


# How to Keep Your Moving Company Profitable in the Off-Season:

Effective Strategies and Tips



# SUMMARY OF TOPICS

## WHAT WE'LL COVER:

- How off-season planning can help your moving company maintain profitability during slower periods
  - Optimizing costs and implementing innovative business strategies that will help you stay competitive
  - Focusing on effective marketing techniques during the off-season to attract new customers and drives revenue
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# INTRODUCTION:

## READY TO STAY PROFITABLE EVEN DURING OFF-SEASON?

Many moving companies dread the off-season, and for good reason.

It's a slower period with fewer clients and more uncertainty. But it doesn't have to be that way.

With a little planning, the off-season can be the perfect time to “sharpen the saw” and return to the busy season stronger than ever (and without losing profitability).

### BEING PREPARED FOR OFF-SEASON MEANS:



More  
booked jobs



Increased  
Revenue  
Streams



Sales team  
alignment

## AT THE END OF THIS GUIDE YOU'LL KNOW:

- ✓ How planning can help your moving company maintain profitability during slower periods
- ✓ How to optimize costs and implement innovative business strategies that will help you stay competitive
- ✓ Focus on effective marketing techniques during the off-season that attract new customers and drive revenue



# PLANNING FOR THE OFF-SEASON

Even while the clients are coming in droves and business is booming, it's important to be planning for the inevitable off-season.

First, consider focusing on tasks you can't do during the busy season. If you're like most business owners, you probably have a "someday" to-do list that you can't seem to get around to.

The off-season presents the perfect opportunity to make necessary changes and improvements with less pressure on your teams.



Throughout this guide, we'll offer both internal and external strategies.



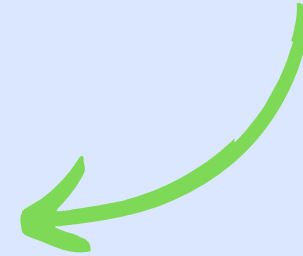
## **INTERNAL STRATEGIES INCLUDE THINGS LIKE:**

Improving processes and  
operations

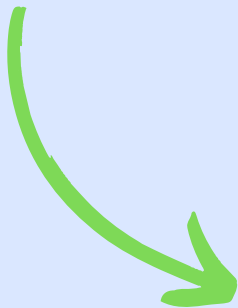
Implementing software or  
technology

Developing or improving your  
brand presence and website

Investing in your team  
through training



## **EXTERNAL STRATEGIES ARE THINGS THAT DIRECTLY DRIVE REVENUE IN THE OFF- SEASON, LIKE:**



Special off-season  
discounts

Branching out into other  
service offerings

Developing new partnerships  
with other businesses

Running paid social media  
ads

# LETS LOOK AT HOW TO OPTIMIZE COSTS AND EXPENSES IN THE OFF-SEASON

To service the off-season, you simply need to increase your revenue and decrease your expenses. Obvious, right?

Yet most folks tend to neglect the second part, probably because it's way less fun (and a touch painful).

Here are some practical ways you can stop the leaks in your organization and protect your cashflow during the off-season.



## TRIM THE BUDGET

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Focus on economizing your expenses. We recommend going line-by-line in your budget and cutting down on non-essential costs.

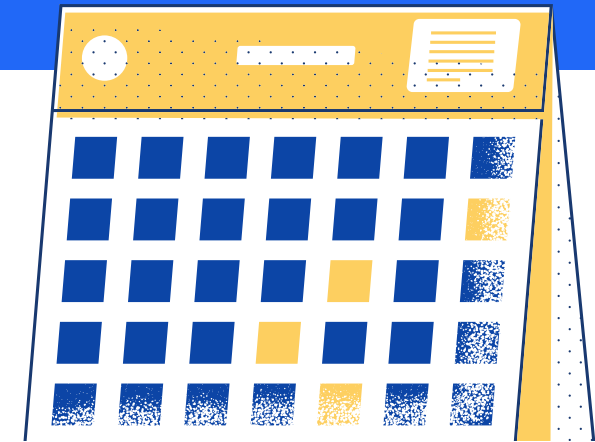
For example, avoid purchasing equipment or materials that are not urgently needed, and look for ways to reduce office and utility expenses.

## TRUCKS AND EQUIPMENT MAINTENANCE

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Make sure your vehicles and equipment are in tip-top shape. Take this opportunity to audit all your equipment. Make any necessary repairs you've been putting off during the busy season.

Create and follow a schedule for routine checks, oil changes, and inspections.



## EMPLOYMENT COSTS

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Consider hiring part-time employees or using temporary labor to help reduce your payroll expenses.

Evaluate your staffing levels and ensure you have the right number of workers for the off-season workload.



## INSURANCE

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Periodically review your insurance policies to ensure you are only paying for the coverage your moving company actually needs.

This might include workers' compensation, commercial auto insurance, and general liability insurance. Talk with an insurance agent to discuss areas where you can cut costs without sacrificing essential protection.

## NEGOTIATE VENDOR CONTRACTS

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Take the time to negotiate prices and contracts with your vendors. This may include suppliers for packing materials, fuel, or services.

Look for opportunities to negotiate better terms, switch to lower-cost vendors, or bundle services to save money.

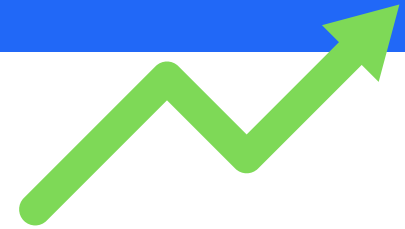


## TIPS FOR NEGOTIATING VENDOR CONTRACTS:

- Research market rates
- Identify areas of mutual benefit
- Be prepared to walk away if necessary

## INCREASE EFFICIENCY WITH SOFTWARE

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Consider implementing software solutions like [SmartMoving](#) to improve the efficiency of your moving business.

These tools can help automate time-consuming tasks, streamline your operations, and ultimately save you money.

For example, let's say you're spending too much time managing your payroll each week; time that could be spent prospecting new business.

SmartMoving's [automated payroll calculations](#) and QuickBooks integration help you save time, reduce errors, and simplify the entire payroll process.

## OTHER TOOLS YOU MAY WANT TO CONSIDER INCLUDE:

- Dispatch and scheduling software
- Inventory and asset management software
- [Customer relationship management](#) (CRM) software (included in SmartMoving)

# INVESTING IN YOUR MOVING BUSINESS

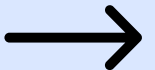
**Stay ahead of your competition, even during off-season.**

You know all those “someday” tasks you’ve been putting off on your to-do list? The off-season is the perfect time to tackle those.

Maybe you’ve been procrastinating getting your website copy up to date. Or maybe you know you need a Facebook and Instagram account, you just haven’t had the time to invest. There’s no time like the present!



Let's talk about some of them in specifics.



# IMPROVING YOUR WEBSITE/SEO

A well-designed website and effective search engine optimization (SEO) strategies are essential for attracting new clients in the off-season.

Start by evaluating your current website, ensuring it is user-friendly and provides all the necessary information about your services. A full breakdown of how to do SEO for moving companies is beyond the scope of this article, but here are some best practices:

## 1. CLAIM YOUR GOOGLE BUSINESS PROFILE

Your [Google Business Profile](#) is one of the most important things for your online search presence. It allows you to accept Google reviews, give searchers crucial information about your business, and show up in the “map pack” when searchers look for moving companies in your city.



## **2. ENSURE YOUR SITE LOADS FAST AND IS MOBILE-FRIENDLY**

Searchers won't wait more than a few seconds for your page to load. Instead, they'll go to a competitor. And if your page isn't friendly on mobile devices? Forget it.

These are the necessities of a great website in the 2020s. Thankfully, most site builders like Squarespace, Wix, and WordPress come out of the box with fast, mobile-friendly templates.

## **3. MAKE SURE YOU HAVE A UNIQUE PAGE FOR EACH SERVICE YOU PROVIDE**

If you provide multiple services like storage, long-distance moving, and furniture assembly, make sure you have a unique page for each.

Why? Because searchers have different intent for each of these services. Someone who Googles "long-distance moving company near me" isn't interested in furniture assembly, or even short-distance moving.

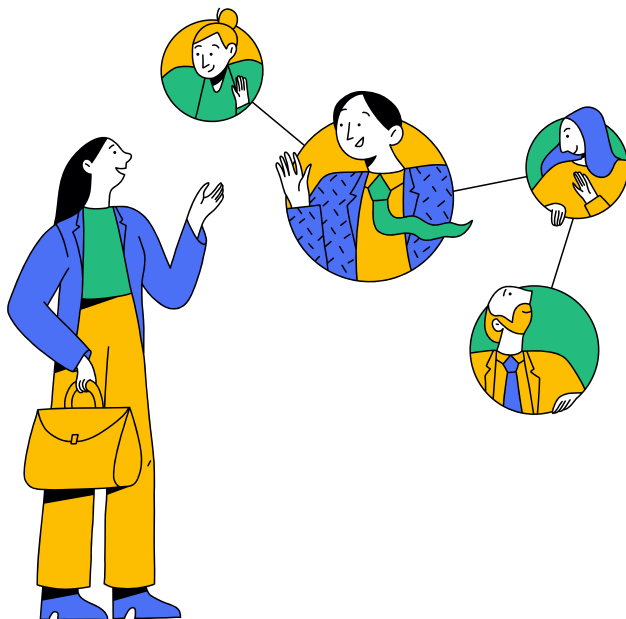
That's why it's important to match each page with the user intent of each search term. To go deeper, check out HubSpot's [guide to local SEO](#).

# NETWORKING AND BUILDING RELATIONSHIPS

Paid ads, social media advertising, SEO... none of these compare to the power of word-of-mouth referrals.

Reach out to real estate agents, property managers, and local businesses to establish connections and promote your services.

Attend networking events and join local business associations to increase your company's visibility.



Building relationships with influencers, real estate agents, mortgage lenders, lawn care professionals, and even mail carriers can be beneficial.



# OFF-SEASON EMPLOYEE MANAGEMENT

Your most profitable assets in your organization (by far) are your team members. So why not take time in the slow periods to develop them even further? It's a win-win.

By investing in your employees, you create a loyal and skilled workforce, which ultimately contributes to the success of your moving business.

Here are some ideas:

## 1. CROSS-TRAINING

Train employees on different roles within the company. This can include training movers to do packing, customer service, estimates, and even basic administrative tasks. Cross-training enhances flexibility in staffing and improves the overall resilience of business operations.



## **2. SOFT SKILLS DEVELOPMENT**

Focus on improving customer service skills through workshops and role-playing scenarios.

Train on conflict resolution to better manage any customer complaints or issues that may arise during a move.

Develop communication skills for smoother interactions with clients and between team members.

## **3. TECHNICAL TRAINING:**

Provide training on the latest packing and moving techniques to increase the safety and efficiency of moving jobs.

Offer training on the operation of new equipment or vehicles if the company has recently upgraded its fleet.

## **4. SAFETY TRAINING:**

Conduct refresher courses on workplace safety, lifting techniques, and first aid to prevent injuries and accidents.

Hold sessions on the safe driving of moving trucks and the proper loading and unloading of items.



## 5. CERTIFICATIONS AND LICENSES:

Encourage and sponsor employees to obtain relevant certifications (e.g., Commercial Driver's License (CDL) for truck drivers).

Offer study sessions and support for exams related to moving industry certifications.

## 6. LEADERSHIP DEVELOPMENT:

Identify potential leaders within the team and provide them with management and leadership training.

Provide mentorship programs where less experienced movers can learn from seasoned veterans.



# EFFECTIVE OFF-SEASON MARKETING STRATEGIES

## Leveraging Social Media

Social media platforms can be a powerful tool for your moving company in the off-season. By creating engaging content and sharing updates about your business, you can maintain a strong online presence and attract potential clients.



Check out our post on how to create an effective sales process that guides your social media audience from interest to booking your services.

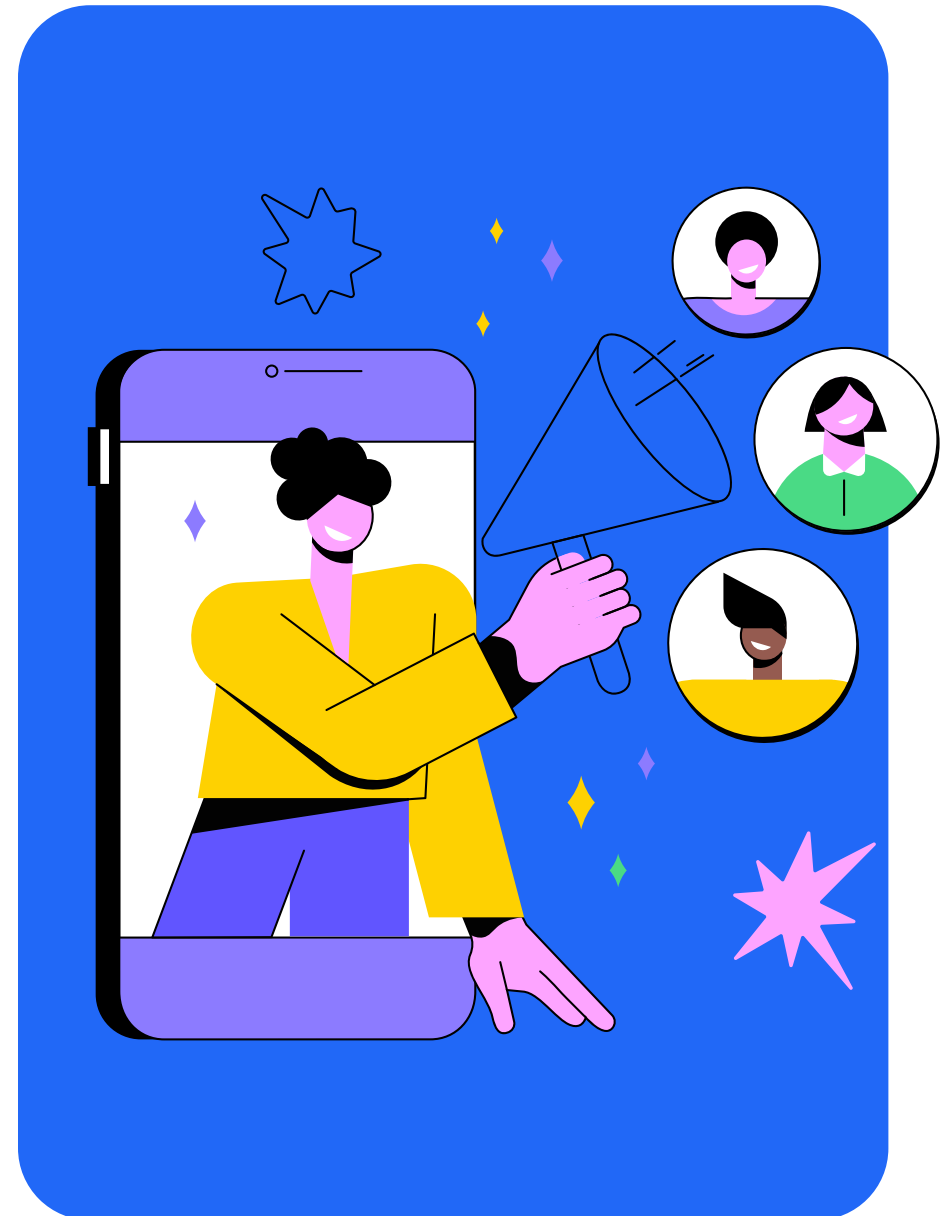
Here's where to get started with your marketing strategy:



## GATHERING REFERRALS AND TESTIMONIALS

Referrals and testimonials play a crucial role in building your company's reputation and credibility. During the off-season, reach out to past clients and ask for their feedback in the form of written or, even better, video testimonials.

You can then showcase these testimonials on your website and social media channels. Likewise, encourage satisfied customers to refer your moving services to their friends and family.



## OFF-SEASON DISCOUNTS AND SPECIALS


Offering off-season discounts and specials is an effective method for attracting new clients during slow months.

By providing these incentives, you encourage potential customers to take advantage of your services, even if they might not have initially considered moving during the off-season. Be sure to promote your off-season discounts and specials prominently on your website and social media channels.

## EMAIL MARKETING

Email marketing allows businesses to nurture leads with valuable content, such as moving tips, storage solutions, and special off-season promotions, keeping the company top-of-mind for when customers are ready to move.

By segmenting their audience and personalizing messages, moving companies can create targeted campaigns that resonate with specific customer needs, potentially unlocking latent demand.



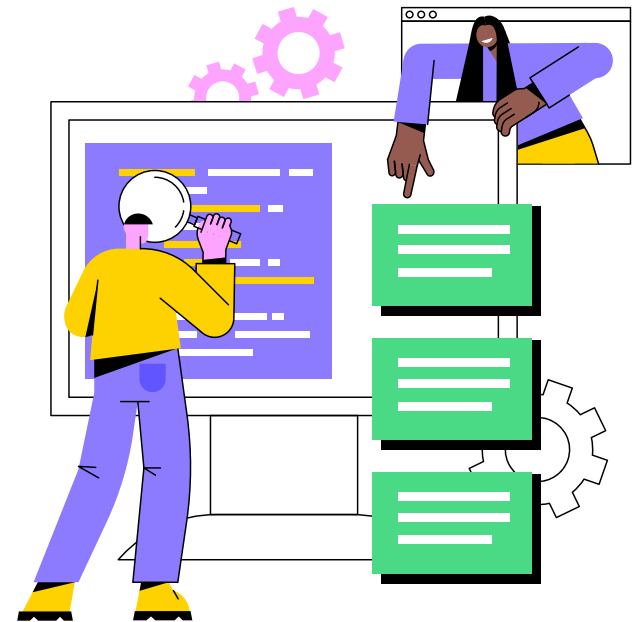
# FREQUENTLY ASKED QUESTIONS

## WHAT STRATEGIES CAN BE EMPLOYED TO GENERATE OFF-SEASON REVENUE?

You can boost your moving company's revenue during the off-season by offering promotions or discounts targeting customers who are more likely to move during this time (like renters or college students).

Additionally, explore creative ways to engage the local community through events, sponsorships, or collaborations with other businesses.

This can help increase your company's visibility and generate more off-season moves.



# FREQUENTLY ASKED QUESTIONS

## HOW CAN MARKETING EFFORTS BE ADJUSTED TO ATTRACT MORE CUSTOMERS?

Adjust your off-season marketing efforts by focusing on a targeted audience, emphasizing the benefits of moving during the slow period, and showcasing your company's unique features or services

Utilize digital marketing strategies such as retargeting and social media campaigns to reach customers who have shown interest in your business previously. Check out our post on [moving\\_company\\_lead\\_generation](#) to go deeper.

## WHAT ADDITIONAL SERVICES CAN MOVING COMPANIES OFFER DURING THE OFF-SEASON?

Consider offering services beyond traditional moving, such as packing, storage, or junk removal, to help diversify your company's revenue streams during the off-season.

Partner with local contractors or service providers to offer one-time or seasonal services like snow removal, which can help offset reduced moving demand.

# FREQUENTLY ASKED QUESTIONS

## HOW CAN PARTNERSHIPS WITH OTHER BUSINESSES HELP MAINTAIN PROFITABILITY?

Creating new referral partnerships with other businesses allows you to benefit from cross-promotions, referrals, and advertising collaborations. Work with real estate agents, storage facilities, or property management companies who might need your services during the off-season.

By partnering with complementary businesses, you can reach new customers, share resources, and maintain profitability during slow months.

## WHAT COST-CUTTING MEASURES CAN BE IMPLEMENTED DURING SLOW MONTHS?

During off-peak times you may lower costs by reducing staff hours, save on operating expenses like utilities, or implement more efficient processes to minimize waste.

Consider running your business from your home or a smaller space when the demand is low, which can help reduce ongoing expenses.

# FREQUENTLY ASKED QUESTIONS

## HOW CAN TRAINING AND SKILL DEVELOPMENT BE USED TO ENHANCE OFF-SEASON EFFECTIVENESS?

Investing in employee training and skill development during off-season months can lead to a more efficient and motivated workforce.

By providing opportunities for skill growth and training, you are not only increasing the value of your employees but also setting a good example and fostering a positive work environment.

As a result, your staff will be more prepared and effective in the upcoming peak season.





# FINAL THOUGHTS:

Don't waste your off-season!

Invest in your business, invest in your people, and dial in your messaging and marketing strategy to continue profitability all year round.

With the right strategies and a tool like SmartMoving by your side, your moving company is destined for growth and success! 🏆

**BOOK A DEMO**

**RESOURCES**

**REVIEWS**