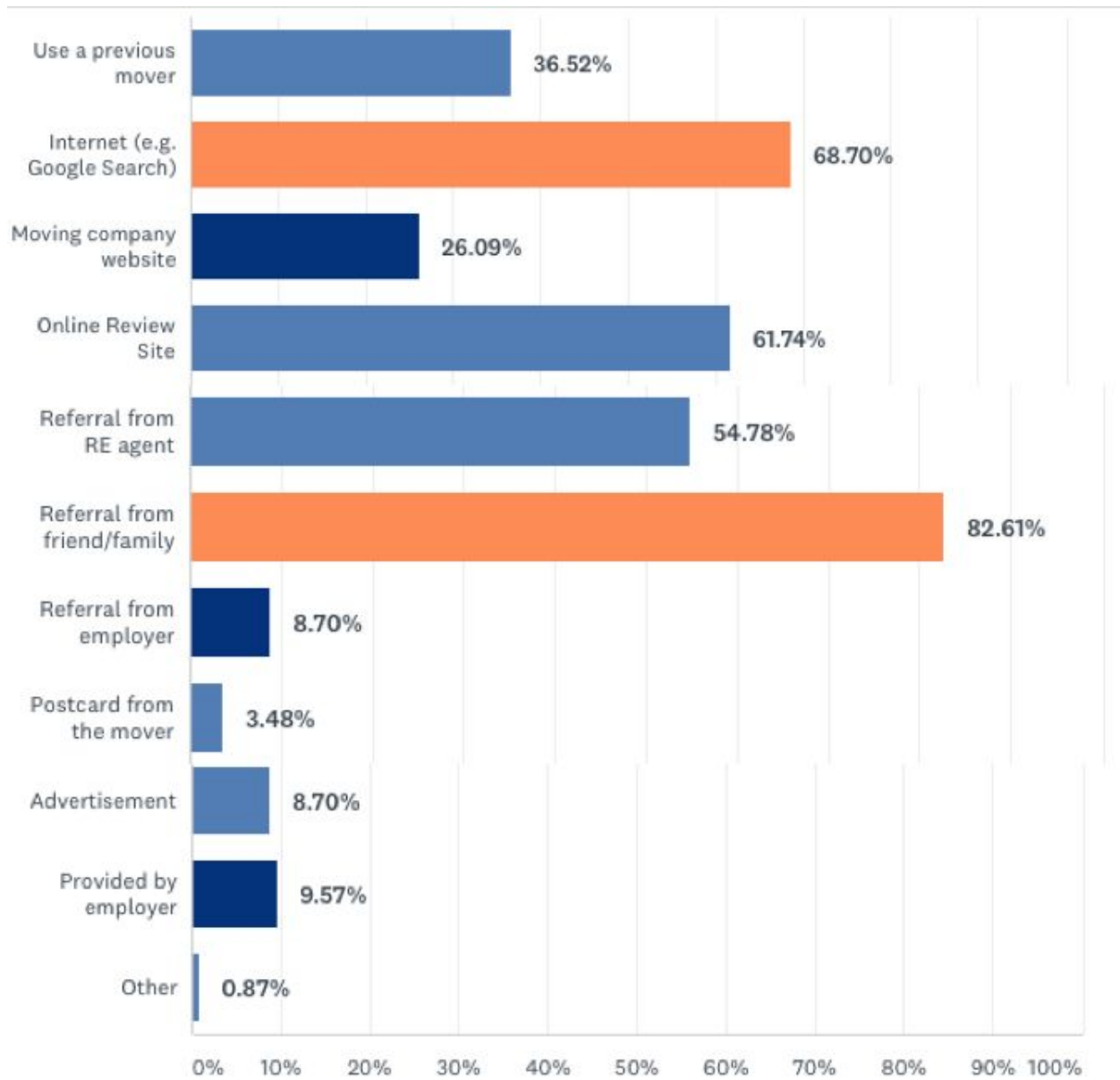
In a past survey in 2012, only 9% of respondents said they would use the internet to find a mover. Times have changed. Now 68.7% are likely to research a mover online through Google, and 61.7% are likely to research a mover on an online review site like Angie's List. It's crucial that your company has a website where potential clients can research you, and that you make sure your online reviews are good on all review sites.

However, something that hasn't changed is the importance of referrals, which continues to be the number one resource. Respondents stated that 54.8% would use a referral from their real estate agent. Building relationships with real estate agents should be an important part of your marketing mix to take advantage of this resource.

Past customers are also critical. 82.6% of respondents said they would use a referral from a friend, family member, or coworker. Having previous customers with good experiences recommend you to a friend, and also making sure that past customers post positive reviews on review sites will need to be an important part of your marketing mix.

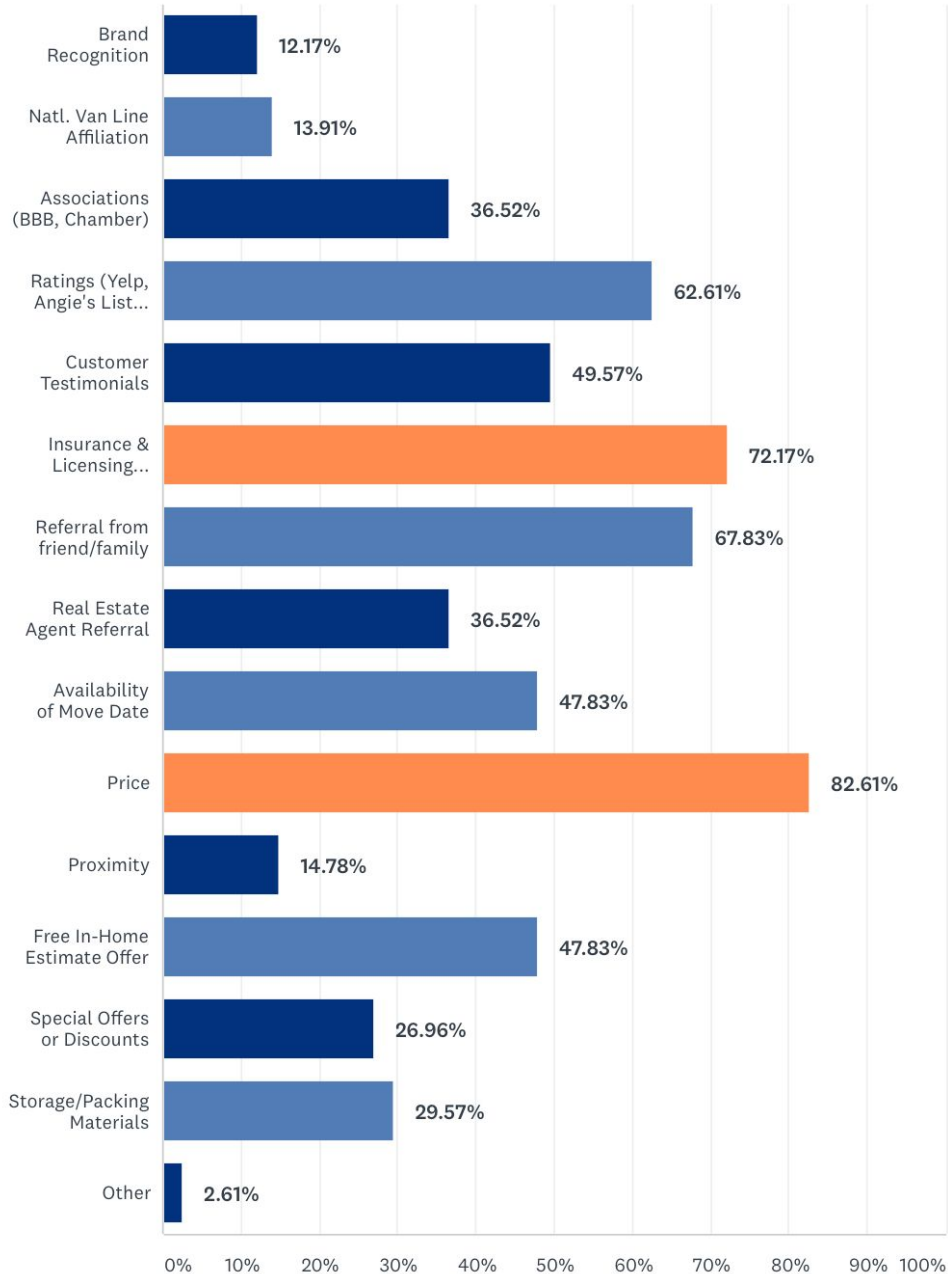
Finally, we found that 3.48% of respondents said they would use a postcard to find a mover, which is above the typical response rate of direct mail. (See questions 11 about Direct Mail.)

Question 8 continued: What resources would you use to find a professional mover?



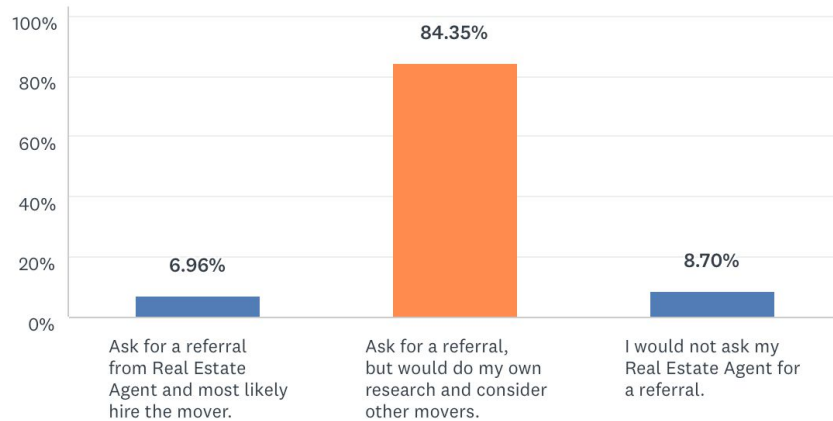
Question 9: What information is important to you in making a decision to hire a mover?

When preparing your marketing materials, you should prominently display the information that is most important to homeowners (i.e., National Van Line Affiliation, Professional Associations, Testimonials, Insurance, and Licensing). You will make the homeowner's decision-making process easier since they do not need to search for the information. Instead, they will be able to quickly confirm that you meet their criteria and that you are a worth further consideration.



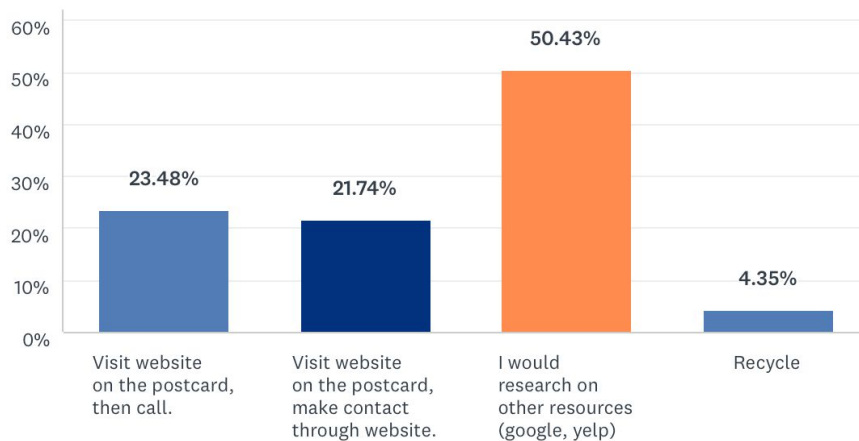
Question 10: How likely are you to hire a mover based on a personal recommendation from your real estate agent?

91.31% of respondents would ask for a referral from their real estate agent, and 84.35% of those people would still do their research. A good marketing strategy would be to build a good referral network with agents, make sure you have a robust online presence, and provide all the information homeowners find important, so when potential customers do their research, you stand out as the best option.



Question 11: What would be your next steps after receiving a postcard?

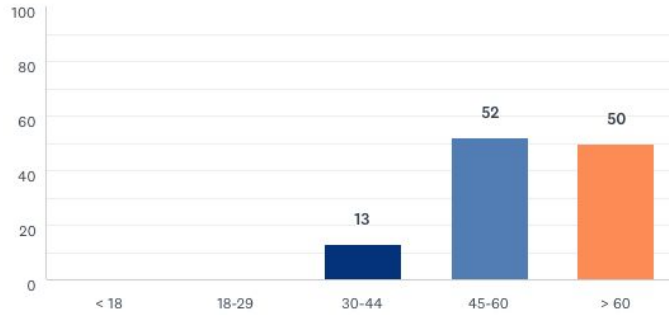
95.65% of respondents say they would keep a postcard and use it to further research a mover. After receiving a postcard from a mover, 50% of respondents would then check Google, Yelp, Angie's List, Home Advisors, or BBB ratings before contacting a mover. 45% of respondents would check out the mover's website. Postcards are an active way to reach homeowners at the right time so that they will include you in their search for a mover.



Respondent Information

Age

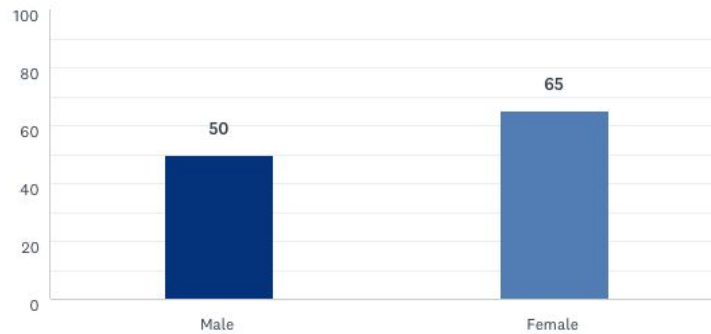
Answered: 115 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ < 18	0.00%	0
▼ 18-29	0.00%	0
▼ 30-44	11.30%	13
▼ 45-60	45.22%	52
▼ > 60	43.48%	50
TOTAL		115

Gender

Answered: 115 Skipped: 0

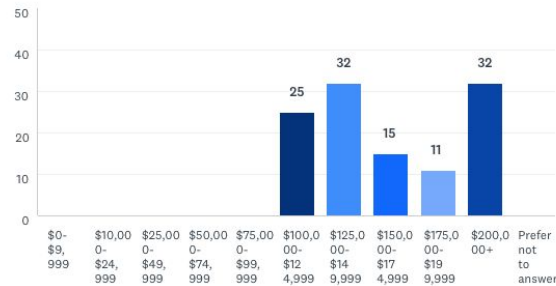


ANSWER CHOICES	RESPONSES	
▼ Male	43.48%	50
▼ Female	56.52%	65
TOTAL		115

Respondent Information

Household Income

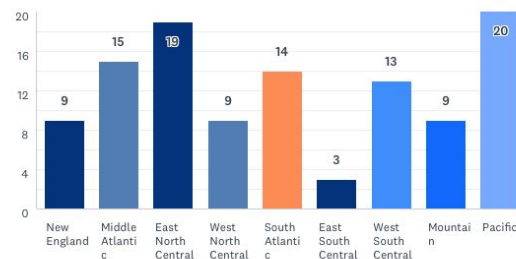
Answered: 115 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ \$0-\$9,999	0.00%	0
▼ \$10,000-\$24,999	0.00%	0
▼ \$25,000-\$49,999	0.00%	0
▼ \$50,000-\$74,999	0.00%	0
▼ \$75,000-\$99,999	0.00%	0
▼ \$100,000-\$124,999	21.74%	25
▼ \$125,000-\$149,999	27.83%	32
▼ \$150,000-\$174,999	13.04%	15
▼ \$175,000-\$199,999	9.57%	11
▼ \$200,000+	27.83%	32
▼ Prefer not to answer	0.00%	0
TOTAL		115

Region

Answered: 111 Skipped: 4



ANSWER CHOICES	RESPONSES	
▼ New England	8.11%	9
▼ Middle Atlantic	13.51%	15
▼ East North Central	17.12%	19
▼ West North Central	8.11%	9
▼ South Atlantic	12.61%	14
▼ East South Central	2.70%	3
▼ West South Central	11.71%	13
▼ Mountain	8.11%	9
▼ Pacific	18.02%	20
TOTAL		111