



Edition 33 July-August 2022

# Quarterly

# On The Move<sup>®</sup> Inc.

Complete Rental Truck Program



WINNER FOR 11 YEARS IN A ROW

## Inside This Issue

On The Move News  
Employee Spotlight  
Resource Guide  
New Trucks  
Recipes

800-645-9949

WWW.ONTHEMOVETRUCKS.COM





Through superior customer service and quality innovative products, On The Move provides their Licensees the ability to add value and profits to their business.

Table of Contents

Editor’s Letter / Letter to the Editor / Events ..... 3

On The Move News ..... 4

New Trucks ..... 6

Employee Spotlight ..... 8

On The Move Announces New Leadership ..... 10

Ford EV Pro Event ..... 12

Blood Drive For Uvalde..... 14

Car Show ..... 15

History of Tenant Protection: A Timeline ..... 16

VW Passenger Van..... 17

5 Star Program..... 18

How to Figure Out How Much Time A Move Will Take ..... 20

Truck of the Quarter ..... 22

Recipes ..... 24

Is Replacement Cost Coverage on the Rise?..... 26

Classified Ads..... 29

Cartoon..... 30

Resource Guide ..... 31

| Name             | Title                                | E-mail                        |
|------------------|--------------------------------------|-------------------------------|
| Maury Westerdale | Chairman of the Board                | info@onthemovetrucks.com      |
| CJ Stratte       | President                            | cj@onthemovetrucks.com        |
| Marina Young     | Chief Financial Officer              | marina@onthemovetrucks.com    |
|                  | Sales Team                           |                               |
| Daniel Garza     | VP of Sales and Operations           | daniel@onthemovetrucks.com    |
| Tim Moranz       | Specialty Vehicle Manager            | tim@onthemovetrucks.com       |
| Will Winslett    | Pre-Owned Vehicle Manager            | wwinslett@onthemovetrucks.com |
| David Nasis      | Sr. Account Executive                | david@onthemovetrucks.com     |
| Michael Woolard  | Sr. Account Executive                | m.woolard@onthemovetrucks.com |
| Mario Riojas     | Marketing Manager                    | mario@onthemovetrucks.com     |
|                  | Insurance Agency                     |                               |
| Jacquelyn Nash   | VP of Insurance                      | jnash@onthemovetrucks.com     |
| Kurt Varela      | Account Executive                    | kvarela@onthemovetrucks.com   |
| Rand Racey       | Account Manager                      | rracey@onthemovetrucks.com    |
|                  | Admin Team                           |                               |
| Lexie Rose       | Senior Accountant/Interim Controller | lrose@onthemovetrucks.com     |
| Karen Lunski     | Customer Service Director            | karen@onthemovetrucks.com     |
| Noemi Farias     | Title and Registration Associate     | noemi@onthemovetrucks.com     |
| Juan Castillo    | Warehouse Manager                    | Juan@onthemovetrucks.com      |
| Brooke Richart   | Administrative Assistant             | brooke@onthemovetrucks.com    |

Editor’s letter

Dear Customers,

There are a lot of exciting changes at On The Move. Firstly, I’m excited to step in as President of On The Move. You will see some of my current adventures in this issue as I transition into my new role. Make sure to congratulate several members of our staff on their promotions. I’m very proud of my team and our culture of service.

We are working hard to advance our technology and provide more opportunities to our customers. Thank you for several of our customers volunteering to beta test our new rental truck software. Our goal is to simplify the rental process for you and your renter.

Please share anything you would like listed in our classified ad sections. We would like to know if you are hiring or have a truck to sell. If you have anything over \$500 you would like to market, let us know!

Also, we are working hard on providing a five star truck rental program for you. We will be diving into it issue by issue and teaching you how to earn your five stars.

Sincerely,

CJ Stratte



CJ Stratte  
President  
On The Move, Inc.  
P: 800-645-9949  
28825 IH-10 W  
Boerne, TX 78006

Events

| SHOW                     | LOCATION      | DATES                |
|--------------------------|---------------|----------------------|
| Tom Ferry Success Summit | Dallas, TX    | August 23-25, 2022   |
| SSA                      | Las Vegas, NV | September 6-9, 2022  |
| TSSA                     | Austin, TX    | October 23-25, 2022  |
| NAR                      | Orlando, FL   | November 11-13, 2022 |
|                          |               |                      |
|                          |               |                      |
|                          |               |                      |
|                          |               |                      |



## JACQUELYN NASH STEPPING IT UP!

Congratulations to Jacquelyn Nash for earning her MBA. Now that she is back to focusing 100% on On The Move, she has been promoted to VP of Insurance. We are very proud of her achievements and expect a bright future for her!



## INTERNAL CHANGES AND GROWTH

Lexie Rose has been a rockstar in accounting and is now our Senior Accountant and interim Controller. We are proud of her talent and ability to promote from within.



## CUSTOMER APPRECIATION DAY

We celebrated our customers by serving cold beer and hot dogs out of our tear drop trailer. If you would like more info on our tear drop trailer, reach out to Tim at [Tim@onthemovetrucks.com](mailto:Tim@onthemovetrucks.com).



## GRADUATIONS

### *Dr. Corina Moranz*

Tim Moranz has one incredible daughter and we are so amazed by her accomplishment. Corina Moranz received her Doctorate in Occupational Therapy from UT Health Science Center in San Antonio and won the Dean's Award with a 4.0-grade point average.

### *Maddie Stratte*

CJ's daughter is Class of 2022. She is exploring her options on becoming a tattoo artist. We can't wait to see what she will create.



Corina Moranz



Maddie Stratte

## GRANDPARENT'S CORNER

Will Winslett's daughter, Casey, is expecting! This will be her first child.

Noemi welcomed her 2nd grandchild to this world. See the picture of her with Leilah Grace Olivarez (12/9/2020) and Delilah Faith Olivarez (4/18/2022).





# NEW TRUCKS

## ON THE ROAD





# EMPLOYEE SPOTLIGHT

## Jacquelyn Nash



**Name:** Jacquelyn Nash

**Position at On The Move:**  
VP of Insurance

**When did you start working at On The Move?** March of 2013, left briefly, came back May of 2021.

**What did you do before On The Move?**

I left to pursue a lifelong dream of flight training. I almost have enough hours for my private pilot's license; however, the pandemic put that hobby on hold. I also worked on higher education during Covid.

**Where are you from?**

Born in Detroit, MI, spent my first few years in Dearborn, MI before moving to the suburbs of San Antonio, TX in 1995.

**Alma mater:**

My proudest Alma Mater is my high school where I was a legacy student since my sister went there before me, Texas Military Institute or TMI. It was founded in 1893 and General Douglas MacArthur is one amongst many prominent alumni. I graduated with Honors from TMI in 2009. Bachelor of Arts in Communication from University of Texas – San Antonio in 2013. Master of Business Administration from Western Governors University in 2022

**Favorite thing about On The Move?**

It's the family business so I love that I get to work on projects with our President, CJ Stratte who happens to also be my older sister and with our grandfather, Maury Westerdale who is the founder and Chairman of the Board. I like working hard for our family and for the legacy that I hope my niece and nephew will be proud of one day. We also have unique events; employee appreciation where we have fun with our colleagues and traveling for customer visits and tradeshow. Speaking of tradeshow, I used to dress like Elvis at our shows in Vegas as a little girl and I thought that was the coolest thing ever, to dress up and sing like Elvis in front of people.

**Tell us about your family.**

I am very close with my sister, CJ, her two kids Tristan and Peyton (2.5), you may be familiar with them from photos in the magazine. My dad and I spend quite a bit of time rooting for Michigan sports teams together. I also spend time with my two Shar Pei, Cash and Gracie.

**Hobbies?**

I love music. I have a vinyl collection and am an amateur drummer. I enjoy hiking when it's not 110 degrees outside. I enjoy the batting cages, traveling for business or pleasure, reading and binge watching documentaries or series on a variety of streaming platforms.

**Favorite animal?**

Tied between flamingos and giraffes.

**Favorite Music?**

I have an extremely eclectic taste in music. Some of my favorites include: Elvis Presley, Billy Joel, Derek and the Dominoes (Eric Clapton), Katastro, Johnny Cash, Chris Cornell, Frankie Vallie and the Four Seasons, James Taylor and Neil Diamond.



# ON THE MOVE ANNOUNCES NEW LEADERSHIP



**CEO of On The Move Inc., Susan Parra, is stepping down and handing the reigns over to CJ Stratte, whose grandfather was the founder and chairman of the board.**

TEXAS, USA, May 16, 2022 — Family company On The Move Inc. is announcing CEO Susan Parra's retirement and the subsequent stepping down of her husband, Billy Parra, as agency director.

With all the internal changes, On The Move Inc. is excited about the new management and fresh talent stepping into these key roles. The new appointments and promotions include:

- CJ Stratte as President
- Jacquelyn Nash as Vice President (VP) of Insurance
- Daniel Garza as Vice President (VP) of Sales and Operations
- Lexie Rose Interim Controller and Senior Accountant

"Daniel is our rising star. His creativity and willingness to research projects will grow this company," says CJ Stratte of the evolving team at On The Move Inc. She refers to Daniel Garza who is taking on a new VP role amid the internal changes and new company leadership.

Of the new VP of Insurance, Jacquelyn

Nash, Stratte says, "Jacquelyn is an amazing asset to On The Move Insurance. She will grow the agency with her business acumen and relationships."

New President CJ Stratte is a third-generation employee with her grandfather, Maury Westerdale, founding On The Move Inc. in 1992. In addition to CJ Stratte keeping the company in the family, her close relative Jacquelyn Nash is filling the role formerly held by Billy Parra, taking on the title of VP of Insurance.

Another exciting transition for On The Move Inc. is Daniel Garza moving into a Vice President role for sales and operations. Daniel has grown with the company since he started as an intern in 2018. He demonstrates exceptional skills in the sales department, making his new leadership role a strong choice for the company.

Last but definitely not least is Lexie Rose. She is our Senior Accountant and Interim Controller. She thrives off solving problems and is a true wiz with numbers. "Lexie can find the answer to any question we have. Her organizational skills and accounting experience is the heart of On The Move's success" raves CJ Stratte.

Maury Westerdale originally founded On The Move Inc. in Dearborn, Michigan, in 1992. The company focused on commercial truck leasing and local truck rental. Today, it's the fourth largest rental truck fleet in the country.

On The Move Inc. also does graphic design work to make customers' commercial trucks unique and ensure they reflect the look and style of their brand. It has a professional design team that helps customers bring their image design to fruition. Then, it uses its high-end technology and equipment to manufacture the graphics on-site. Finally, its installers custom wrap the truck for a polished and professional finish.

The company advertises that its wraps pay for themselves with the revenue truck advertising can drive for a business. Prospective customers interested in On The Move Inc.'s truck rental, graphic design or storage facility services under new management can contact the company by calling 800-645-9949. It also has an online form that customers can fill out with questions or quote requests.



## NATIONAL SELF STORAGE TEAM

### Professional Advisors, Proven Results

#### Our Team Provides:

- Nationwide Representation
- Investment brokers with 30+ years of experience
- CMBS workout and restructuring
- Consulting / Joint Ventures / Feasibility studies



(855) 304-0443

[www.svnstoragerealty.com](http://www.svnstoragerealty.com)



**Nick Malagisi, STOR**  
National Director  
SVN Self-Storage  
Council

(716) 633-9601  
[Nick.Malagisi@svn.com](mailto:Nick.Malagisi@svn.com)



**Connie Neville, J.D.**  
East Coast Director  
SVN Self-Storage  
Council

(781) 696-6241  
[nevillec@svn.com](mailto:nevillec@svn.com)



**Hans Hardisty, CCIM,**  
MBA

Managing Director  
Metro NY / Tri-State  
Self-Storage Council

(914) 489-7909  
[hans.hardisty@svn.com](mailto:hans.hardisty@svn.com)



**Kristen Wilson-Asman**  
Senior Advisor  
Columbus, Ohio  
SVN Self-Storage  
Council

(614) 370-9077  
[kristen.asman@svn.com](mailto:kristen.asman@svn.com)



**Jacob Cserepes**  
Associate Advisor  
Salt Lake City, Utah

(615) 536-9818  
[jacob.cserepes@svn.com](mailto:jacob.cserepes@svn.com)



**Polly Johnson**  
Vice President  
California  
SVN Rich Investment  
Real Estate Partners

(310) 721-1276  
[polly.johnson@svn.com](mailto:polly.johnson@svn.com)



**Blair "Red" Greenlaw**  
SVN Alliance  
Jacksonville, Fla.

(904) 631-2723  
[blair.greenlaw@svn.com](mailto:blair.greenlaw@svn.com)



**Karen Zondag**  
Associate Advisor  
SVN Coastal  
Orlando, Fla.

(440) 477-1061  
[karen.zondag@svn.com](mailto:karen.zondag@svn.com)



**Mary O'Malley**  
SVN Commercial  
Advisory Group  
Sarasota, Fla.

(941) 960-6342  
[mary.omalley@svn.com](mailto:mary.omalley@svn.com)



# FORD EV PRO EVENT

BY CJ STRATTE, PRESIDENT, ON THE MOVE, INC.



In May 2022, Ford hosted an exhibition to different dealers and leasing companies so we may explore the new 2023 models. This year focused more on EV test drives and workshops, training the attendees on the new EV process and options for the future. On The Move was more interested in the EV transits since we mainly operate with cargo vans and box trucks, but who's to say we couldn't take out the new Mustangs Mach-E around the track and see how they measure up. Interestingly enough, they held the Mustang name that we have all come to know as a speed demon. We also test drove a lot of the new trucks like the Ford Lightning and F-250 Tremors but once again, our interest really lied with the electric Transit.

First, we would like to say that Ford put on a great week of activities for us and how much we appreciated the invite. The itinerary was back-to-back sessions starting bright and early. CJ Stratte and I started at 8 AM each morning with the different breakfast meet and greets, and then it was off to the races shuttling back and forth between the Hyatt Regency at McCormick Place and Soldier Field for test drives. This was quite impressive. Ford rented out the entire stadium, Soldier Field, home of the Chicago Bears for this event! The different workshops were so focused with a plethora of information. We learned about the different charging stations, what would be needed for these stations to be installed at different locations, what this would do for businesses that utilized the bases, etc. As I said, there was a lot of information and would be too much to list but the learning process was so valuable.

It was also great that Ford allowed some vendors to come and set up around Soldier Field so we could see the different up-fitters and box manufacturers that were working towards making their products accessible for the coming EV models which are going to have to be taken with a different approach than gas, at least for right now. By this we are mainly talking weight. Making equipment lighter for the new electric vision is a high priority but looks to be heading in the right direction. After go back and forth between all of the workshops and then spending the afternoons walking the vendors and test driving, everyone was exhausted. Luckily Ford took this into account and made sure that the networking dinners were placed at excellent venues. One night they rented out the famous Field Museum which was so much fun to be able to speak with everyone and then explore the historical landscape. The next night was at the Museum of Science and Industry which was by far my favorite. This is one of the most interesting and interactive museums I had ever been to. This was such a great experience and learning experience that On The Move is looking forward to the future of EV!





# Blood Drive for Uvalde

On The Move hosted a Blood Drive for the community of Uvalde. We are ecstatic to have 21 people donate while an additional 8 weren't able to due to health reasons. Visit [donor.southtexasblood.org](http://donor.southtexasblood.org) for more information on helping Uvalde.



# Car Show at Boots Gaubatz Park

On The Move showcased their 1949 F-1 at a local car show. This vehicle is iconic to On The Move as it is our founder's first "moving" truck.



Will Winslett, Pre-Owned Vehicle Manager shows off the On The Move Antique Ford.



Chuck & Kristy McNelly and their 1950 Ford Truck



Chris and Richard Lange enjoy a Food Truck dinner with the McNellys



On The Move Swag



## HISTORY OF TENANT PROTECTION: A TIMELINE

JACQUELYN NASH

**1964** – The first facility using garage-style doors was built in Odessa, Texas.

**1973** – Safestor tenant insurance first provided by Ponderosa Insurance Agency.

**1970s** – Storage operators lobby for leases to universally include a “Release of Liability Provision”, meaning, owners explicitly state in their lease, that they are not responsible for tenants’ goods in storage.

**1980s** – Manhattan Mini Storage begins charging tenants additional rent for a premium quality lease. The first instances we see protection plans offered.

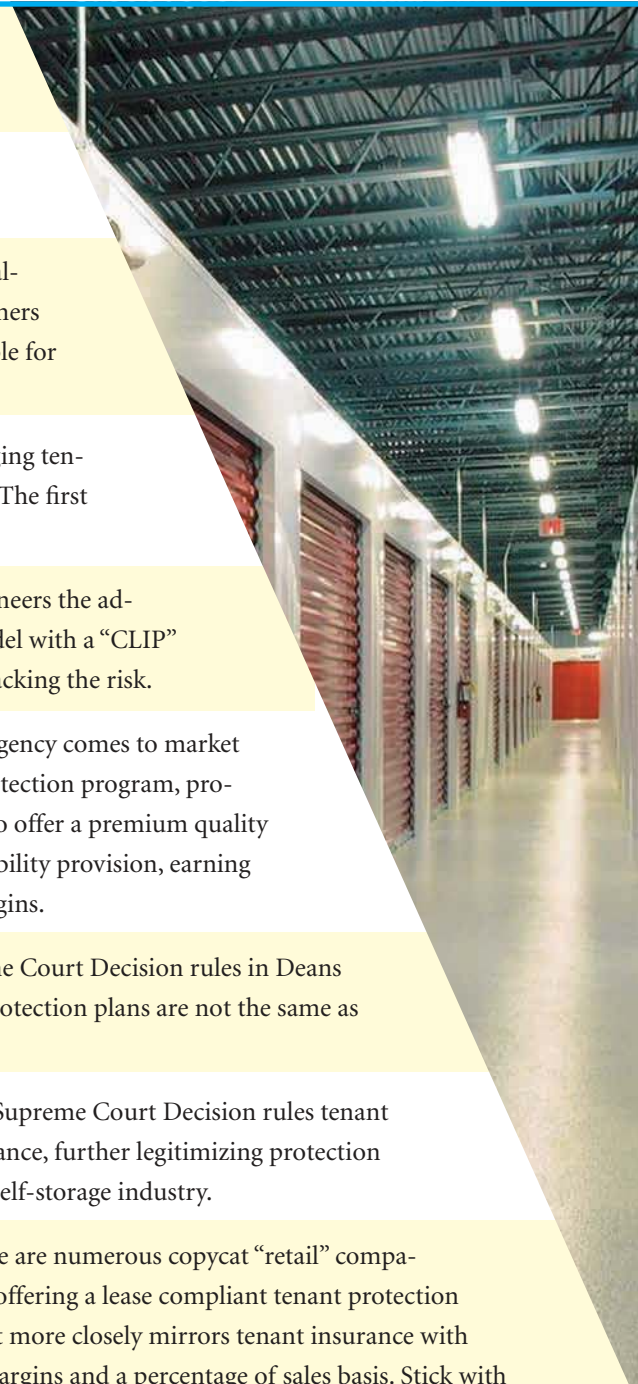
**Early 2000s** – Deans & Homer pioneers the addendum-based tenant protection plan model with a “CLIP” (contractual liability insurance policy) backing the risk.

**2012** – On The Move Insurance Agency comes to market with our industry leading tenant protection program, providing a CLIP that allows owners to offer a premium quality lease, modifying the release of liability provision, earning operators upwards of 90% margins.

**2014** – Kentucky Supreme Court Decision rules in Deans & Homer's favor, stating protection plans are not the same as insurance.

**2018**—California Supreme Court Decision rules tenant protection not insurance, further legitimizing protection plans' place in the self-storage industry.

**2022** – There are numerous copycat “retail” companies out there offering a lease compliant tenant protection program that more closely mirrors tenant insurance with nominal margins and a percentage of sales basis. Stick with innovators that allow you the flexibility to implement your own program and enjoy the profit margins. Retail companies will sell you on convenience and “ease of implementation” when, you’re giving them complete control of your program, tenant notification and margins. Ask a company if they’re a wholesaler, like On The Move Insurance Agency, to ensure you receive the best rates possible.



## COMING SOON - VW PASSENGER VAN



**It has an inner fun compass.** A joy-o-meter. An excitement to take the road to never been there, never done that. Even the wrong turn is the right turn. And bumps in the road are goose-bumps. The ID. Buzz is going to electrify the world with curiosity and anticipation. The US reveal is coming in 2023. Stay tuned for a smiling bus that will have you grinning. And buzzing.



# FIVE STAR PROGRAM

BY DANIEL GARZA, VP OF SALES AND OPERATIONS

We hear of the 5-star rating system throughout the world and in different industries. When you are planning a trip, eating a meal, using a service, we look for quality. This is what is at the core of our decision-making abilities as consumers. What reviews has this business received? Is this a 3-star restaurant, or is it a 5-star restaurant? If you are traveling, you will most likely be staying in a hotel. These hotels have various ratings, one of which is the 5-star hotel rating system. Within this system, hotels are rated based on the quality and number of amenities it provides to the customer. These hotels are usually more expensive and luxurious. How-

ever, one note to take away is that this 5-star system is not regulated in the United States by any one person or organization. This is all based on popular opinion. There are countries like Spain and Italy where the ratings are controlled by the government with specific laws in place to define each star, but in America, this rating system is about marketing and consumer opinion. The question is, do you operate a 5-star business, and if not, what can you do to become a 5-star business. Well, one the best ways within the storage and real estate industry to become a 5-star business is to have a 5-star truck program.

On The Move has prided itself on delivering the best marketing tool to our clients for thirty years. Provide a truck with custom graphics that advertise your brand, make the moving process easier for your clients, and keep you safe with excellent rental insurance. However, even though we provide this, is your business utilizing all the tools to make your truck program 5-star? When I hear the phrase 5-star, or more importantly, if I as a consumer give a 5-star rating, different words come to mind describing my feelings: perfection, excellence, perseverance. There is a saying, “Do what is right, not what is easy.” I don’t just use this in business but in every aspect of life. There is always an easier way but is it the right way. On The Move has tried so hard over the past thirty years to perfect its program and make everything as easy as possible for our clients, but we want to make sure we are also advising our clients on how to create this 5-star truck program.

The first key I am going to state, even though it may go without saying, is to have a truck. You can’t very well have a 5-star business with a 5-star truck program if you do not have a truck. However, understanding why this is so crucial is imperative. If you own storage facilities, or if you are a realtor, or if you are a mortgage broker, this truck is your image and advertising. Remember from the intro, that the U.S 5-star rating system

is about marketing and consumer opinion. Ask yourself, “How am I marketing?” What tools do I use? Are you paying for television or radio spots, are you still sending out mailers? Are you advertising through social media or search engines? Or, and I really don’t like asking this, but are you still paying for a static billboard? I’m not going to be the one to say that none of these will work, because they can. However, I do feel confident in stating that none of these incentivize consumers to use you over the competition like a mobile billboard that is offered to your customers for moving. When it comes to marketing, we must look at consumer behavior and what would make them look at your business as 5-star. To understand this, let’s look at the Purchase Decision Process.

There are five stages of the Purchase Decision Process: Problem Recognition, Information Search, Alternative Evaluation, Purchase Decision, and Post-purchase Behavior. To become a 5-star business we must understand our consumers and their behavior, so their purchase decision goes to you instead of the competition. Problem Recognition is perceiving a need, also referred to as the “want-got gap.” Within your marketing, the objective is to get consumers to recognize an imbalance between their present status and their preferred state. This is where making the consumer know they have a need is impor-

tant. This brings back the truck for moving when they rent a storage facility or list their house with you. But this goes even further with another key to becoming 5-star, and that is the custom graphics that are placed on the truck. Let’s remember that this is your mobile billboard and within that billboard, showing that preferred state is where the magic happens. That is when you work with our graphic designers to come up with the perfect combination of brand recognition and a perceived need.

The next stage of the Purchase Decision Process is the Information Search. This is where the consumer is seeking value within your product or service. This can be broken up into an Internal and External Search. Internal Search is the consumer asking themselves, “Do I need this product or service, and what value does this bring to my life? What value does this business offer those other businesses do not?” This is where the 5-star status really starts to come together. Within the hotel industry, this rating relies heavily on amenities. So now I ask you, what amenities do you offer that the competition does not? The internal search will happen first before the external because once the consumer begins the external search, they are using personal sources, public sources, and marketer-dominated sources. The first two are very important because these deal with once again, consumer opinion, or

word of mouth. If you present a 5-star business to a consumer, and that is what they tell people and give you 5-star reviews online, this is a huge success at not just marketing, but customer service which is another key element of a 5-star business.

Alternative Evaluation is the third stage in the Purchase Decision Process where the consumer is now past seeking value, and they are now assessing the value. This stage brings in a very important term called involvement. Within marketing, Involvement is the amount of time and effort a buyer invests in the search, evaluation, and decision processes of consumer behavior. I cannot stress the importance of understanding how much Involvement your industry has so one may market the correct way. It is a simple spectrum of Less Involvement being more routine response behavior and More Involvement indicating extensive decision making. If you are in an industry with a number of brands, number of sellers, number of external information sources, then these industries are More Involvement with extensive decision making.

When we look at this from the self-storage or real estate industry, this may seem routine, but it is quite extensive. There are an estimated 50,000 storage facilities within the United States. That is a lot of competition from a business owner’s perspective, but even more important, a lot of choices from a consumer’s perspective. In real estate, there are more than 3 million people holding active real estate licenses in the United States. Of those agents, there are 1,547,699 Realtors, according to the 2022 NAR report. The mortgage industry can be even more difficult because the consumer can just go to the bank they have been using for years to get a mortgage loan. As we can see, everything stays on track in a linear progression for incentivizing and enticing the consumer to look at your business as a 5-star business and the best option for their needs.

We have now arrived at the fourth stage of the Purchase Decision Process, the Purchase Decision. This is the stage where the consumer decides whether to buy when to buy, what to buy, where to buy, and how to pay. If we have gotten the potential client this far, we of course want them to purchase with you. So how do we alleviate this stage where the decision is going to be made. Once again, this may sound repetitive, but we want the consumer to see you as a 5-star choice. I don’t even want them to think about going anywhere else. You are the top of the line, you are the highest caliber, and you are 5-star! When someone sees a 5-star business, they want to see and understand why this is. Show them! Show them your reviews, and have an amazing website, mobile app, and rental truck service. Have eye-catching graphics, and show an image of excellence. Make it to where they almost want to feel accepted by you because your service is so elite that it deserves the 5-star branding. But it does not stop there, we still have the final stage of the Purchase Decision Process.

Post-purchase behavior is the final stage in the process, and this is imperative to focus on. You now have landed the consumer and they are purchasing through you. Now it is time to control the behavior after the decision. There is nothing worse for brand image than a customer regretting their decision after the sale. The term for this is called Cognitive Dissonance. Cognitive Dissonance is the inner tension that a consumer experiences after recognizing an inconsistency between behavior and values or opinions. There have been numerous studies on customer satisfaction that all follow the same projections to an extent. The rule to remember is that a satisfied customer

will tell three people about your business. However, a dissatisfied customer will tell 9 people.

If we look at this from the storage industry, one must maintain customer satisfaction because most of the time they are paying monthly and if they stay satisfied, the customer will stay with the facility, and tell others. If this is real estate, the ramifications could be catastrophic. However, the opportunities could be limitless. Let’s say a homebuyer uses a realtor with a 5-star business for a \$250,000 house. Everything is handled perfectly, the service, having the moving truck to use, everything was stellar. Well, what if that homebuyer ends up referring someone else and that person buys a \$500,000. From there this person refers someone else that buys a million-dollar house all within the same year. That is three houses in one year with the commissions growing each sale because of the 5-star service. Not to mention the other listings or tenants that will follow because of the custom graphics on your 5-star moving truck. If you want the best clientele, then you need to be the best. Be a 5-star business with a 5-star truck program!





# HOW DO I FIGURE OUT HOW MUCH TIME MY CUSTOMER’S MOVE WILL TAKE??

BY ADRIANA LOPEZ, HIRE A HELPER BLOG

The first time for me was a newlywed couple who called us looking for a move into their brand new home. As challenging as staging a move already is, the hardest part was when they dropped the line, “We’re taking off on our honeymoon early tomorrow morning, so can you just kind of tell us now how much the move will cost right now?”

This is when things get tricky, with your business on one end and a customer on the other, waiting for you to give them a number, right then and there.

Giving over-the-phone estimates is not easy. Fortunately, there’s a way to nail down a fairly accurate quote:

It’s all about asking the right questions, as well as making sure the customer understands the importance of their answers.

Here’s what to do.

## How to Build Your Time Estimate

### Step 1: Account for every room in the house

The first question I recommend is: “How many bedrooms do you have?”

This gives you a fairly consistent idea of the size of the place being moved. But be sure to quickly follow this up by asking the customer what other rooms they have—and what is inside each. As long as they don’t have four grand pianos and a half dozen pinball machines, the following estimates should apply:

| Job Size                  | Loading Only           | Unloading Only         | Load & Unload           |
|---------------------------|------------------------|------------------------|-------------------------|
| Studio or Small Apartment | 2 movers for 2 hours   | 2 movers for 2 hours   | 2 movers for 4 hours    |
| 2-3 Bedroom Apartment     | 2 movers for 3 hours   | 2 movers for 2 hours   | 2 movers for 5 hours    |
| 2-3 Bedroom House         | 3 movers for 4 hours   | 3 movers for 3 hours   | 3 movers for 7 hours    |
| 3-4 Bedroom House         | 4 movers for 4 hours   | 4 movers for 3 hours   | 4 movers for 7-8 hours  |
| 4+ Bedroom House          | 4 movers for 5 hours   | 4 movers for 4 hours   | 4 movers for 8-10 hours |
| Large House or Castle     | 4+ movers for 6+ hours | 4+ movers for 4+ hours | 4+ movers for 10+ hour  |

### It is important to note a couple of things here:

These are averages based on previous moves (albeit countless moves that have been performed since the dawn of the moving industry) These averages, in turn, gravitate towards average circumstances: a 100-foot carry from the front door to the truck; an average number of staircases; rooms with an average amount of Shares furniture; an average number of boxes; and a minor amount of furniture disassembly. But if every home was average, estimates would be much easier to give. In reality, we need to find out how a customer’s home might be different from the average to come up with an estimate that will deliver the expected service at the agreed price once the move is done.

### Step 2: Know your distances (plus the moving grounds)

I learned quickly to look not just at what a customer had but where it was in the house and how we were going to have to get it out.

*THE INSIDE ROUTE: how’s your stuff getting out?*

Carrying a heavy armoire down a long set of stairs is one thing, but getting a medium-sized dresser down a narrow, angled staircase is tougher and takes longer. And of course, everything else has to go down that same narrow staircase with the ninety-degree angle (too often paired with a low ceiling and/or a banister of some obtrusive kind).

Narrow doorways to narrow hallways can also slow things down—perhaps not by a full hour, but those extra minutes add up. Meanwhile, apartment buildings often have stairs that pull a u-turn halfway down. If the stairwell is wide, no problem! But if you’ve got a narrow space to work with, that means more minutes. So does being on the eighth floor with no elevator.

*THE OUTSIDE ROUTE: how close can we get the truck to the door?*

If you can pull up the customer’s driveway, or park right outside the customer’s apartment building, awesome. If you have to park out in the street, or if it’s a long haul from the apartment building door to the truck, then you can safely tack thirty minutes onto a smaller move and an hour onto

a larger one (for 3-4 bedrooms). Another thing to consider is whether the path from the door to the truck is leveled. Having to go down slope can actually slow you down a bit. And going up slope will absolutely drag things out. It may not be by a lot, but any major slope may bump your estimated time up a half notch. Keep track of all these minute-eating variables, they add up!

### Step 3: Sort out the variables

Take an estimate of the heavy, bulky and high-maintenance items! (If your business is listed on a move providing service like Hire A Helper (<https://www.hireahelper.com>), “Extra Heavy Items” will be automatically communicated to you, which is part of the convenience.) What’s an “Extra Heavy Item”? We’re talking time-consuming items like:

- Pianos (both grand pianos and larger uprights)
- Gun safes (including laying down)
- Hot tubs
- Pool tables
- Grandfather clocks (which need to be serviced)
- Exercise equipment like weight benches, including any plates that need to be removed

Variations apply, but a decent rule of thumb is that for Extra Heavy Items, four movers will spend 30-45 minutes on each such item.

*There are exceptions.*

A hot tub that is already unhooked and ready to be carried from the backyard to the driveway and onto the truck requires little extra time. One mover can tackle servicing that grandfather clock, but the care it requires will keep them occupied for a half-hour, minimum. Disassembling an exercise machine and boxing up the plates and smaller parts may also only require one person, but again, the task can eat up half an hour, easily.

Note: Feel free to try to muscle that exercise machine down that curved staircase and across that marble floor to the front door and out to the truck at the curb, but I wouldn’t recommend it.

### Step 4: Figure out the weather conditions

The weather itself usually doesn’t especially slow things down, but what does add time to the job is making sure everything is done safely. This means taking time to clear out and keep away snow and ice; keeping floors, stairs, trucks and ramps dry so we maintain sure-footing; and not overheating when the mid-summer sun is blazing and the inside of the truck is 120 degrees. It is difficult to predict to what extent the weather will affect our ability to get the job done in a timely manner.

*Here’s my best advice:*

Go ahead and tell the customer it’s an uncertain science. In other words, tell them you will do everything you can to keep everything dry and safe in as little time as possible, but the impact will vary. Making walkways or shoveling or cooling down should only take a few extra minutes here and there to keep things from getting bad. But do take those few minutes. It’s much better than losing several hours due to a sprained ankle.

### Step 5: How many people are on your crew (on both ends)?

It may seem reasonable to say that a job that takes two people ten hours might take four people five hours. And the reality isn’t that far off (<https://blog.hireahelper.com/how-many-movers-do-i-need/>). However, having two movers empty the house to a staging area and another two people grabbing all that stuff and loading it on the truck takes less than half the time it would take two movers to do it all. This difference only grows with the size

of the job. In other words, more muscle makes things exponentially quicker. Also, it took me exactly one local move to learn that unloading a truck is way faster than loading it. All other things being equal, unloading a customer’s belongings can take as much as one-third less time than loading them.

### Final step: What’s the drive time?

Take the time to look at a map and know how long it will take your crew to get to the job site. Your job doesn’t officially begin until you arrive, but your crew’s hours definitely accumulate even before they start the job. Also, take some time to consider how long it will take to drive from origin to destination, but in a loaded (versus unloaded) truck.

### Bottom Line

Never completely wing your estimate. If you guess low, you’ll end the job with an angry customer demanding to know why their bill is twice the given estimate, and you can start counting the minutes until they post a negative review. If your estimate is too high, then there goes your prospective customer, running across the street to the competition.

Ask the right questions, and pay attention to every detail before giving your estimate. Over the phone, get as much information as possible about all the furniture, all the boxes, and all the variables, reminding your prospective customer that the accuracy of their estimate hinges on the accuracy of their information. (Or trust that your customer service rep at Hire A Helper has already done this for you.) Use the chart in this post, and add or subtract from those estimates depending on the extras.

Remember to always give your customer a range, with the estimate in your head falling in the middle. Make it clear that every home and every situation is different, but based on your experience you are giving them an estimate they can bank on.



# On The Move Inc. Truck of the Quarter

## THE NICKLEY GROUP



**1. When and how did you get into the self-storage or real estate industry?**

2014, but we got our 1st moving truck in July in 2021, and our 2nd truck in Oct. 2021

**2. Where is your facility or business located?**

Orlando, FL

**3. How do you use your truck rental program?**

We provide our moving trucks to our clients for free. Most people will use it

after they close to move to their new home, but our past clients may request it at any time.

**4. Do you use any other On The Move products?**

Yes, we use the booking system provided by On The Move. It's an easy system to navigate. Any troubleshooting we have needed CJ and her team have been very quick to respond and help us.

**5. Any truck rental tips you'd like to share?**

We have learned that once you an-

nounce the truck is available it will start booking up QUICKLY! We started originally letting our clients know 2 weeks out from their closing about the truck but we realized that was not enough time. We switched it to a month out and that gives our clients more opportunities to have the trucks available for their move in date. We have also equipped the truck with everything they may need! An E-Pass for tolls, moving straps, a phone holder, and phone chargers. Plus, the hand truck & moving pads. They just need to load in the boxes.



**6. What is your favorite feature of the truck?**

The back up camera!!! Our clients say it makes moving the truck so much easier! Let's be honest, most people may not have experience driving a large box truck and backing up blind can be VERY tricky. The camera makes it a breeze.

**7. Any special stories that you would like to share about your facility or truck?**

We have had so many clients be shocked when we tell them we can offer them moving supplies AND a moving truck to move into their new home and we have clients cry with relief that they don't have spend a ton of money on moving to their new home. We also have had people send pictures anytime they see our trucks on the road.

**8. Where do you park your truck?**

We park our truck in a parking lot behind our building. The downtown area we are in is known for the graffiti art all over the area. However, it attracts a lot of disrespectful amateurs, so we were nervous about our trucks getting tagged. So, we put a clear wrap over our graphics, and if anyone ever tags them, we can clean it off very easily. Thankfully (knock on wood) we have not had that happen.

**9. How do you market your truck?**

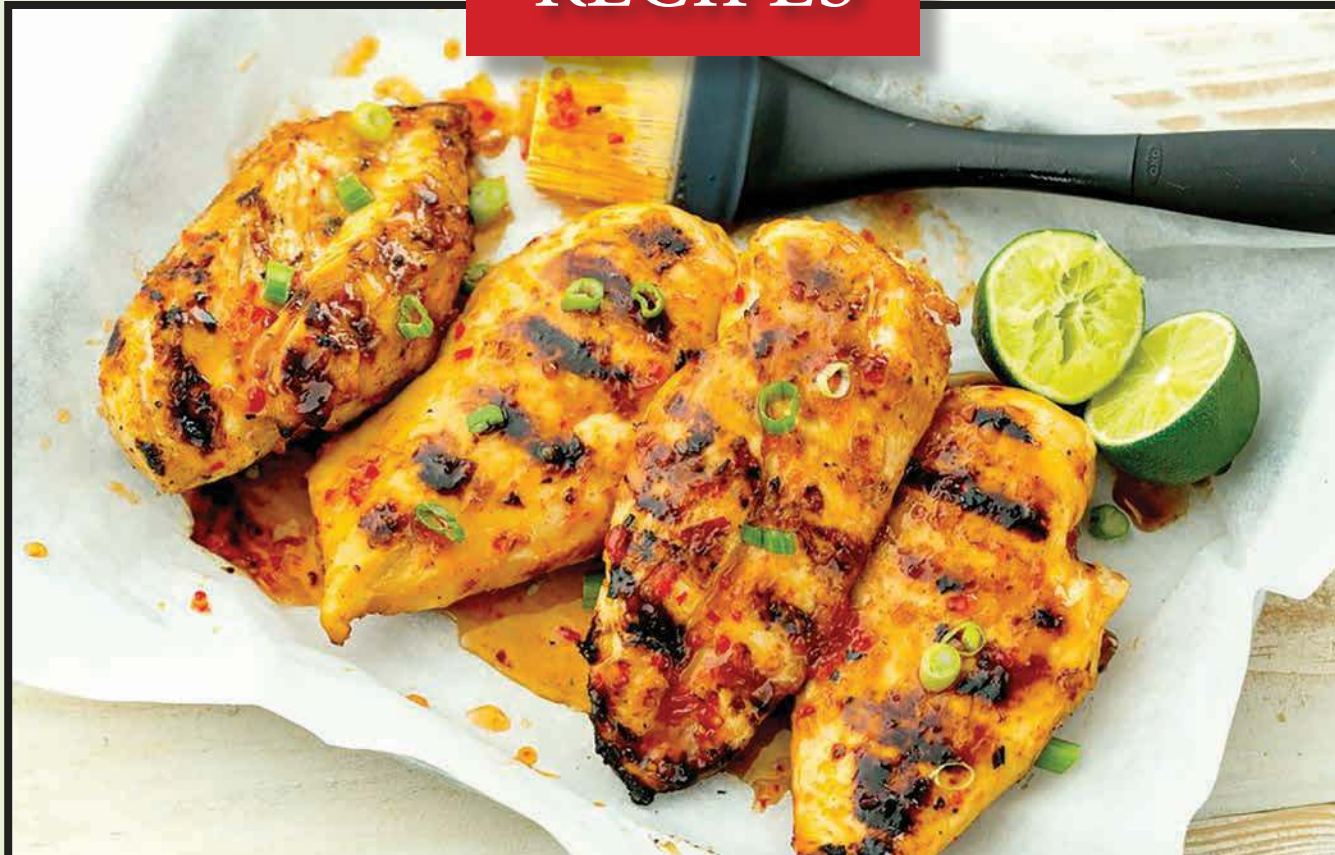
We promote our truck via social media, our website, email campaigns, and it's a selling tool when we are trying to land new clients.

**10. Do you offer your truck to any charities?**

Absolutely! Our trucks are available to all local charities, schools and really anyone we can help. Our clients do keep the trucks very booked, but we offer it to our community too.



## RECIPES



# Sweet Chili-Lime Grilled Chicken

Prep: 10 Mins  
Total: 2 Hrs 25 Mins  
Servings: 4 people

## Ingredients

3/4 c. sweet chili sauce  
Juice of 2 limes  
1/3 c. low-sodium soy sauce  
4 boneless skinless chicken breasts (about 1 3/4 lb.)  
Vegetable oil, for grill  
Thinly sliced green onions, for garnish  
Lime wedges, for serving

## Directions

### Step 1

In a large bowl, whisk together chili sauce, lime juice, and soy sauce. Set aside 1/4 cup marinade.

### Step 2

Add chicken to a large resealable plastic bag and pour in marinade. Let marinate in the fridge at least 2 hours or up to overnight.

### Step 3

When ready to grill, heat grill to high. Oil grates and grill chicken, basting with marinade, until charred and cooked through, about 8 minutes per side.

### Step 4

Baste with reserved marinade and garnish with green onions. Serve with lime wedges.

**On The Move Inc.**  
Complete Rental Truck Program

**ACTION!**  
Account Tracking & Insurance Online

Innovative Technology For All Your Vehicle Renting Needs:  
Tracking, Claims, Accounting And Much More

**Version  
2.0**

## New & Improved

- Streamlined account creation for quick sign up
- Licensee login with admin capabilities for each location
- Ability to easily switch modes between licensee and location levels
- Clickable calendar based reservations
- Real time calendar updates for reservations
- Easy-to-use pick-up and return processes
- New online vehicle damage history
- Printable PDF rental agreements

**SIGN UP TODAY!**  
at [www.otmrentals.com](http://www.otmrentals.com)



**800.645.9949**

[www.onthemovetrucks.com](http://www.onthemovetrucks.com) | 28825 IH-10 West | Boerne, TX 78006



# IS REPLACEMENT COST COVERAGE ON THE RISE?

BY RAND RACEY, ACCOUNT MANGER

Self-storage insurance is not the same as it was a few years ago.

With the rise in construction costs and property values, the price of insurance has increased around the country. Self-storage owners should expect to see a spike in replacement cost coverage rates.

What does this mean for you? How can you make sure your personal property is protected while keeping your marketing strategies on track?

Let's take a closer look. Here's a quick guide on why replacement cost coverage is on the rise.

## INCREASED REPLACEMENT COST COVERAGE

As the amount of money needed to repair and replace damaged property has grown, insurance costs have grown with it. Self-storage owners can expect to see an overall increase in how much they pay for replacement cost coverage.

Instead of paying \$25 per square foot, self-storage owners may see rates around \$42 to \$75, depending on where they operate.

This is partially caused by the increase many self-storage owners have seen in the value of their properties. Construction costs have also risen by a large amount.

The price of building materials has had a dramatic increase in the last two years. Many of them, like steel and cement, are in short supply. With short supply comes high demand, which will only increase for many of these materials.

It is hard to say if or when building material costs will to normal. Some of these materials, like steel, are slowly falling in price. However, their costs are still much higher than what they were pre-pandemic.

## WHY IS SELF-STORAGE INSURANCE IMPORTANT?

Self-storage insurance ensures both small claims and large losses are covered. This allows you to repair or replace your personal property when damage occurs.

Standard homeowners, renters, and condo insurance policies do tend to provide some coverage for personal belongings in a storage unit. However, these types of insurance have severe limitations.

They may cover a percentage of the damage caused by theft, vandalism, and the weather. Many other types of damage, like mold and mildew damage, are less likely to be covered though.

For this reason, many insurance companies insist self-storage owners carry full replacement-cost valuation. This will provide complete coverage to better protect your property.

## GETTING SELF-STORAGE INSURANCE

If you own, manage, or invest in self-storage, you can expect an increase in the amount you pay for replacement cost coverage. While insurance costs are on the rise, investing in self-storage insurance is highly important.

Without self-storage insurance, your coverage is limited at best. When an incident occurs and you have damaged property, you want to make sure your belongings are protected.

Now more than ever, it is important to improve and adapt your revenue management strategies.

Rental trucks give you an edge over the competition by adding a level of convenience that draws in customers. They are also an excellent way to market and advertise your self-storage business.

Contact us today to learn more about how moving trucks can benefit your business.

# INVESTMENT FORUM RECAP

BY NICK MALAGISI, NYSSA PROGRAM CHAIR

## The (NYSSA) New York Self Storage Association recently held its 15th annual Investment Forum with heavy hitters from both Real Estate and Capital Markets specialists converging on the Tarrytown Marriott.

The (NYSSA) New York Self Storage Association recently held its 15th annual Investment Forum with heavy hitters from both Real Estate and Capital Markets specialists converging on the Tarrytown Marriott.

This is the annual event that was supposed to be held the 2nd week in January, but like many events that were canceled or postponed because of the Corona Virus sweeping through New York City (NYC) at the time, NYSSA decided to postpone the event in hopes to have an “in-person” conference in May rather than cancel it outright or have a Zoom conference. This event draws 200+ people each year from the Metro NYC area to listen and learn from speakers and panel members from across the USA giving their thoughts on such matters as why (and will) the current increase in Demand for self storage continue into the next half of 2022 and beyond; how long before Cap Rates begin to follow interest rate increases (if at all); and will the remote/work-from-home lifestyle continue for employers who have displaced a portion of their home with a work station, creating the need for off-premises storage.

The Capital Markets presentation included a panel discussion lead by moderator Tom Sherlock from Talonvest Capital interviewing Marshall Nevins from Blackstone, Tom Hughes from Harrison Street and Brandon Goetzman

from Blue Vista Capital. Tom Sapontzis of Colliers Valuation then led a panel of the top mortgage brokers in the industry addressing the recent changes in capital requirements and interest rates.

Jefferson Shreve, current chairman of the national SSA, spoke to the audience on the important legislative work the SSA was doing on behalf of the industry as the spokesperson for the entire industry. He also stressed the fact that all of the Board of Directors were volunteers, giving of their time to make for a better face to our “not so small anymore” industry.

Christian Sonne, MAI and specialty practice co-leader of the NKF self storage valuation team, presentation included historical Cap Rate trends for self storage over the past several years.

Alyssa Quill, founder and CEO of (SIMI) Storage Investment Management Inc., the largest independently owned 3rd party self storage management company in the US moderated a panel of the three largest REIT 3rd party management companies. The number one topic was how the self storage industry took advantage of being designated an “Essential Business” to the various state governments and helped the American public relocate from one domicile to another while transitioning from in-person

work environment to remote work stations.

Nick Malagsi, SIOR and Managing Director of SVN Commercial Realty, held a “Fireside Chat” with Chris Burnam, CEO of Storage Mart, the new owners of Manhattan Mini Storage, on how the transaction came to fruition given the many different challenges of acquiring a family-owned dominant leader of self storage in the pricey NYC market.

Nick, also, moderated a panel of the VPs of Real Estate of top operators in the US including Extra Space, Life Storage, CubeSmart and Merit Hill Capital. The discussion topics of interest were where did \$19 Billion in sales come from (double the dollar volume of the previous year); is there industry consolidation happening between acquisitions and increasing use of 3rd part management for independent operators; and what are some of the drivers for acquiring multiple assets and portfolios.

There were many takeaways for the 200+ people in attendance, all of whom were happy to be able to converse in person with their industry peers and share their accumulated knowledge from seasoned & veteran professionals. We look forward to this event getting back on track in NYC come next January 10th, 2023.





Is your truck over 3 years old?  
Does it have over 36,000 miles?

## YOUR FACTORY ROADSIDE ASSISTANCE IS NO LONGER IN EFFECT.



Not to worry! On The Move offers a  
Roadside Assistance Program for only  
\$120/year for qualifying vehicles.

- Mechanical First Aid
- Battery Service
- Fuel Delivery
- Lockout Service
- Towing

**Sign up today!**

Email [info@onthemovetrucks.com](mailto:info@onthemovetrucks.com)

or call **800-645-9949** for an application.



## Classifieds

### Golf Cart For Sale

Nice Club Car Golf cart with brand new batteries  
Lifted with oversized tires  
Phone charger, Rear view mirror  
Front and rear lights. Comes with a battery charger  
Call Tim at 830-428-0777.



**2021 Tailgating Teardrop Trailer w/  
Slideout Bar + Kitchenette**  
+ Granite Counter Tops & Custom Cabinets  
Price: \$44,995

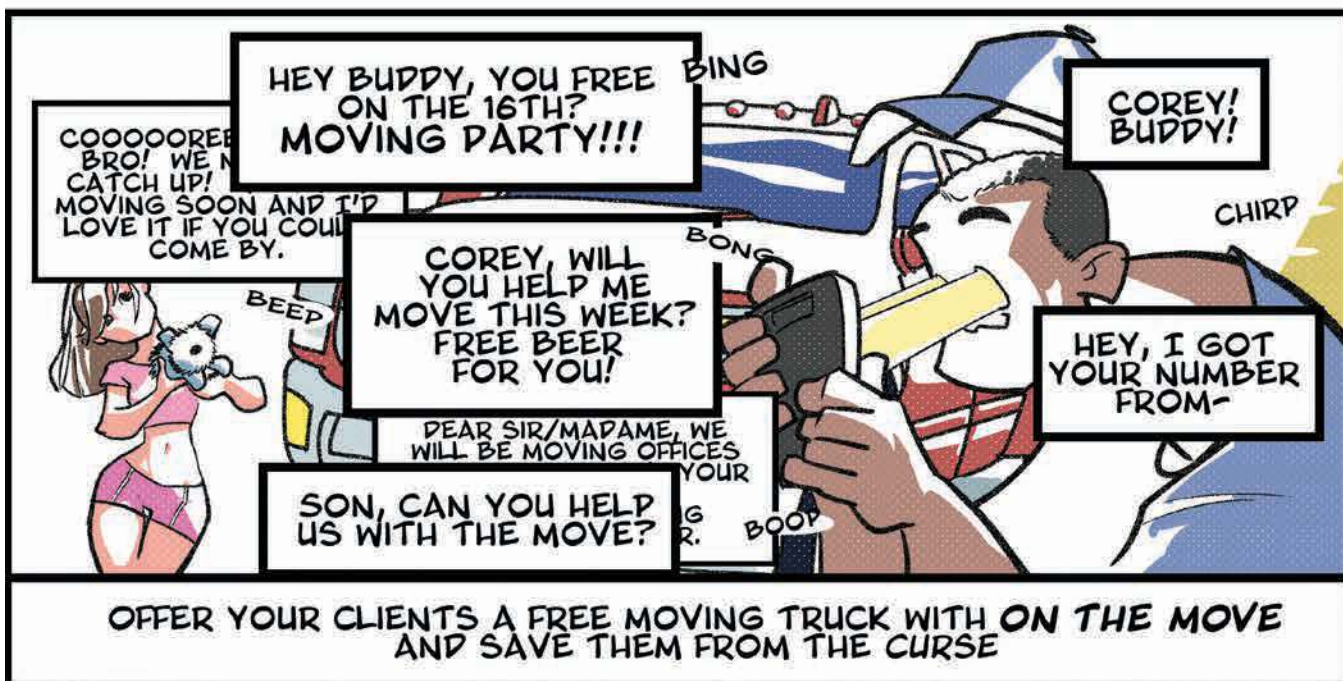
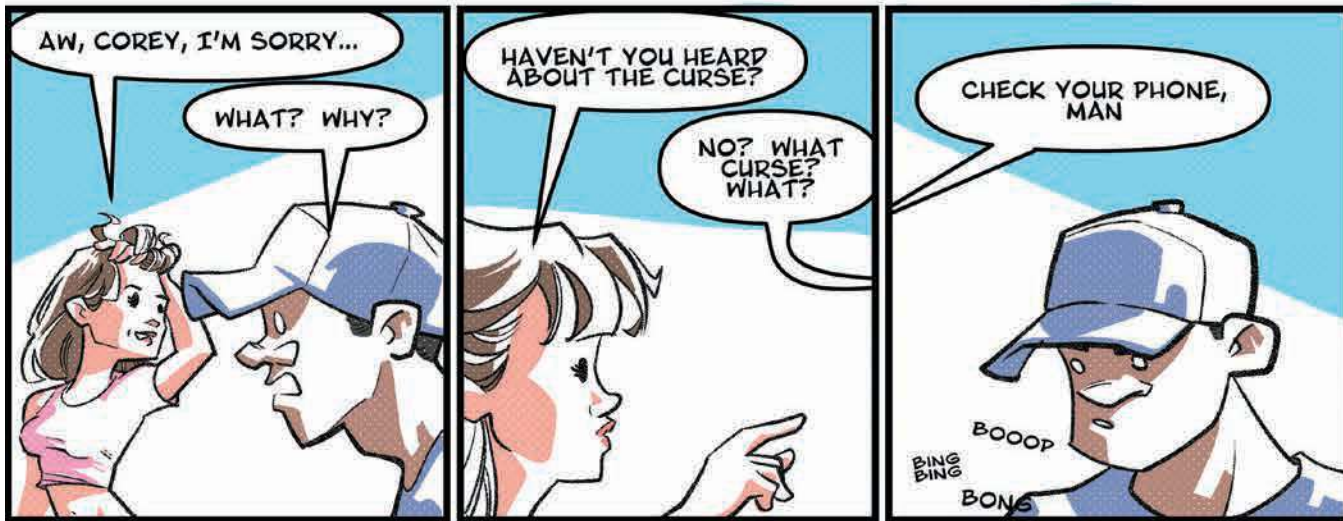


**Barn find. 1997 Mercury Cougar  
XR7-30th Anniversary-**  
Alamo Edition with just under 25,000 miles!  
This is the luxury model and is loaded.  
Power windows  
Power seats  
Power door locks  
Original AM/FM cassette  
Cruise control  
Cold A/C  
Clean Carfax  
New tires  
New battery  
New brakes  
4.6L V-8 that  
runs like new



**Call 800-645-9949**





# RESOURCE GUIDE

|                                      |              |
|--------------------------------------|--------------|
| For truck claims .....               | 855-923-2088 |
| For truck liability claims.....      | 800-987-3373 |
| SecureLease claims.....              | 212-269-8220 |
| Windshield/Glass Repair .....        | 800-645-9949 |
| On The Move Roadside Assistance..... | 888-242-9044 |
| Order supplies .....                 | 800-645-9949 |
| Request cert/ID card .....           | 800-645-9949 |
| ACTION!2.0.....                      | 800-645-9949 |

## Submit address change

Email: [admin@onthemovetrucks.com](mailto:admin@onthemovetrucks.com)

## Important Websites:

[www.onthemovetrucks.com](http://www.onthemovetrucks.com)

[www.onthemovevehicles.com](http://www.onthemovevehicles.com)

[www.onthemoveinsurance.com](http://www.onthemoveinsurance.com)

[www.otmrentals.com](http://www.otmrentals.com)





# On The Move<sup>®</sup> Inc.



Complete Rental Truck Program

**800-645-9949**

**[www.onthemovetrucks.com](http://www.onthemovetrucks.com)**

