


# MOVING AMERICA

 supermove

**2024 - 2025**



# SPEAKERS



**You'll get  
your copy.**



# Agenda

- 1. Where & Why Americans Move**
- 2. How Americans Find Moving Services**
- 3. The Price of Transition**
- 4. How Your Customers Want You to Communicate**
- 5. What Makes Customers Spread the Word**

SESSION 1:

**Wonjun  
Jeong**



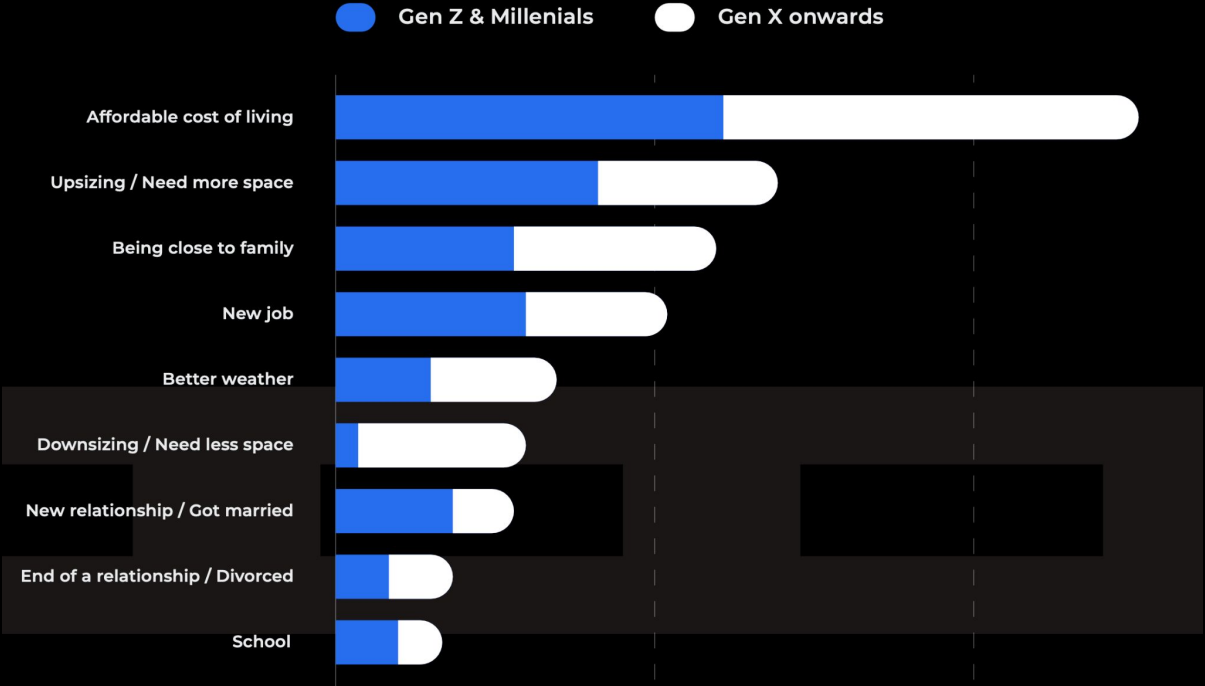
**Nick  
DiMoro**

# WHERE & WHY AMERICANS **MOVE**



# The Motivation to Move

How Americans responded, broken down by generation



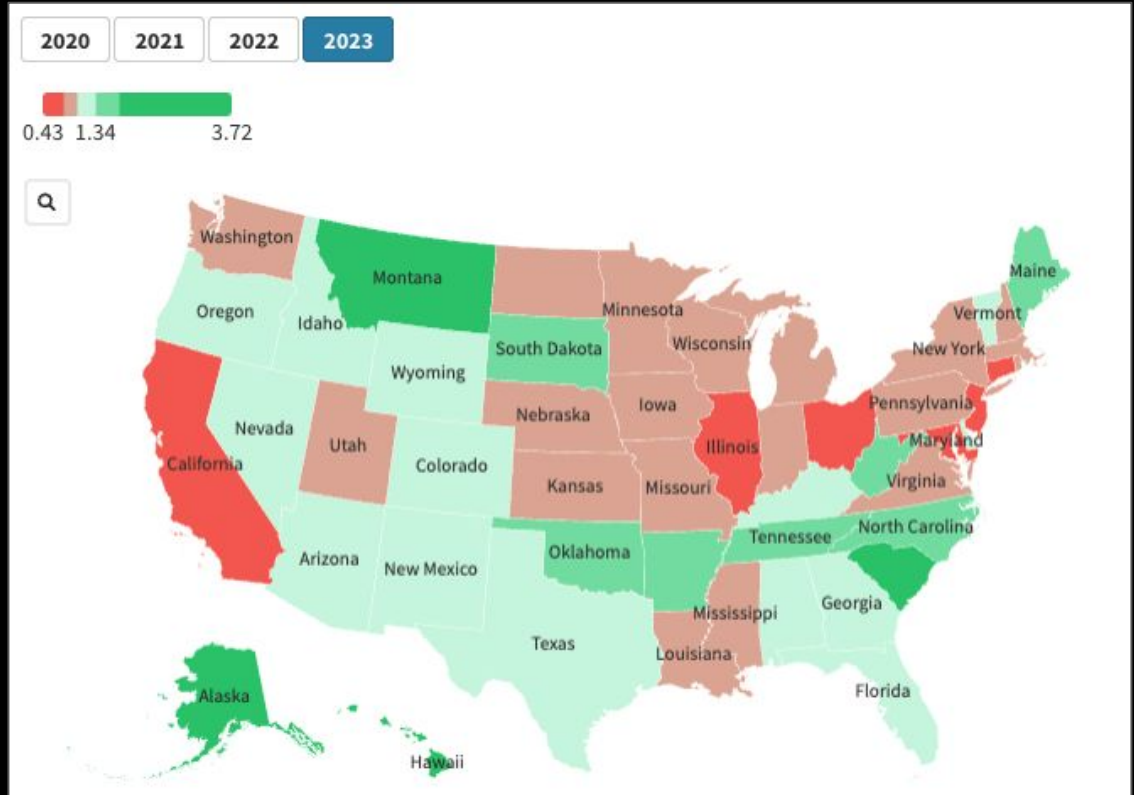
# Local v. Long Distance Moves

Reasons that influence American moves and how far they move



# Inbound v. Outbound States

Migration patterns to notice





## SESSION 2:



**Michelle  
Cordero**



**Marcus  
Henning**



**Rachael  
Fischer Lyons**

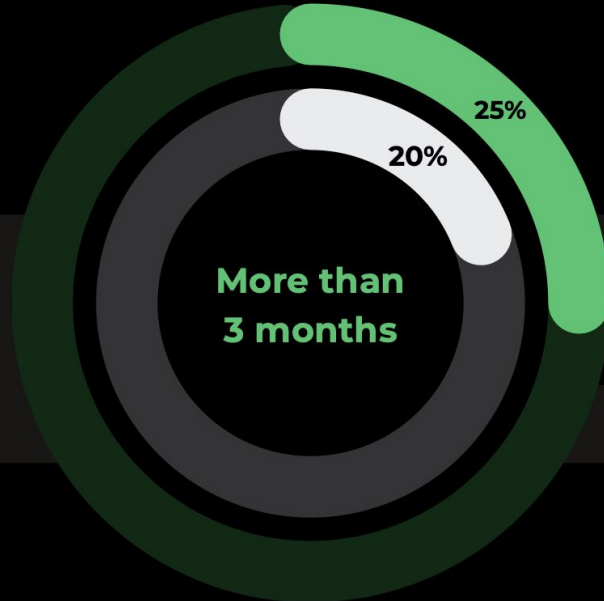
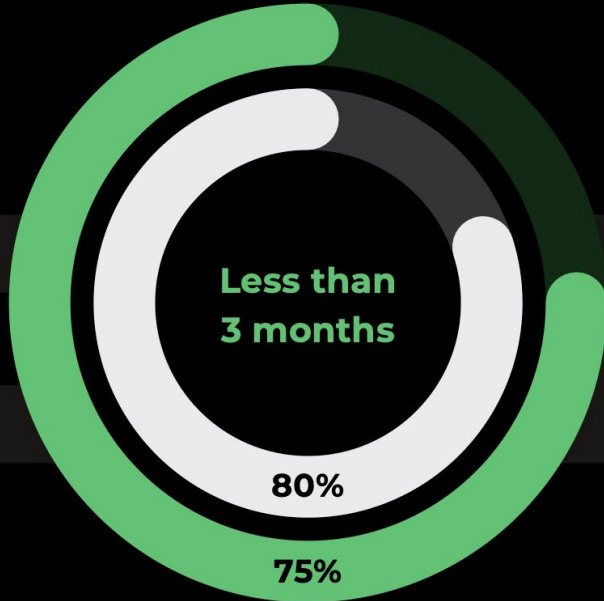
# HOW AMERICANS **FIND** RELIABLE MOVING COMPANIES



# Move Planning Begins

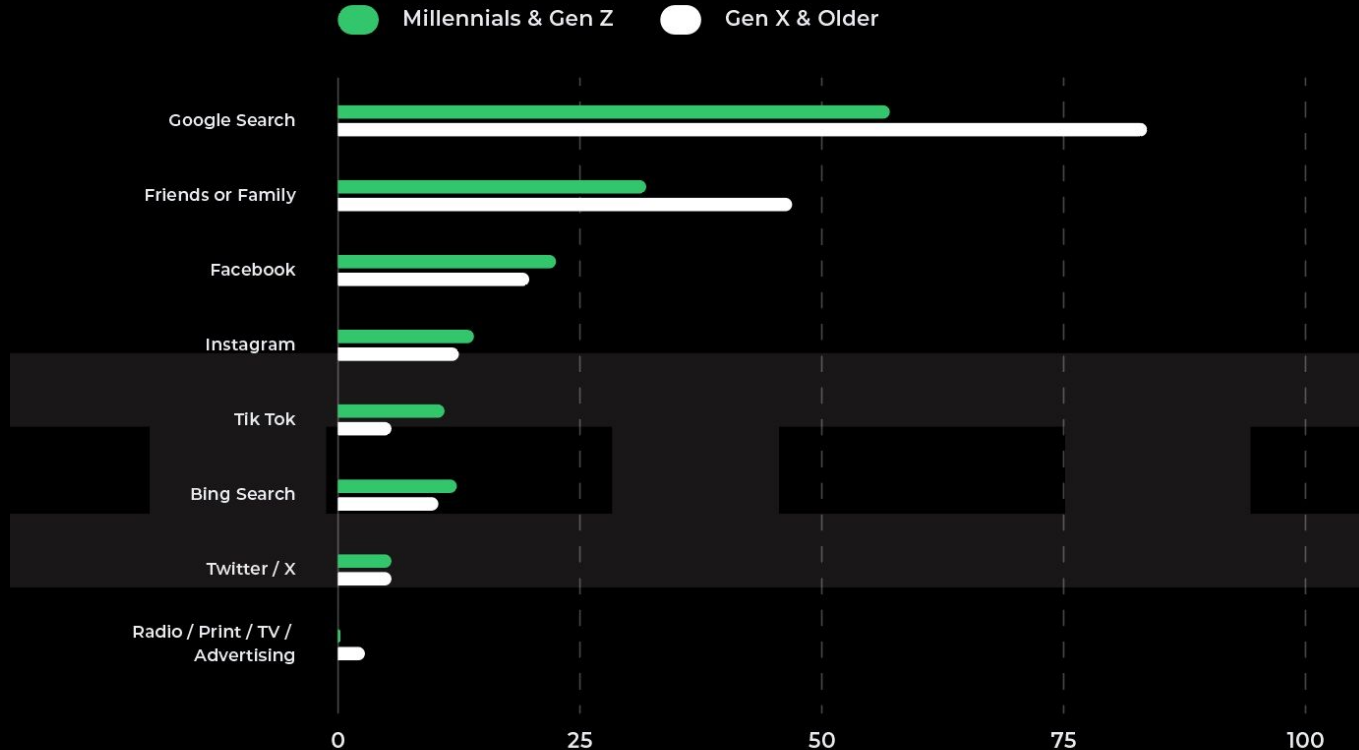
When Americans begin planning their move, by generation

● Millennials & Gen Z    ● Gen X & Older



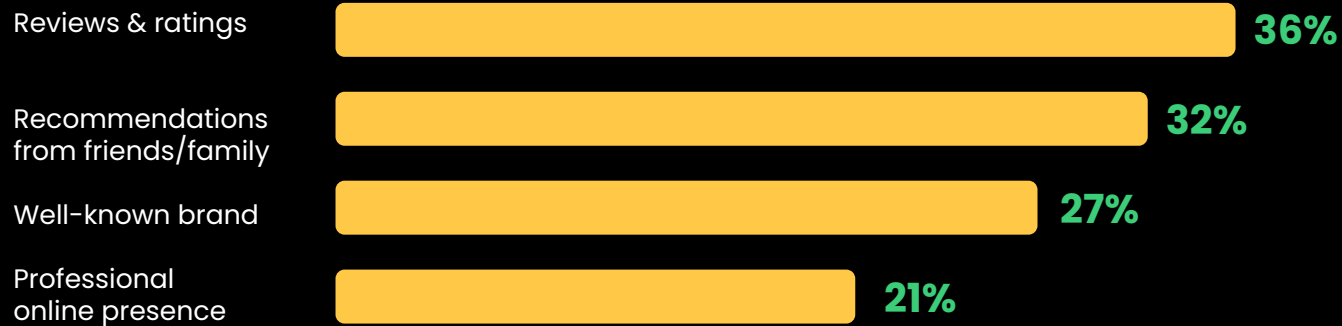
# Online Search for the Win

Where Americans go to find a reliable moving company



# Willingness to Pay More

What makes Americans want to pay more, of which marketing can influence?



## SESSION 3:



**Beau  
Roskow**



**Carrie  
Fitzwater**

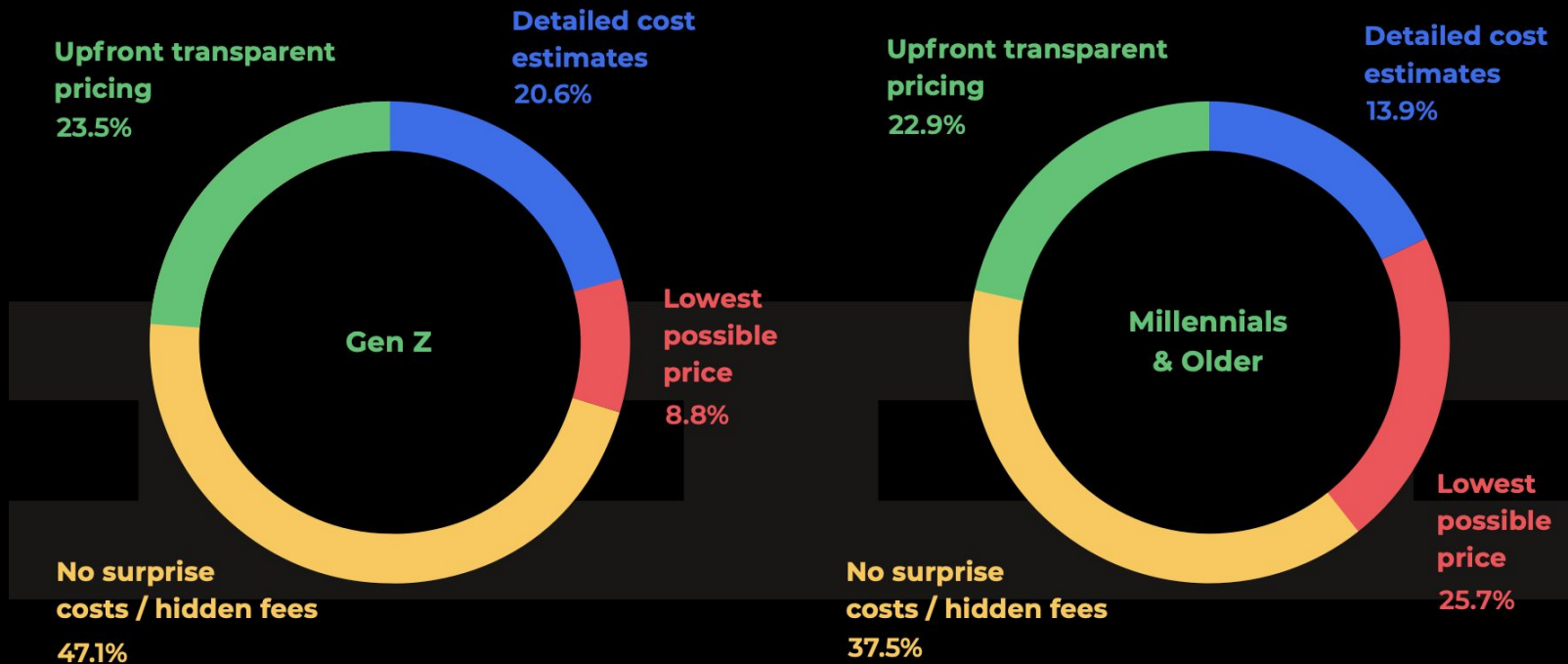


**Cody  
Gordon**

 **THE PRICE** **OF**  
**TRANSITION** 

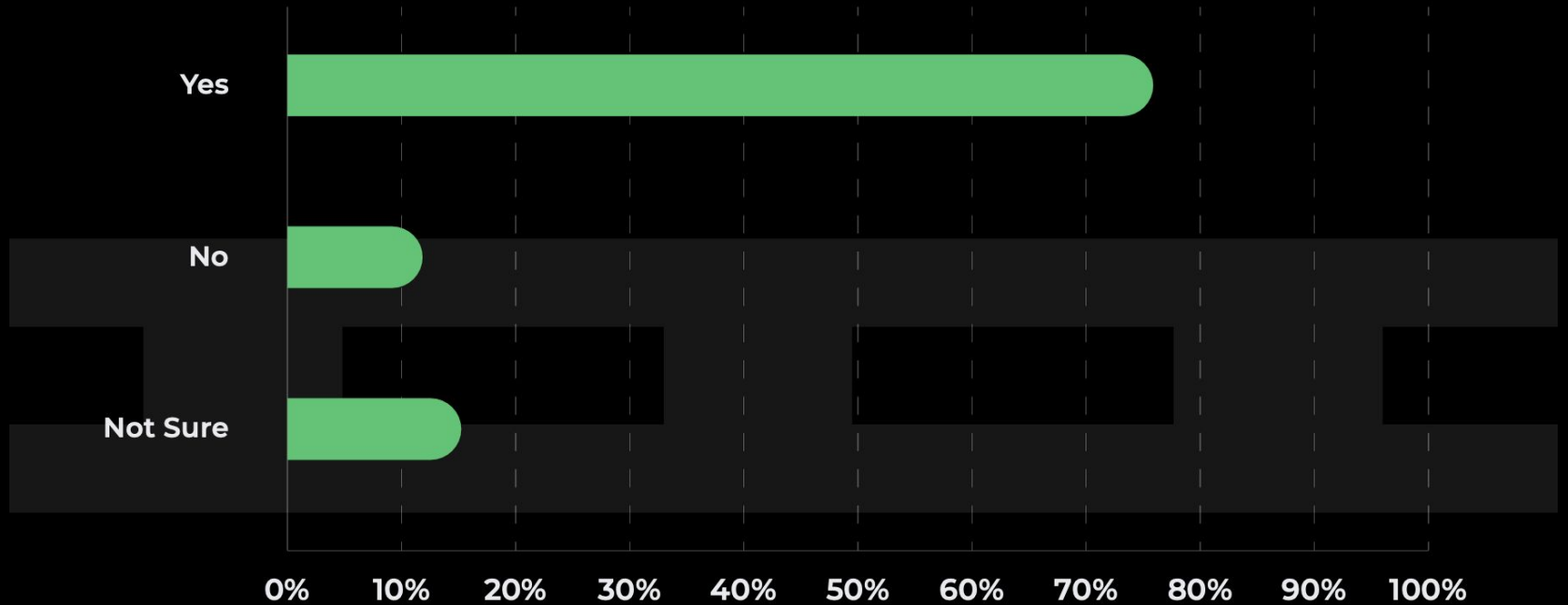
# Transparent Pricing is Key

What Americans value the most about pricing?



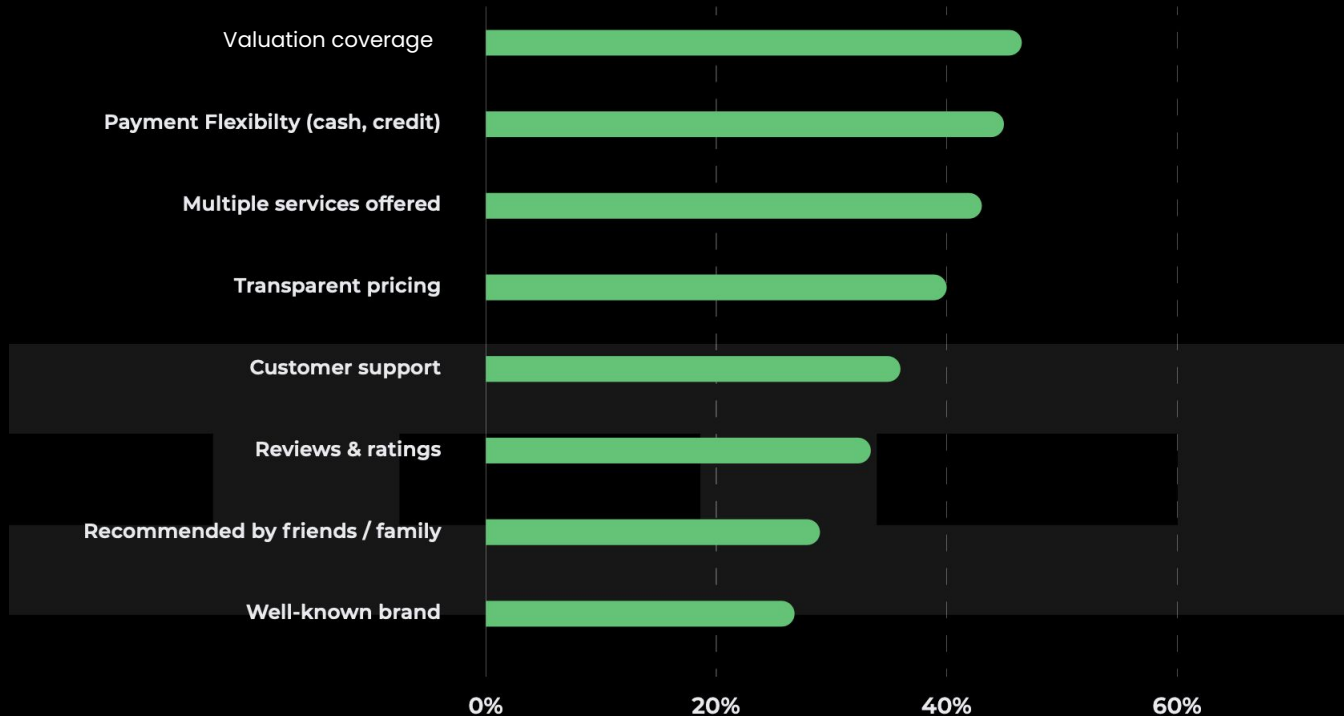
# Valuation Coverage Wanted

Americans want Valuation coverage as an add-on



# Willingness to Pay More

What makes Americans want to pay more for one moving company over another?





## SESSION 4:

**Felicia  
You**



**Joe  
Cerbone**

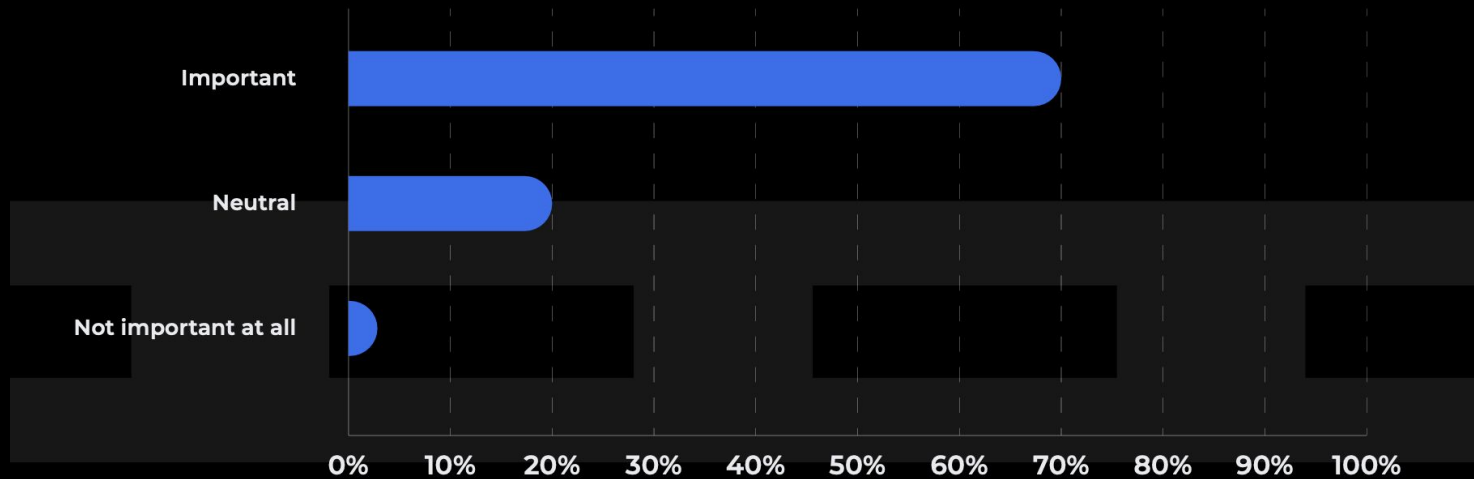
**HOW YOUR CUSTOMERS  
WANT YOU TO**

**COMMUNICATE**



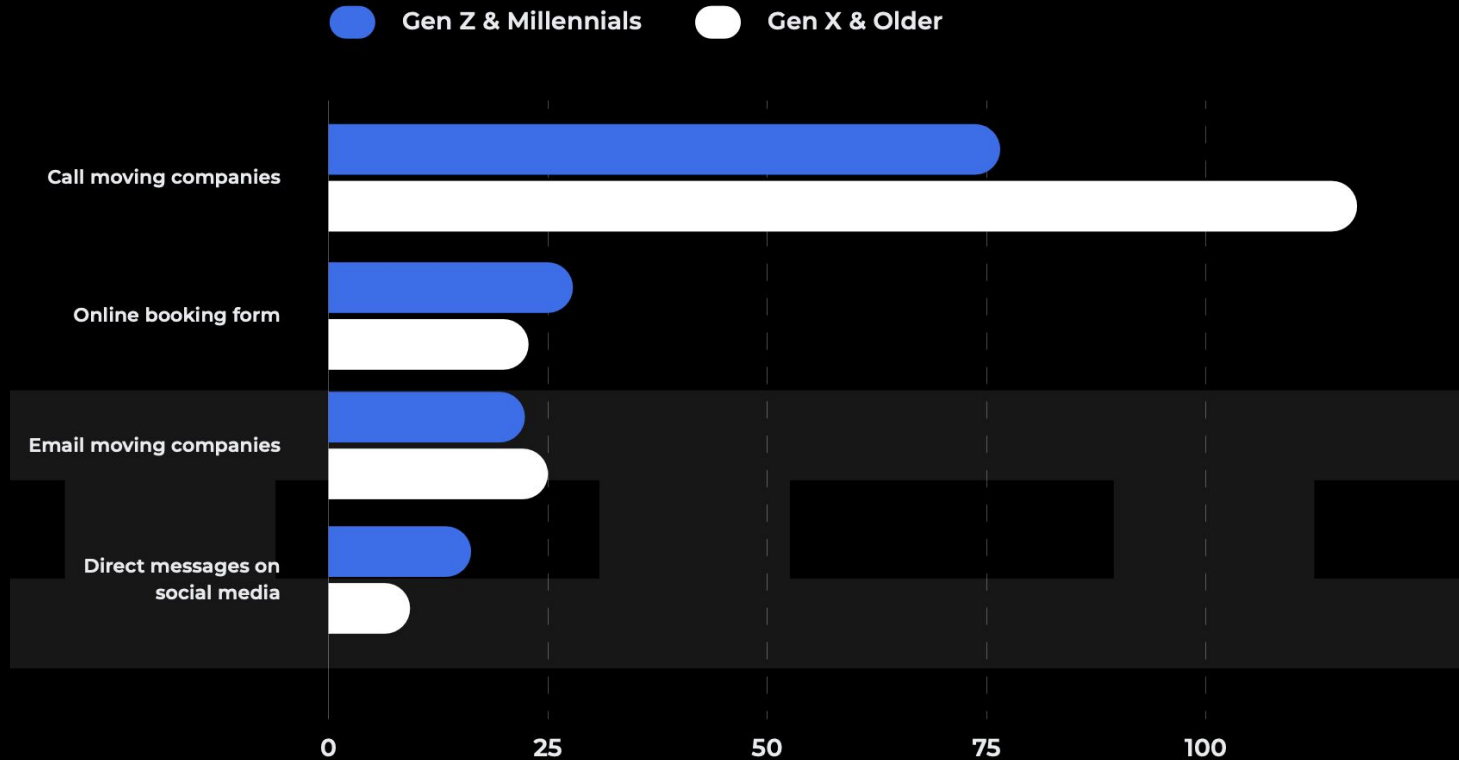
# Digital Experience is Table Stakes

How Americans responded when asked how important a digital customer experience with a moving company is



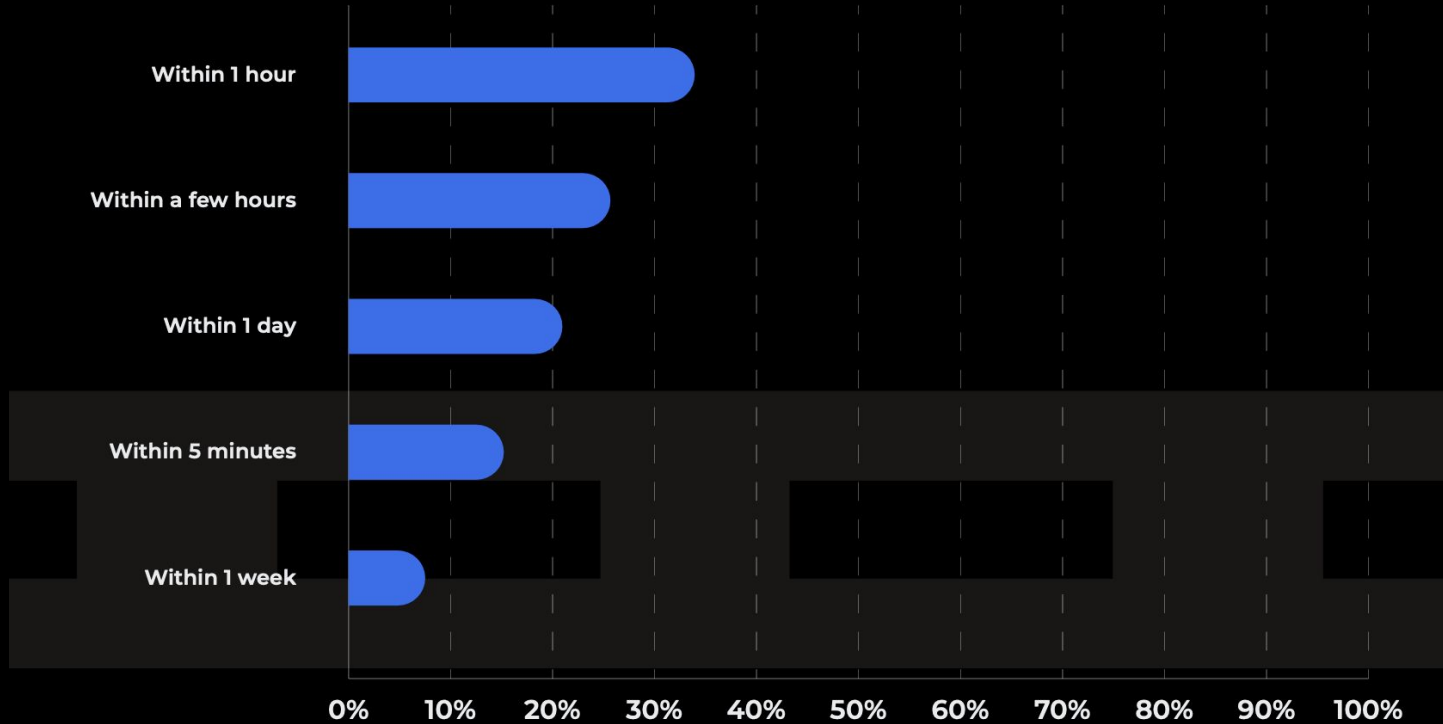
# Seize the Call

How Americans responded when asked how they want to reach out to you



# Speed to Lead

Response time matters to ensure you book the job



## SESSION 5:

**Brian  
Hasson**



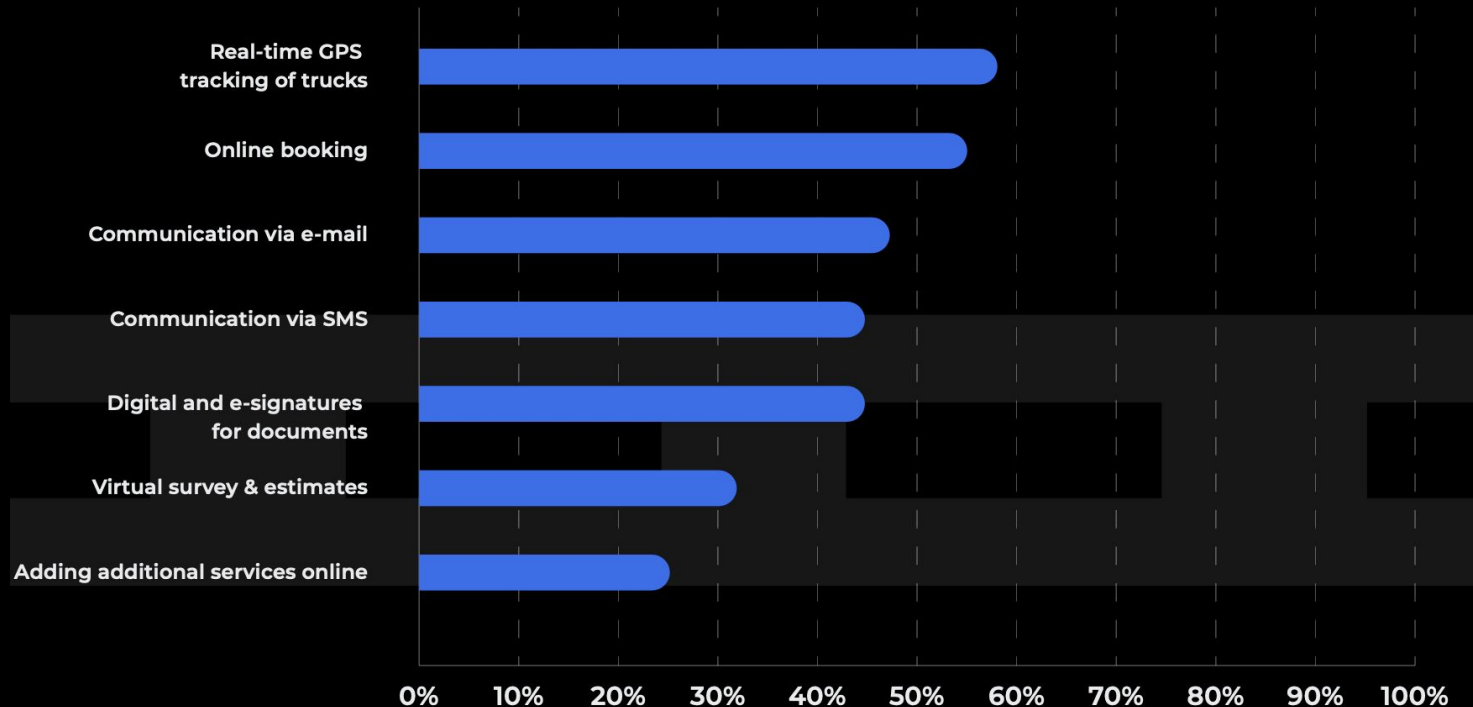
**Angie  
Brindell**

# WHAT MAKES CUSTOMERS SPREAD THE WORD



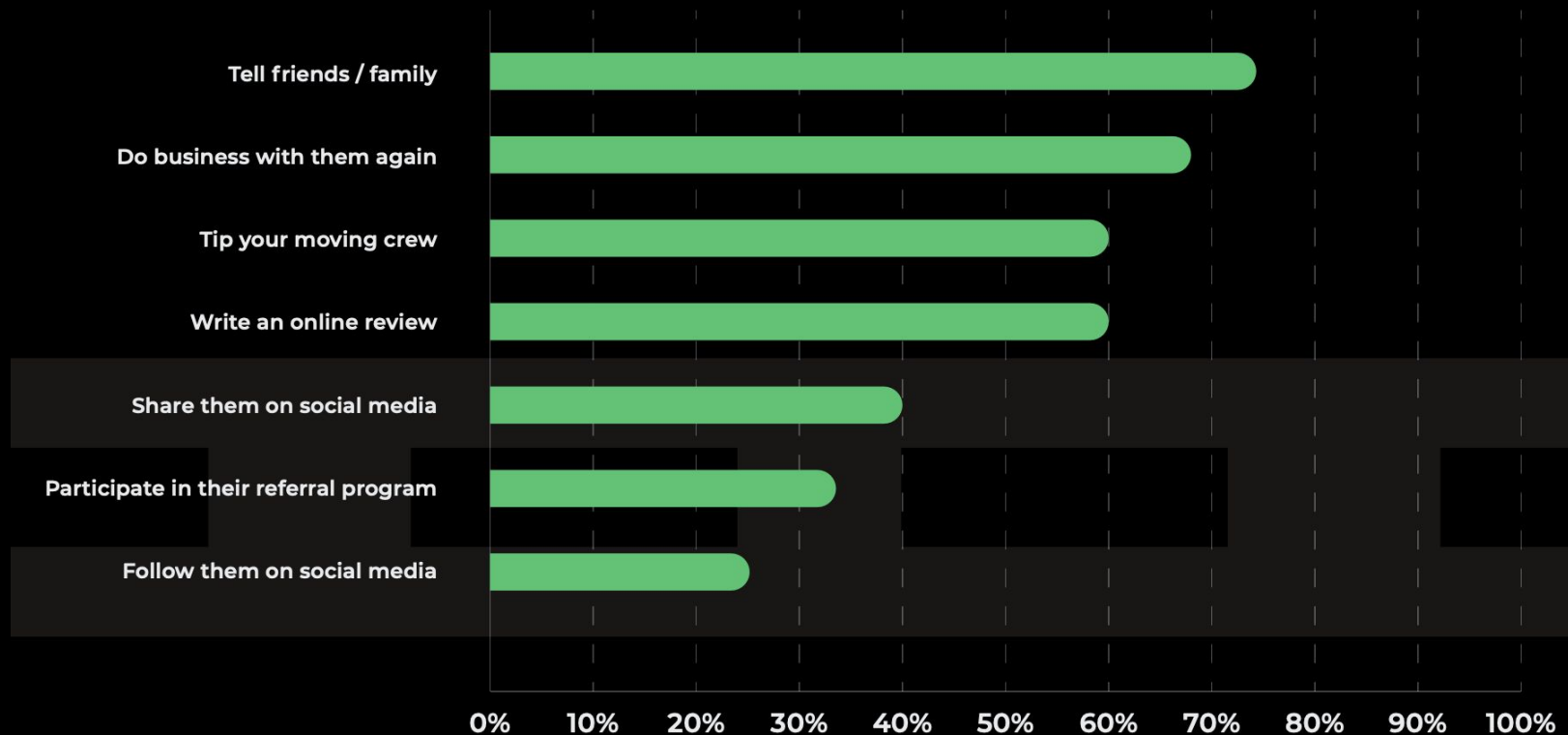
# Delight at every stage of the move

Americans shared which digital touch points they consider important



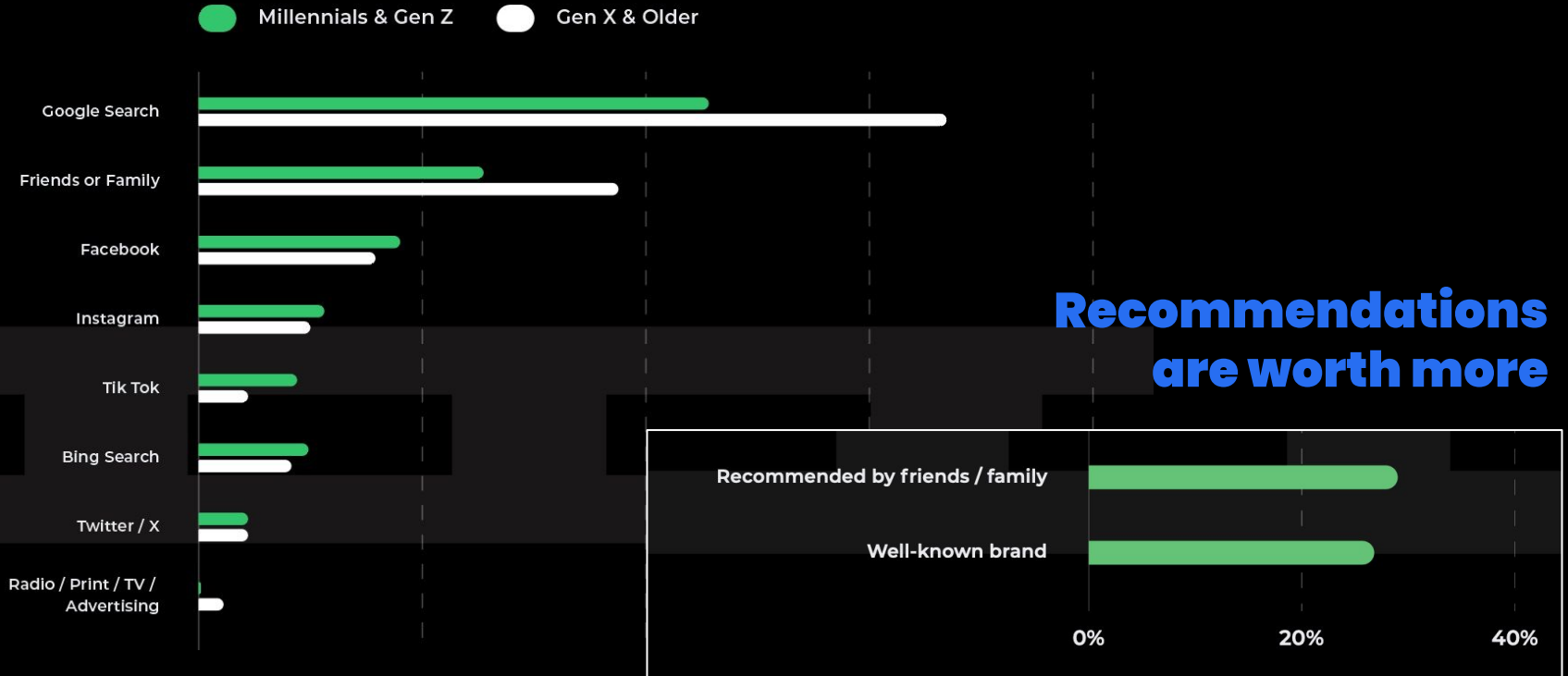
# Stay connected with happy customers

What Americans do when they have a 5-star experience



# Family and friends are the trusted source

Who Americans go to find a reliable moving company



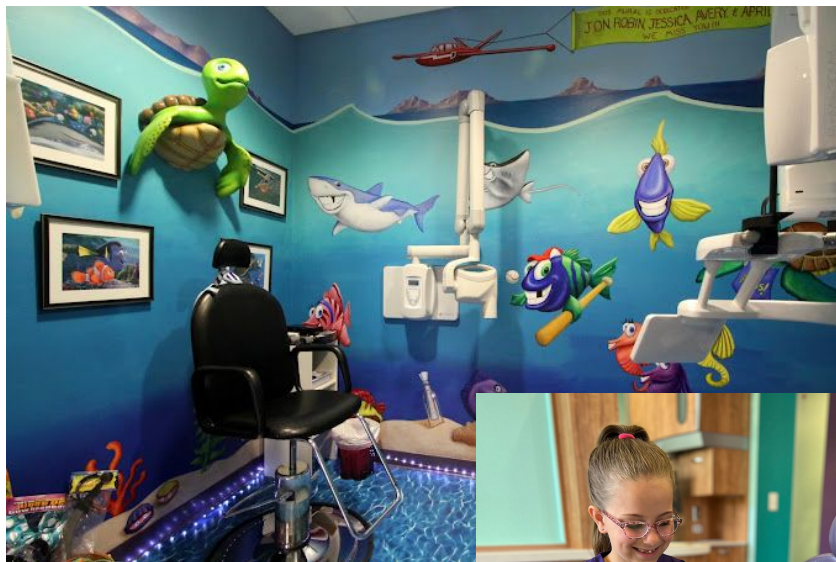


**Inspirations to drive  
word of mouth**

# Botto Bistro



# Newtown Dentistry



# Holiday World & Splashin' Safari



**Hope that gets you  
inspired**

**Stay tuned.**  
**Check your inbox**  
**tomorrow.**



# Thank You

## Customer Support:

help@supermove.com



## Get More Content or a Demo:

supermove.com

(628) 400-5961