



2025 STATE OF THE MOVING INDUSTRY

Trends, Benchmarks, and Growth Opportunities for 2025



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Letter from the CEO

Welcome to the 2025 State of the Moving Industry report, proudly presented by SmartMoving and twelve leading moving associations and providers! Since the beginning, our team's mission has been to help movers understand changes in the industry, so they can outperform it.

And that's exactly what leading movers are doing. In preparing for this report, we partnered with some of the industry's top associations and organizations to collect insights from over 500 movers across the US and Canada.

The data was extensive, but the message was clear: although market challenges continued last year, movers are bullish about what lies ahead. They're taking action to improve their businesses today, so that they can scale faster and better tomorrow.

As we enter a whole new year of ideas, innovations, and opportunities, we hope this report gives you the benchmarks and insights you need to rise above the industry standard and reach the next level in your business—no matter how high you're aiming.

I couldn't be prouder to share these insights with such an ambitious and inspiring community. On behalf of the entire team, thank you for your support!

Tobe Thompson
Founder and CEO of SmartMoving



Executive Summary

2024 Snapshot

Another Challenging Year in the Rearview

2024 was another tough year for moving companies, with less than half (44%) meeting their revenue goals once again this year. But movers aren't sitting on their hands waiting for things to change. Instead, they're taking action to improve and scale their profitability.

2025 Outlook

Excited About the Road Ahead

For growth-minded movers, the best days are yet to come. Nearly 90% of movers are optimistic about the year ahead, up from 79% at the end of 2023. To ramp up sales and profitability, they're continuing to raise prices and invest in sales and marketing, while getting clear on their most profitable jobs.



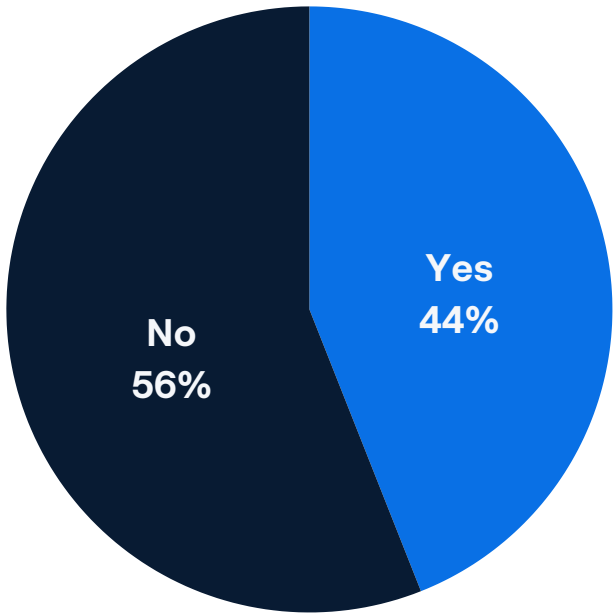
State of the Market

State of the Market

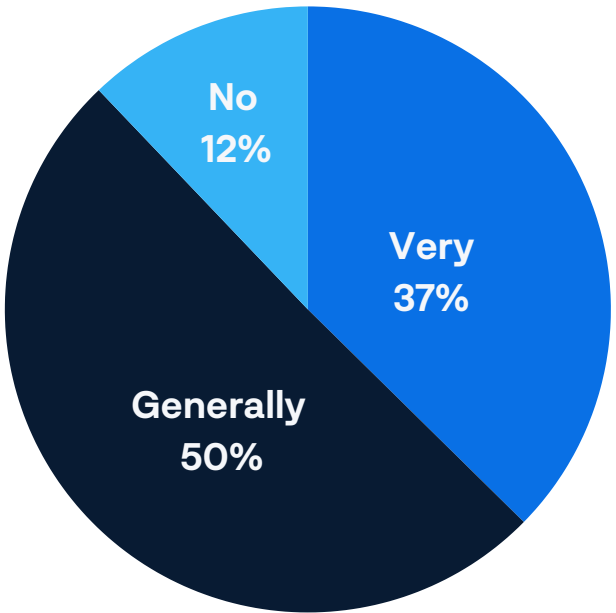
With inflation cooling and the housing market starting to recover, things are looking up for the moving industry. But movers aren't hitching their hopes and dreams to an unpredictable economy. Armed with wisdom and resilience from surviving several tough years, they're powering forward—whether the economy is on their side or not.

Despite the challenges, most movers feel good about the year ahead. Companies that hit their revenue goals are doubling down, and those that didn't are tapping into a range of new strategies to come back strong in 2025.

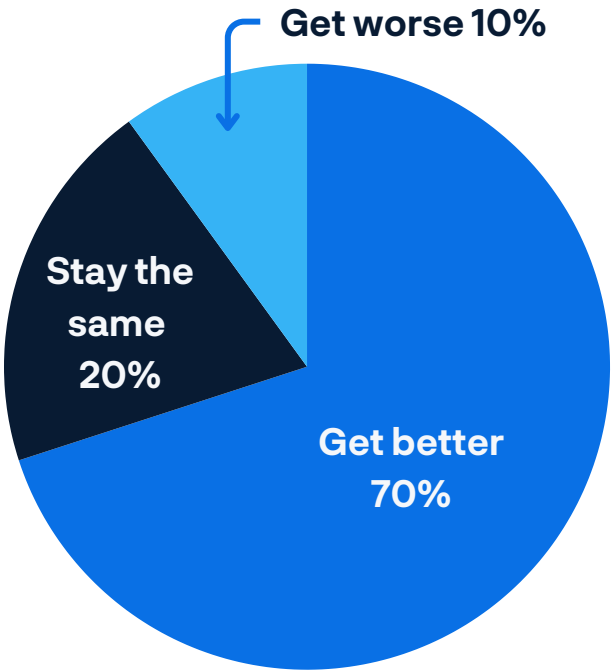
Did your company meet its revenue goals in 2024?



Are you optimistic about the year ahead?



What do you expect of the economy in 2025?



Key Findings

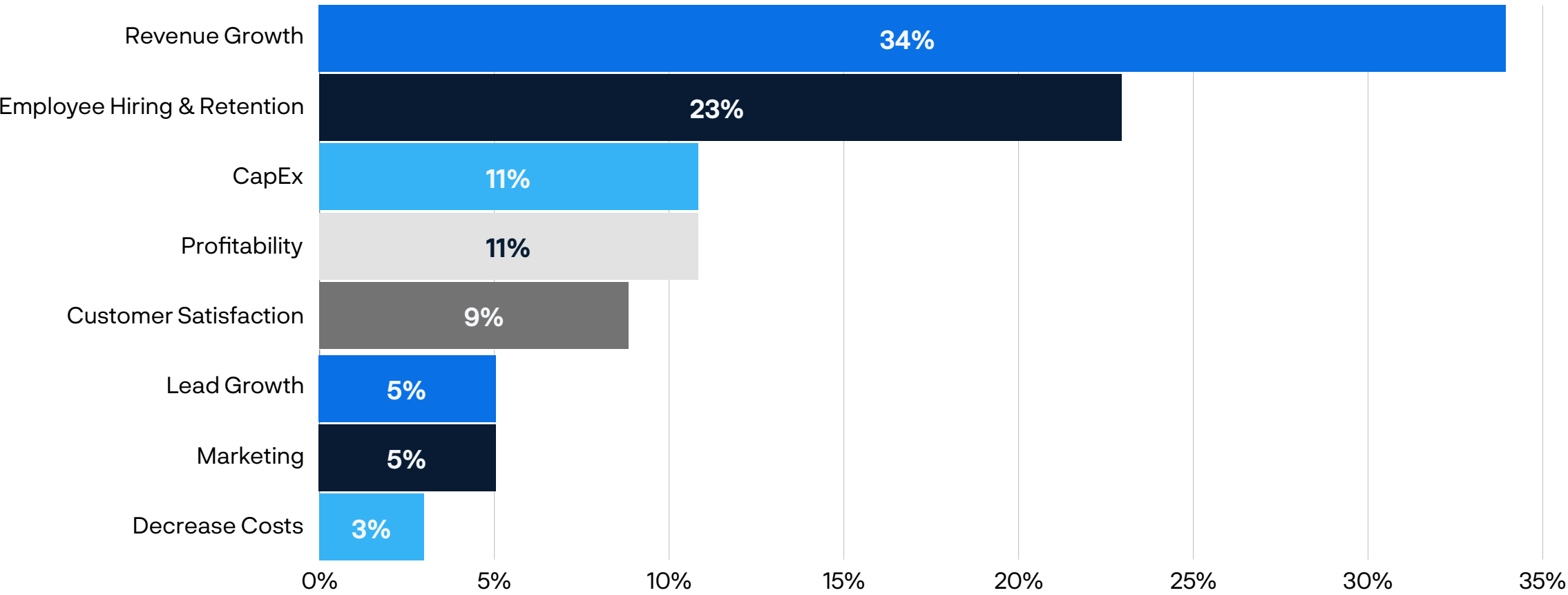
- Market challenges continued in 2024 with ***less than half (44%) of moving companies meeting their revenue goals last year.***
- Nevertheless, ***87% of movers are optimistic about the year ahead***, up from 79% at the end of 2023.
- Most movers (70%) say they ***expect the economy to improve.***
- ***66% plan to increase prices*** this year, up from 56% last year.
- Improving ***marketing remains a top priority*** for 40% of moving companies.
- ***20% plan to expand services***, which is down slightly from last year's 24%.
- ***Profit margin is the #1 metric*** movers want to improve in 2025.



Goals for 2025

Growth is clearly top-of-mind for movers in 2025. Revenue growth was reported as the number one goal this year, followed by employee-related goals (improving hiring, training, and retention), Capital Expenditures (investments such as purchasing new trucks or opening new locations), and profitability.

What are your top 3 company goals for 2025?



Emerging Trends & Strategies

Emerging Trends & Strategies

With the majority of movers expecting the market to improve this year, 2025 represents a prime opportunity to check in and level up. To boost margins in the future, moving companies are getting clear on their most profitable opportunities so they can scale with confidence.

Top 5 Emerging Trends

1

Managing Profit &
KPIs

2

Building Stronger
Sales & Marketing
Processes

3

Improving Reviews
& Reputation

4

Offering Consumer
Financing

5

Using AI across the
Business

Top Challenges for Movers in 2024

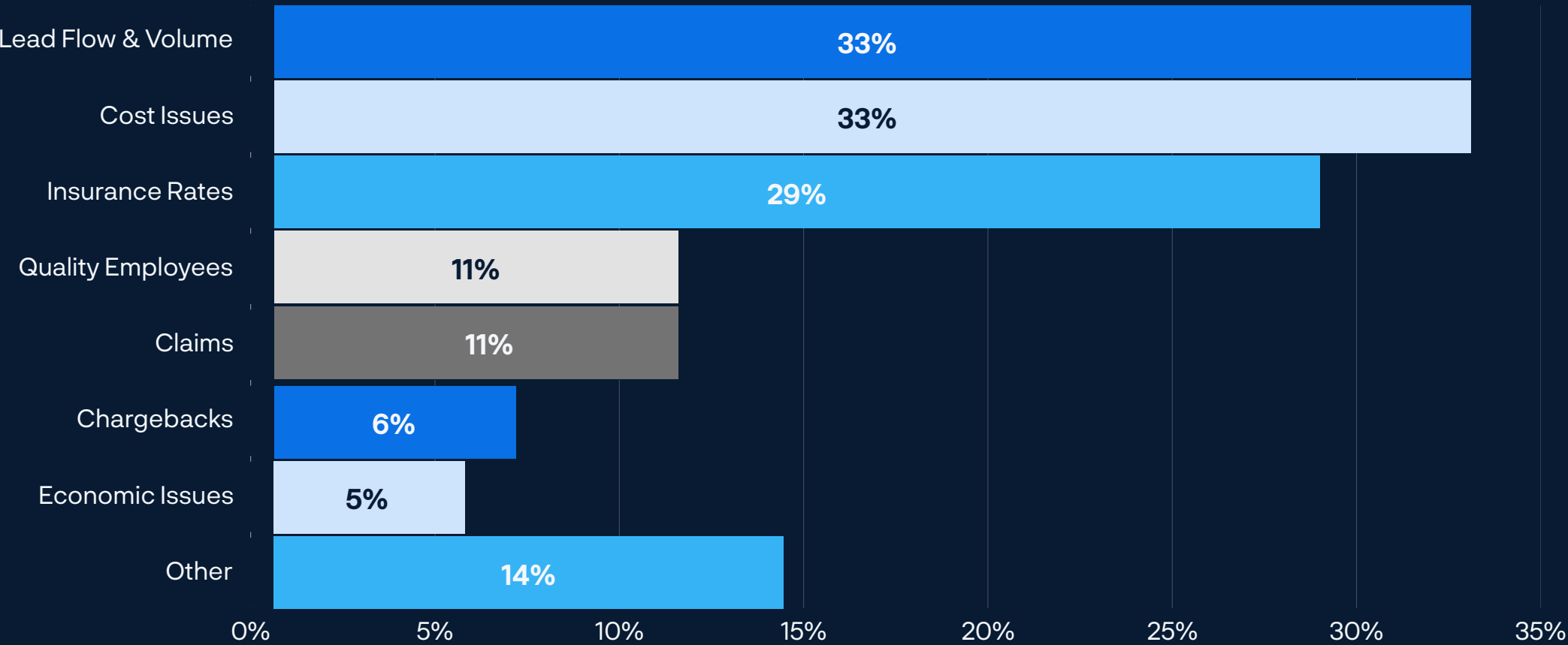
While movers are optimistic about the year ahead, market challenges still loom large. Aftershocks of inflation have moving companies on shaky ground, combating high operational costs on one front and price-sensitive customers on the other. Not surprisingly, lead flow, costs, and insurance rates were reported as movers’ top challenges in 2024.

In our survey, movers mentioned a slew of issues caused by the “erratic economy,” the “election year and recession,” and inflation not being “properly reflected in competitors’ pricing.” They’re also coping with “rising prices of everything”—from advertising to truck repairs—while “being squeezed on prices when offering quotes.” And if that weren’t enough, insurance rates are on the rise. According to one respondent, “My insurance rates doubled without any accidents or claims.”

Rank from most challenging to least challenging.

- 1. HR
- 2. Sales
- 3. Marketing
- 4. Operations
- 5. Dispatch
- 6. Payroll

What other challenges impacted your company this year?

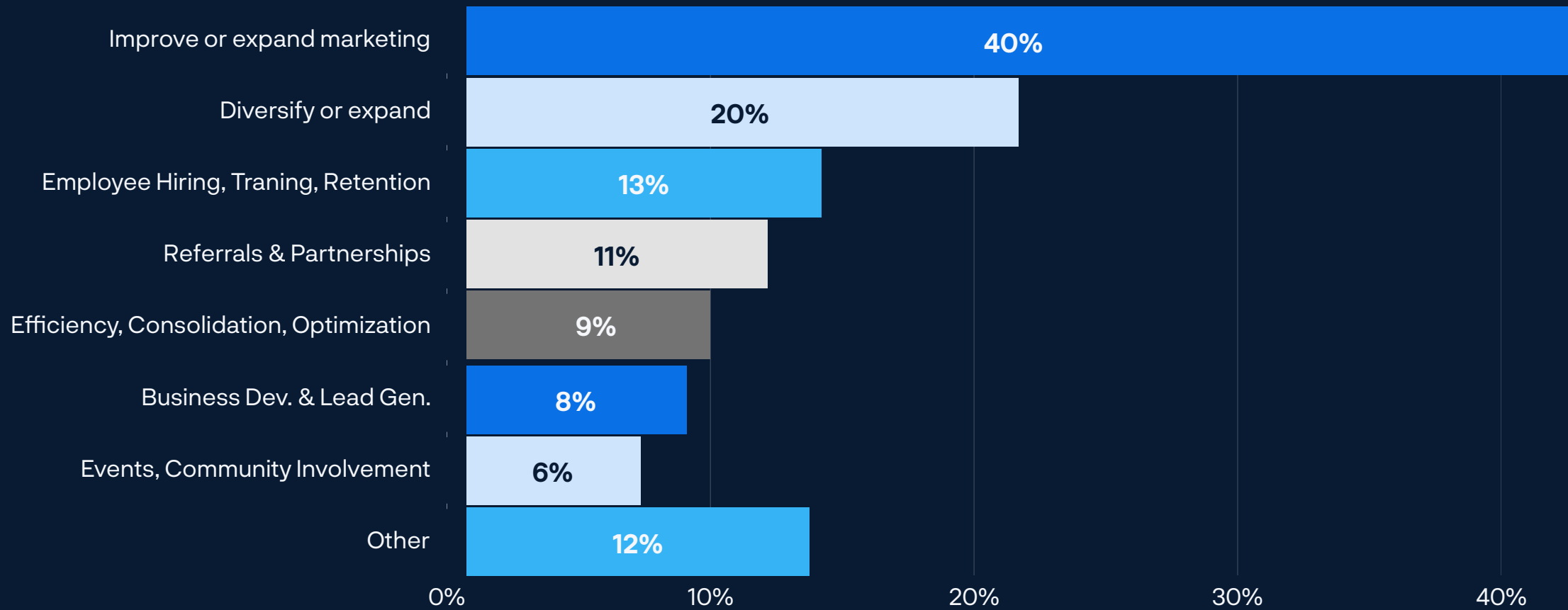


New Business Strategies for 2025

With their sights set on revenue growth, CapEx investments, and profitability, movers are in it to win it this year. But the research revealed that many movers are still making decisions based on instincts, not data. Nearly half (41%) of movers aren't tracking important KPIs for their company, which could throw companies far off course.

In 2025, movers are determined to do better. They're actively improving their marketing, expanding services, and strengthening their teams and partnerships.

What new business strategies will you implement in 2025?



Best-In-Class Companies

Looking at the most successful moving businesses compared to the industry as a whole, we found key differences in how best-in-class companies operate. We define best-in-class as companies that met or exceeded their revenue goals last year, booked over 1,000 moves, and have an annual gross revenue of \$2M+.

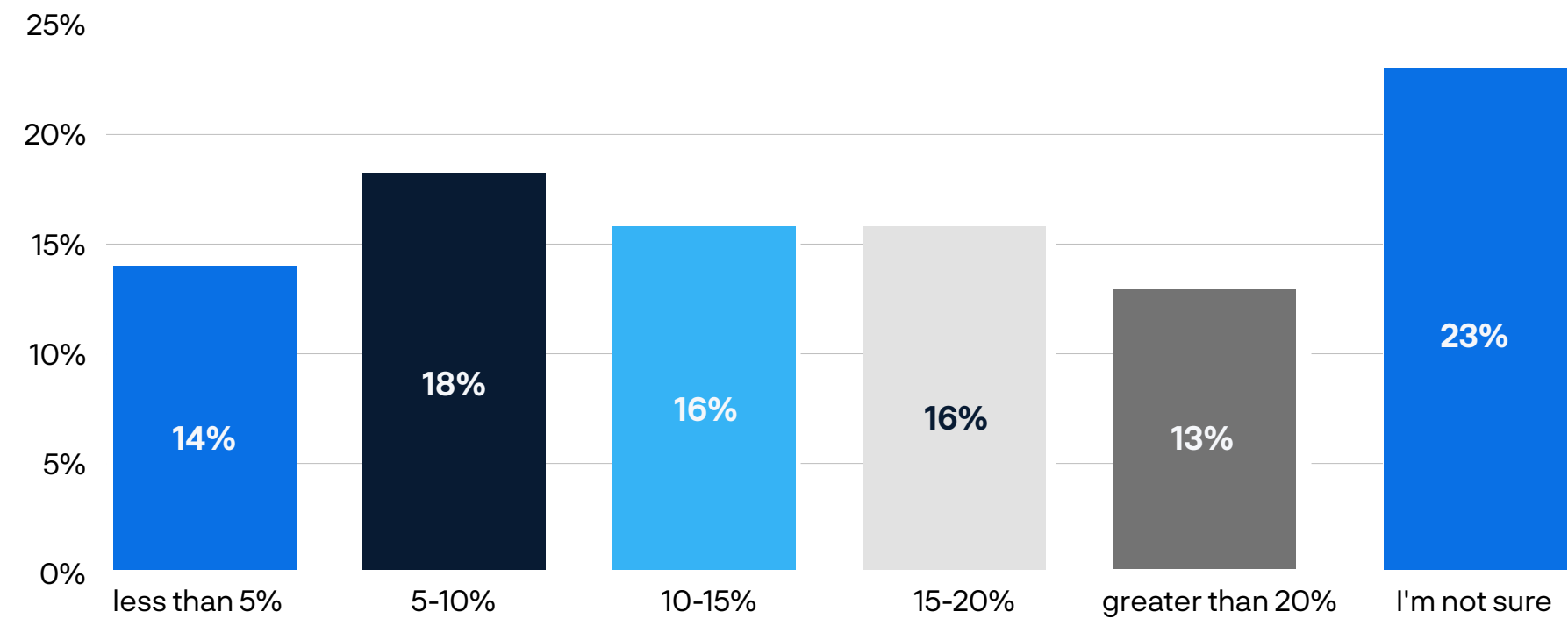


1 Managing Profit & KPIs

In times of uncertainty, movers are getting clear on the business KPIs that matter. And in 2025, profit margin is the metric they care about most.

Armed with a positive outlook on the market, they’re trading gut decisions for clear processes and metrics to help them scale. But not everyone has their finger on the pulse when it comes to profitability.

What is your net profit margin?



Our data found that 41% of movers aren't able to track important KPIs, 54% don't track profit per job, and 24% don't know their net margin. Comparing best-in-class companies to average, it’s clear that flying blind isn't going to help movers hit their revenue and profitability targets in 2025.



19%
of movers said profit margin is the #1 KPI they want to improve in 2025

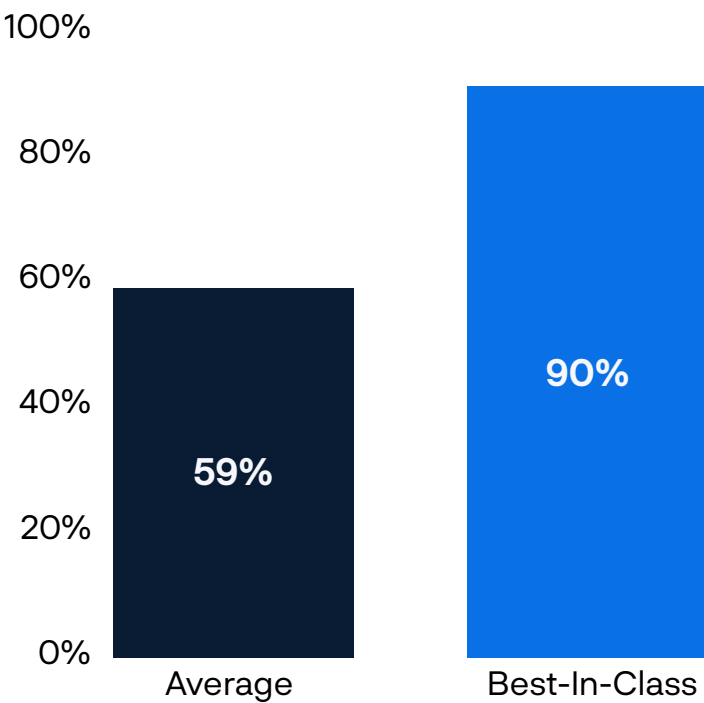
Best-In-Class Comparison

Best-in-class companies aren't fuzzy on the numbers. Almost all (90%) track the most important KPIs for their company, 87% know their net profit margin, and 59% report above-average margins (10% net profit or higher). Companies that don't track important KPIs, including profit per job, are more likely to have average or below average profit margins.

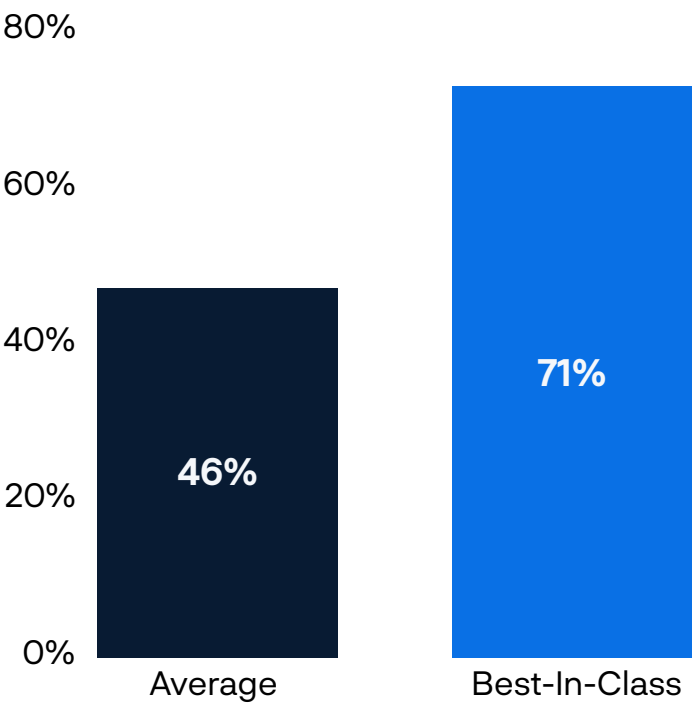
Best-in-class companies...

- ✓ Track important KPIs
- ✓ Track profit per job
- ✓ Have higher net profit margins

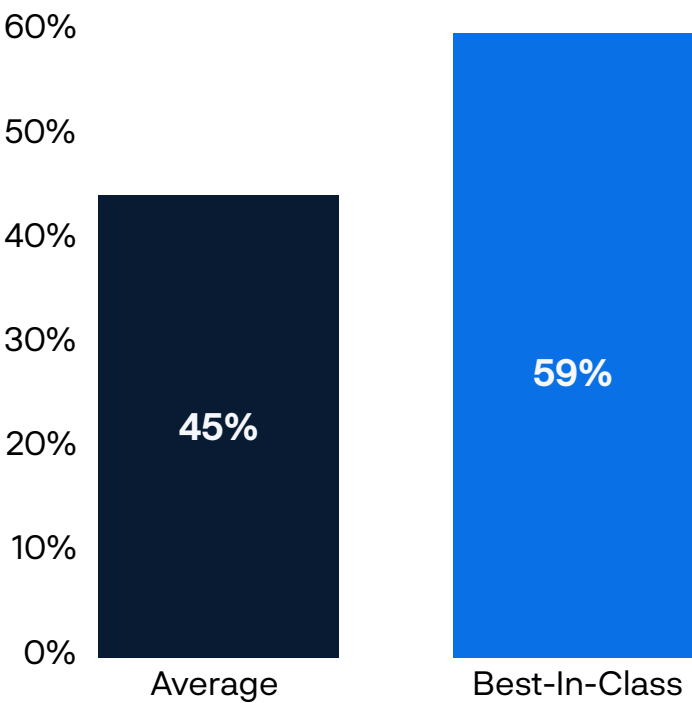
Are you able to track the most important KPIs for your company?



Do you track profit per job?



Do you make >10% net profit?

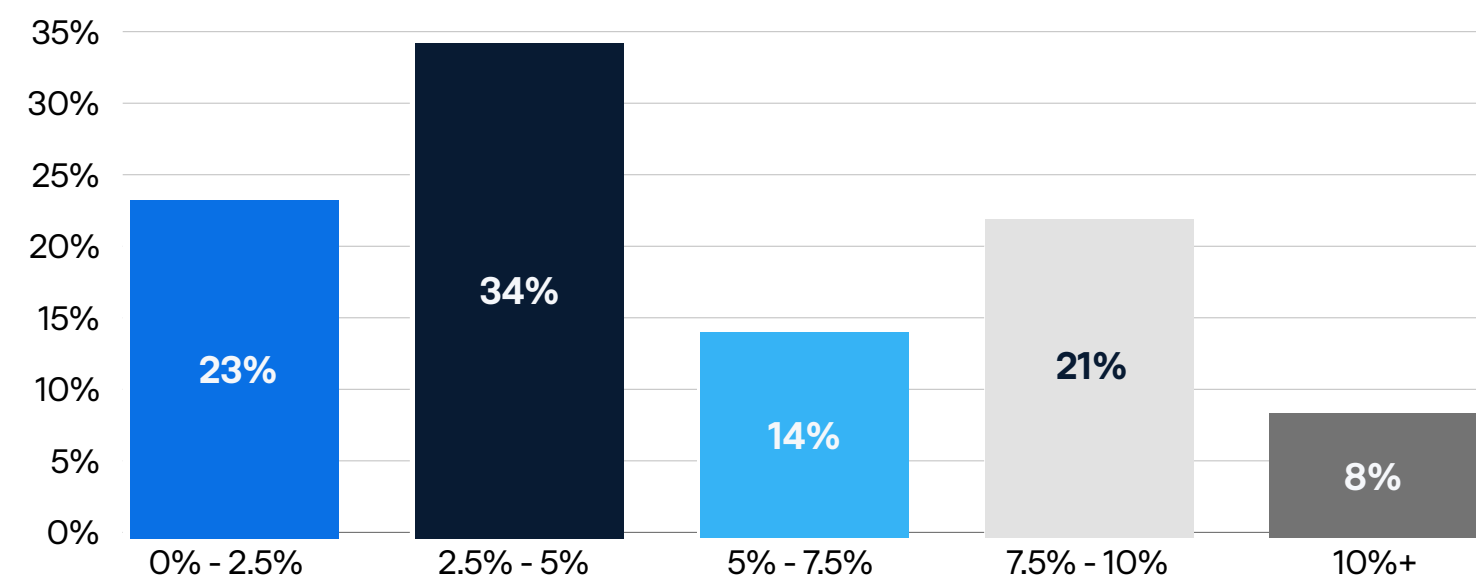


2 Building Stronger Sales & Marketing Processes

Successful movers aren't sitting on their hands waiting for the market to rebound—they're dialing in sales and marketing to make sure the business is ready to bounce back stronger than ever in 2025. And according to the data, there's plenty of work to be done.

Our research revealed that 38% of moving companies don't offer sales commission. Movers wanting to scale revenue in 2025 should consider incentivizing their teams by offering the standard 7% commission.

What is your salesperson average commission?



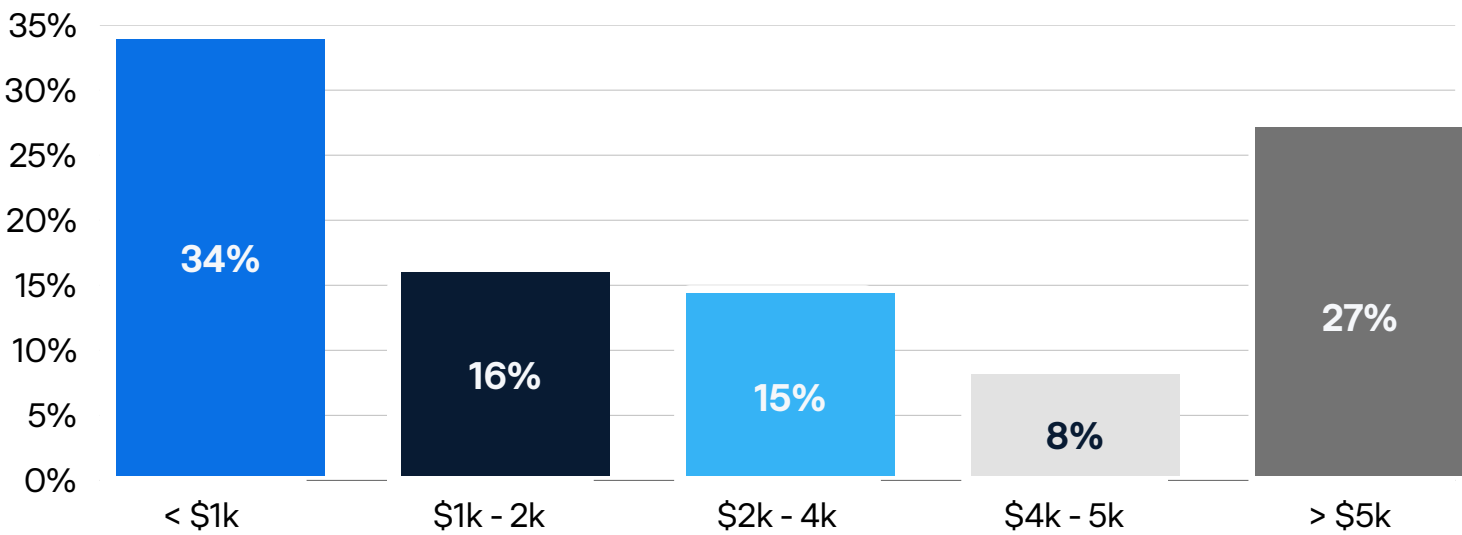
Movers can ensure their sales teams are performing by putting systems in place to track how quickly they're responding to leads, how often they're following up with opportunities, how much revenue they're booking, and more.

What are your top 3 lead sources?

- 1. Facebook
- 2. Repeat & Referrals
- 3. Instagram

Of course, it's not just about sales. Movers are putting their money where their mouths are when it comes to marketing. Half of companies report spending \$2,000 or more on ads each month, and the majority (52%) plan to increase their marketing budgets this year.

What is your monthly spend on ads?



Best-In-Class Comparison

Best-in-class companies spend more on marketing, with most (67%) spending upwards of \$5-10k per month. Most (60%) have affiliate programs, and 76% offer sales commission. These strategies appear to pay off. Not only do best-in-class companies reach their revenue goals—their salespeople book over \$75k more per year compared to average players (\$430,538 vs. \$354,509).

Best-in-class companies...

- ✓ Spend more on advertising
- ✓ Have affiliate programs
- ✓ Offer sales commission
- ✓ Book more \$ per salesperson

\$12,000

average monthly ad budget for best-in-class companies

60%

of best-in-class companies have an affiliate program, compared to 46% of non-best-in-class

>\$75k

more per year is booked by best-in-class salespeople



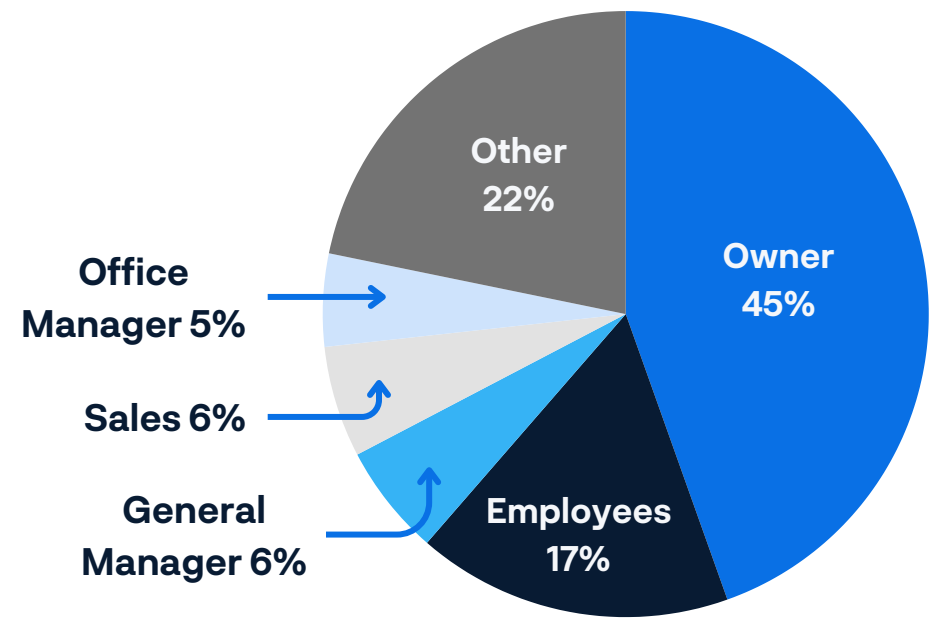
3 Improving Reviews & Reputation

In the cut-throat world of moving, reputation is everything, and in 2025, movers are more reliant than ever on social media and other online sources to drive business. Yet our data revealed a lot of room for improvement when it comes to managing online reputations.

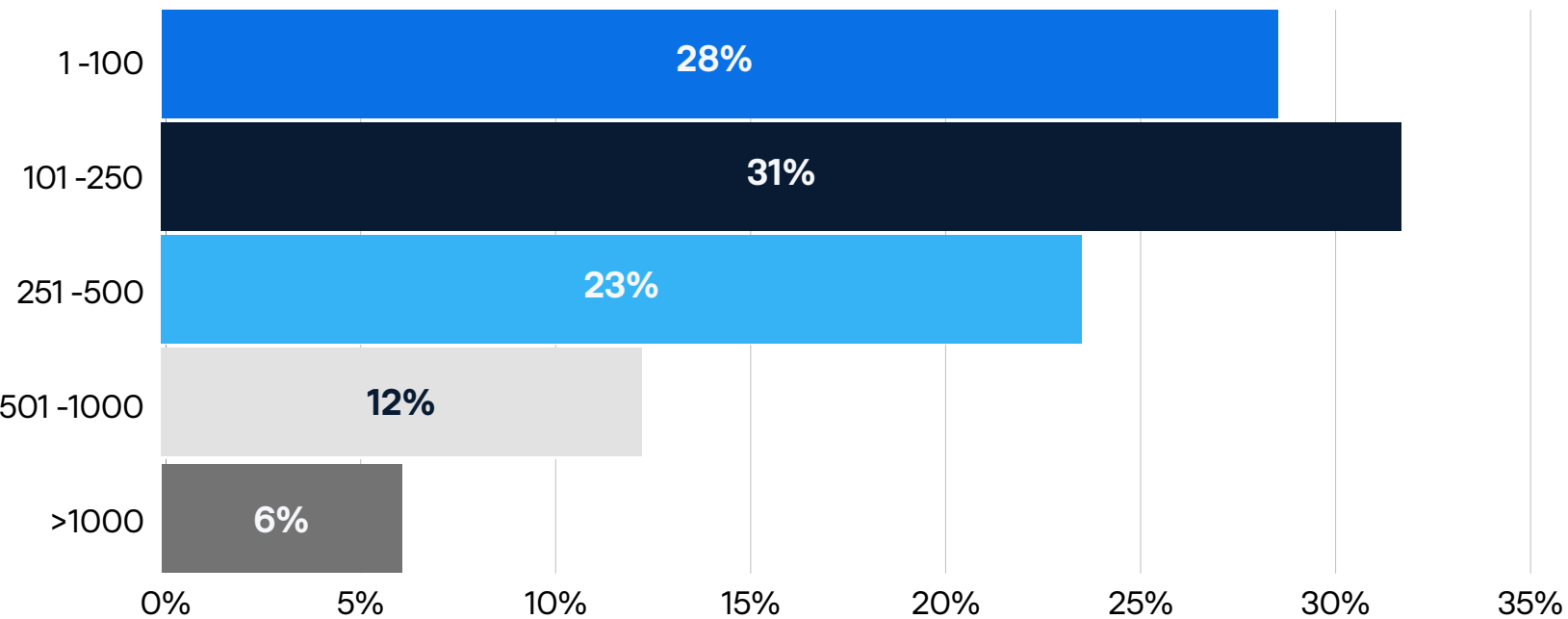
Most moving companies (95%) have an average 4-5 rating on Google, but 82% have less than 500 reviews. Considering review volume (how many reviews a company has) and review velocity (how often a company gets new reviews) are important ranking factors in Google’s algorithm, there’s a big opportunity for movers to separate themselves from the pack this year.

Our data also found that at almost half (45%) of moving companies, the owner or CEO is the one managing reviews, which creates a lot of busy work for leaders who are already stretched thin. Those who delegate and invest in processes to help manage reviews will have the best shot at getting ahead.

Who manages reviews at your company?



How many Google reviews do you have?



Best-In-Class Comparison

Best-in-class companies are serious about driving reviews, and it shows. They have nearly 2X as many reviews on average, compared to non-best-in-class companies (725 reviews vs. 399 reviews). In a climate of lower lead volume and rising ad costs, companies with more reviews come out on top, driving more organic business and reassuring customers that their service is worth every penny.

Best-in-class companies...

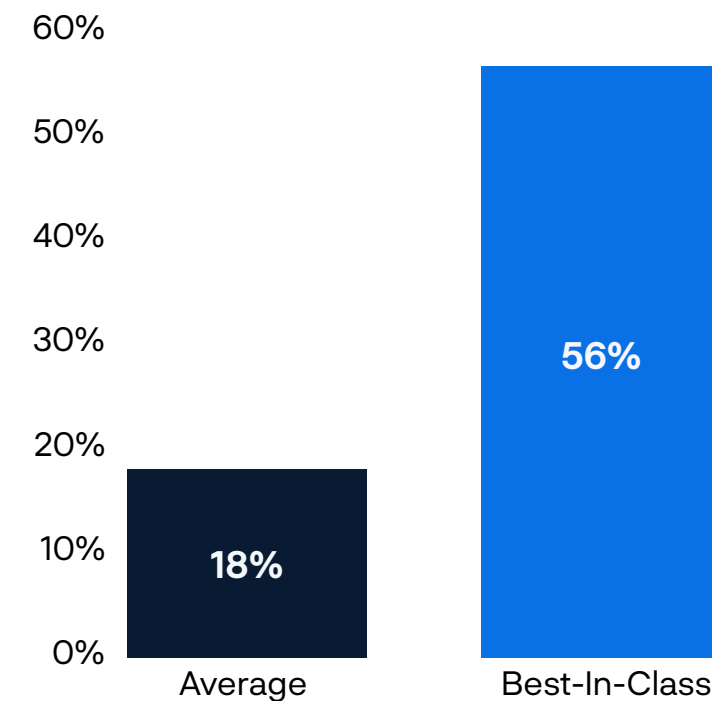
- ✓ Have more Google reviews
- ✓ Get more business from repeat business and referrals
- ✓ Assign someone who's not the owner or CEO to manage reviews



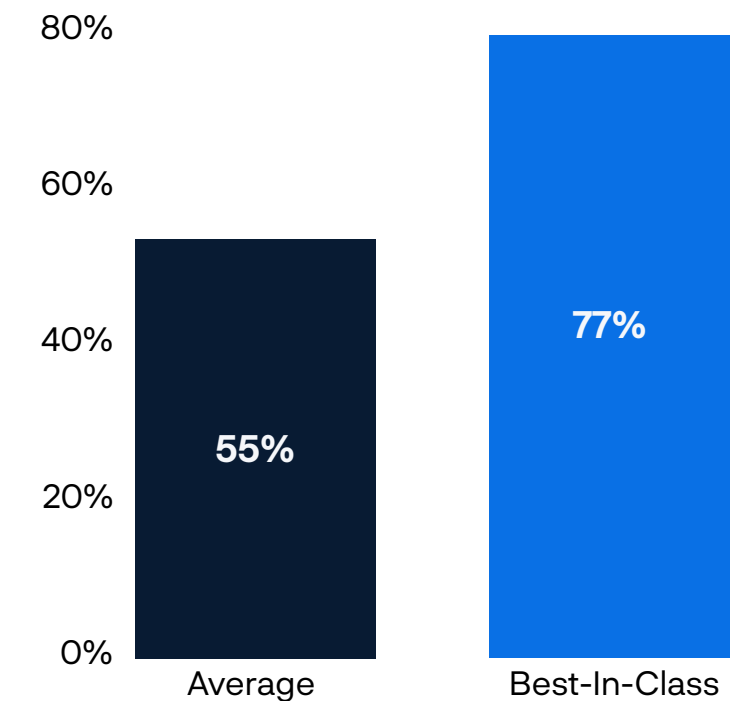
43%

of best-in-class
companies' revenue
comes from repeat /
referral

Does your company have >500 reviews?



Does the owner / CEO have help managing reviews?



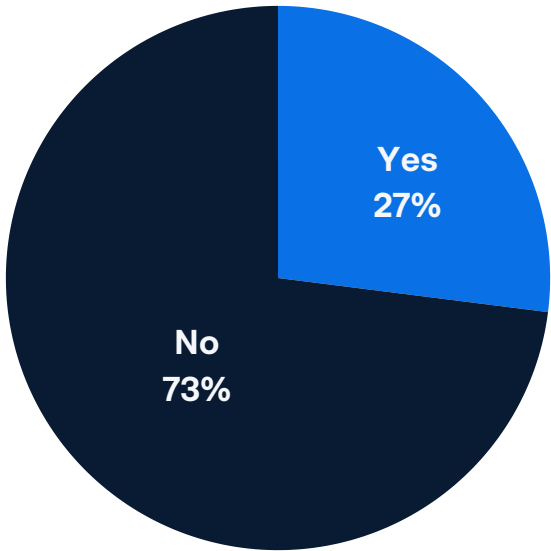
4 Offering Consumer Financing

After another year in a tight housing market, movers are coming up with new ways to meet customers’ needs. And consumer financing is a win-win.

By turning expensive moves into manageable monthly payments, moving companies are increasing the purchasing power of their customers, making it easier for them to afford moving services and additional services like packing, storage, and valuation, which might otherwise be out of budget.

Offering consumer financing is a great example of companies adapting to market conditions and winning business, without discounting their services.

Do you offer financing as a form of payment for your customers?

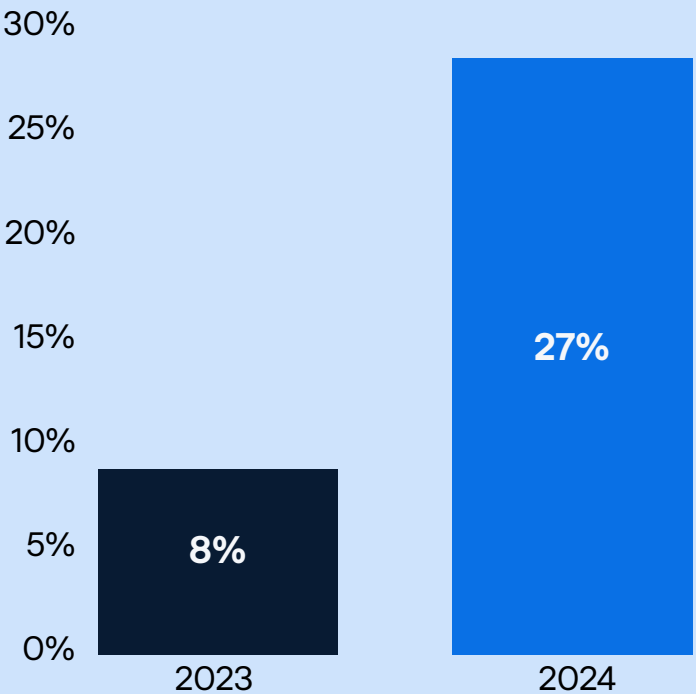


Best-In-Class Comparison

Data shows that best-in-class and non-best-in-class companies are equally likely to offer consumer financing as a payment option. This reveals an opportunity for all companies to increase revenue, especially those that didn’t meet their revenue goals last year.

Gaining the upper hand through financing will be easier for companies whose CRM supports multiple payment methods.

Do you offer financing as a form of payment for your customers?

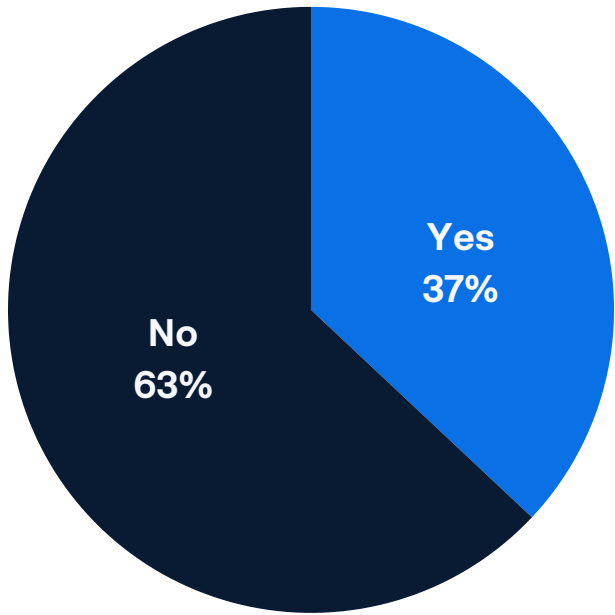


5 Using AI Across the Business

AI stayed a top trend for movers last year, and at a growing number of companies, it's not out of the ordinary to lean on bots for help. But what exactly are movers using AI tools for? According to one respondent, "pretty much everything."

More than a third (37%) of movers have adopted AI, and they're not just using it for simple tasks, like checking grammar and organizing notes. Movers are entrusting AI to help with key business processes, from sales and marketing to operations and training.

Do you use any AI tools? Which AI tools do you use?



- 1. ChatGPT
- 2. Yembo
- 3. DialPad
- 4. Google Gemini

Admin / General

- Checking grammar
- Organizing notes
- Researching and brainstorming

Marketing

- Creating lead forms
- Writing review responses
- Creating marketing content (blogs, emails, graphics, social posts)

Operations

- Virtual surveys
- Creating standard operating procedures (SOPs)

Sales / Support

- Answering calls
- Transcribing and summarizing calls
- Sales training

Training

- Creating training content (scripts, SOPs, templates)



Best-In-Class Comparison

When it comes to AI, there isn't yet a gap between best-in-class and non-best-in-class companies. According to our data, moving companies of all shapes and sizes are willing to try AI, from big established players to young and hungry businesses.

This represents a rare opportunity to gain ground. For early adopters, the race is on to test out new use cases, train their bots, and untap the full potential of AI.



ChatGPT is the most commonly used AI tool at moving companies.

Key Takeaways

Movers who survived the last several years in a down economy are more resilient than ever. Armed with hard lessons and new business strategies, they're driving forward—regardless of what happens with the economy.

Zero in on profit: Up against economic headwinds and rising operational costs, the best thing you can do for your business is maximize profitability. Start by tracking your profit per job to see which jobs have the highest return (such as local 3-bedroom homes, upscale neighborhoods, etc.) versus jobs that barely break even. Use this insight to book more of your most profitable jobs, then set up goals and processes to always stay above your target profit percentage.

Invest in sales and marketing: With more than half of movers planning to increase marketing budgets this year, you don't want to be outmaneuvered. Now's the time to pinpoint your most profitable channels and double down. On the sale side, the more you invest in your team's success, the higher your bookings will be. This includes finetuning your lead routing, scripts, and follow-up processes, as well as offering sales commission as an incentive to book more—and bigger!—jobs.

Build a review-generating machine: Considering most (96%) of moving companies have a 4-5 star rating, great reviews are table stakes. To separate your business and outshine competitors, focus on driving volume. That means setting goals (such as “35 new reviews per week” or “reviews from 70% of jobs”). Also dial in your processes for asking for, getting alerted, and responding to new reviews. Don't be afraid to lean on automation to help you scale!

Offer flexible payment options: Moving is expensive, and in a price-sensitive market, businesses that offer flexible payment options will come out on top. By offering consumer financing, you secure immediate payment for your moving services while allowing customers to pay over time. This reduces the financial strain of moving and gives customers more purchasing power. Plus, your business benefits from steady cash flow, especially in an unpredictable economy.

Experiment with AI: Last year's buzzword is this year's go-to tool for offloading and accelerating important tasks in moving. While there's certainly a “shiny and new” halo around AI, movers are leaning into practical use cases like answering calls, responding to reviews, and creating marketing content to help them scale in 2025. Approach AI with a healthy mix of caution and curiosity. And keep experimenting—even small efficiency gains can snowball into big wins for your business!

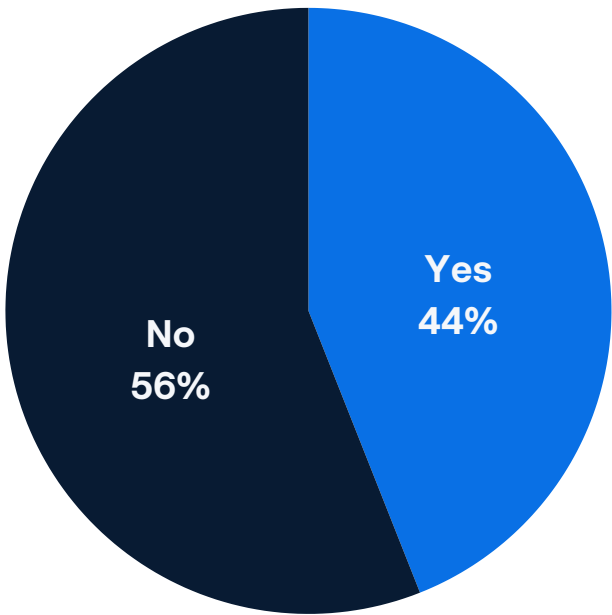


Industry Benchmarks

Revenue



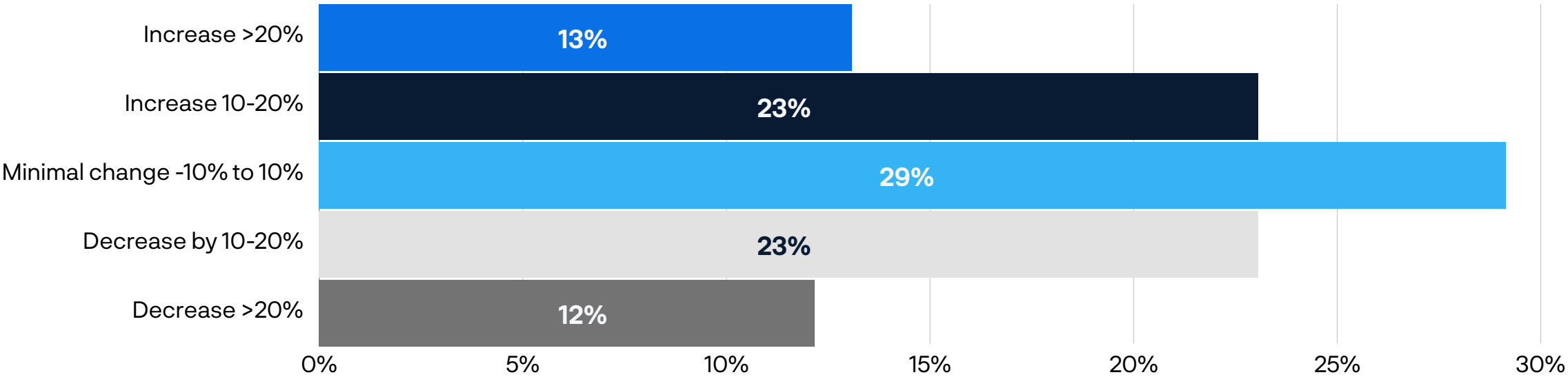
Did your company meet its revenue goals in 2024?



Rank these in order of highest percent of revenue spent to lowest.

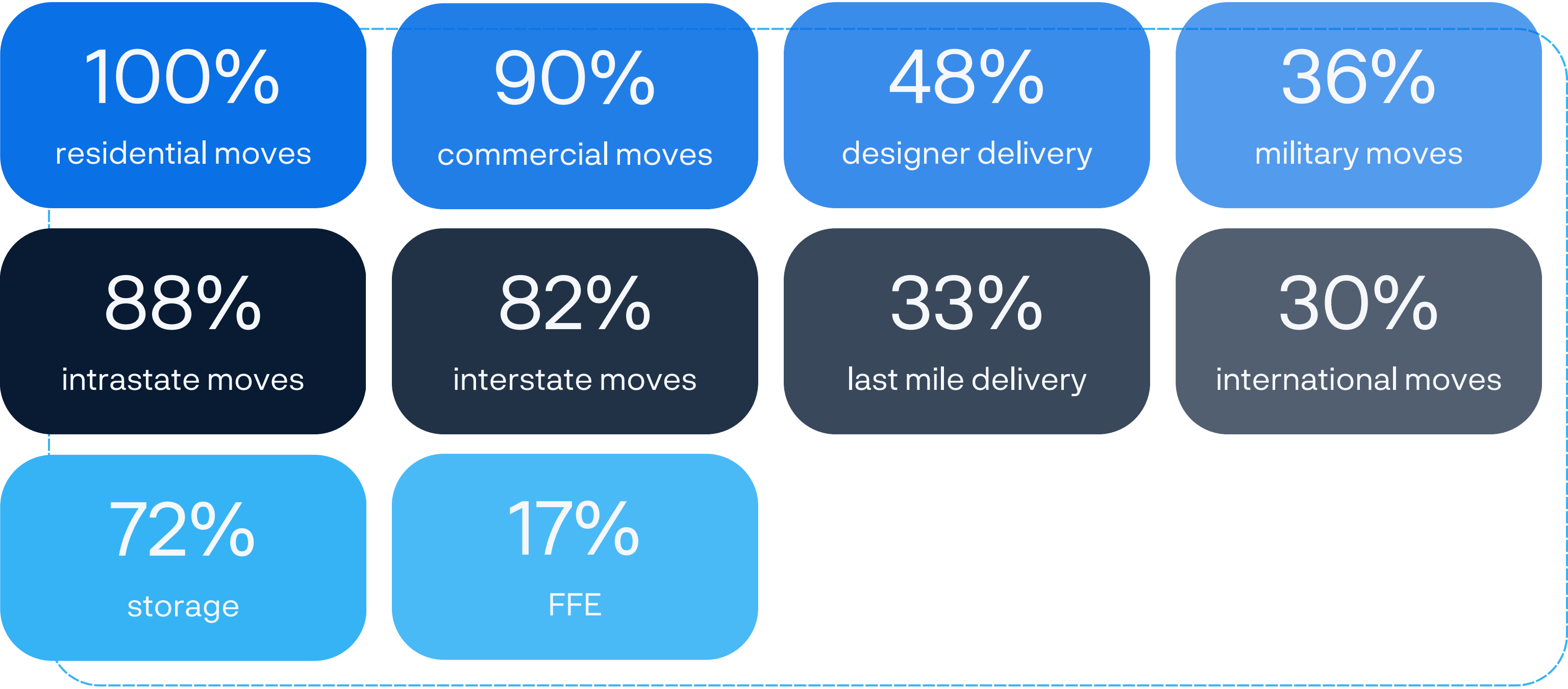
- 1. Labor
- 2. Marketing
- 3. Fuel
- 4. Facilities
- 5. Truck Maintenance
- 6. Materials

What has been your revenue trend in the last 12 months?



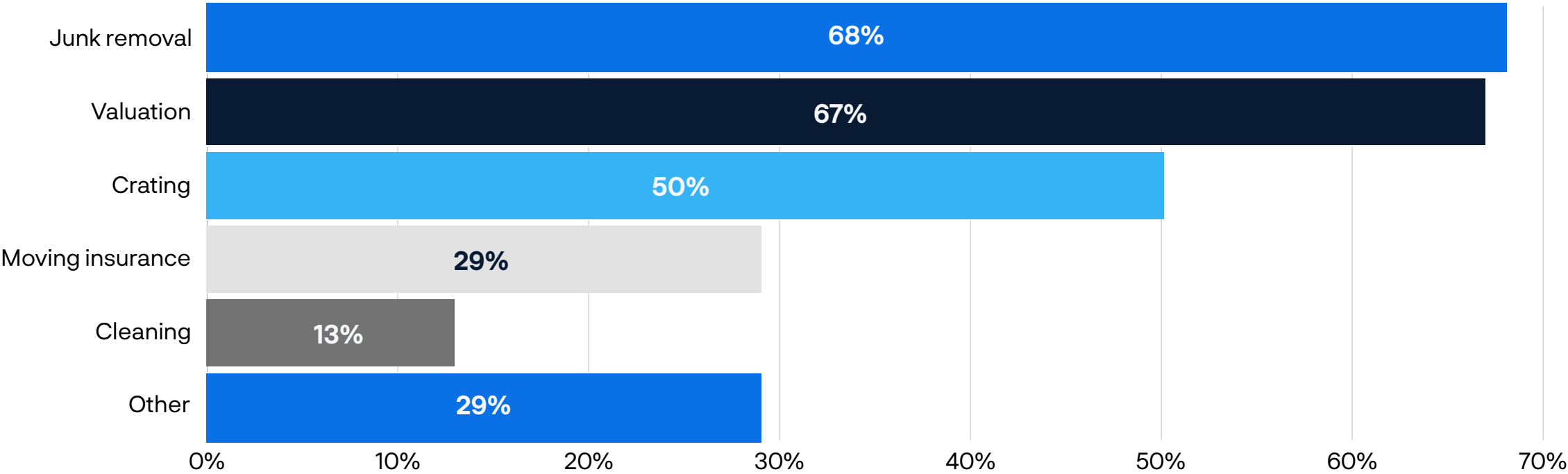
Moving Services

What types of services do you provide?

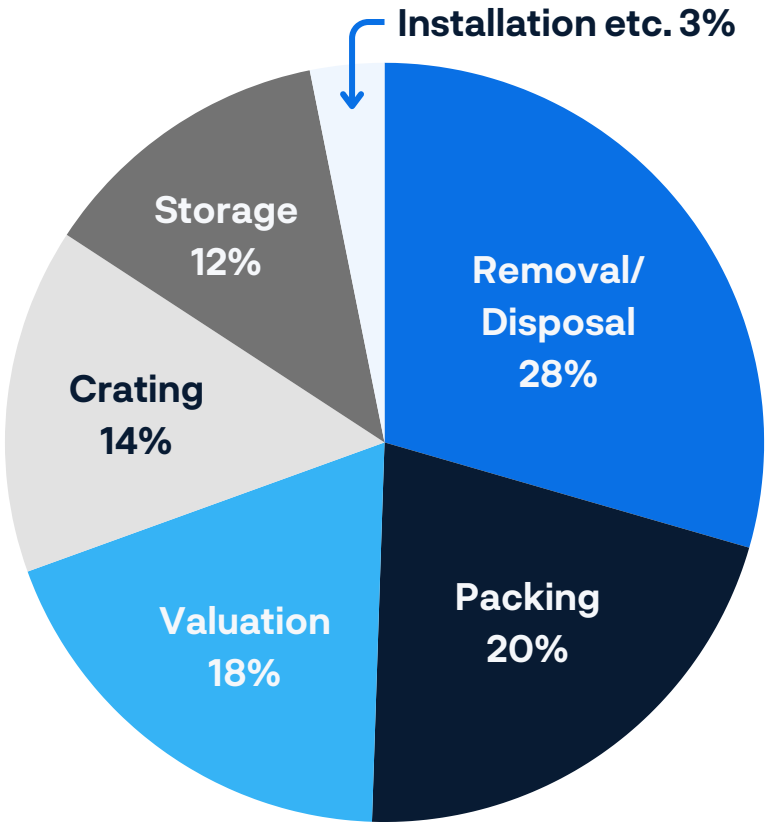


Ancillary Services

What ancillary services do you provide?



Which ancillary service creates the most revenue for your company?



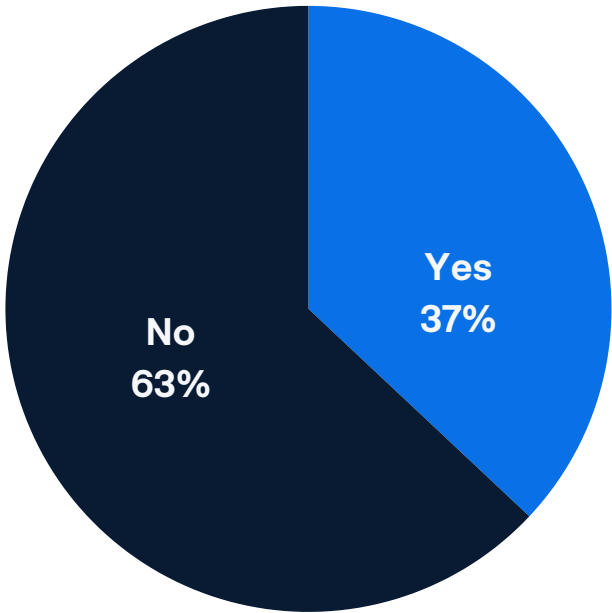
What other services do you provide?



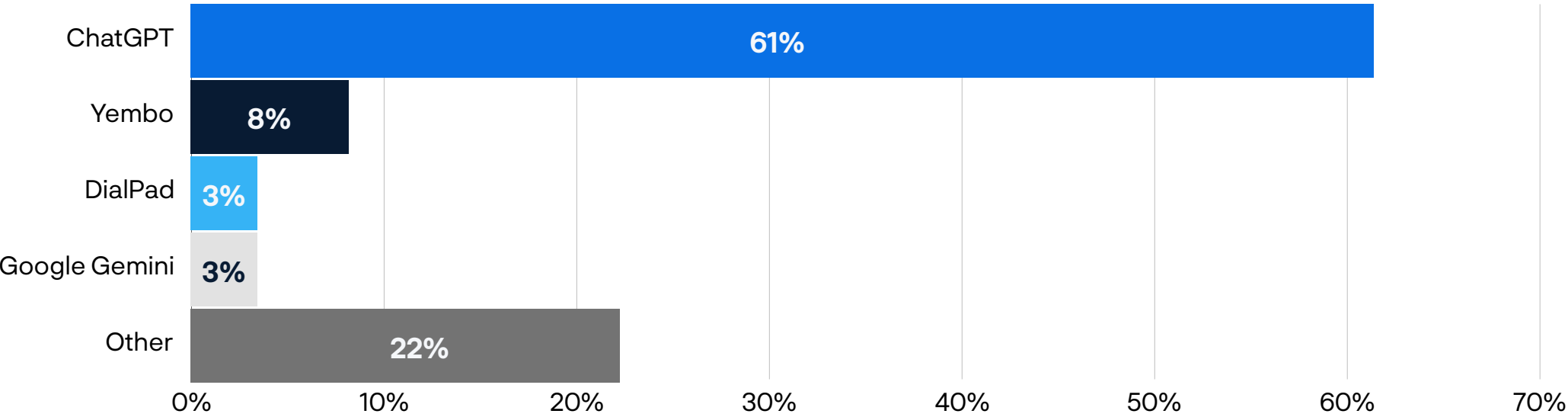
AI Tools



Do you use any AI tools?

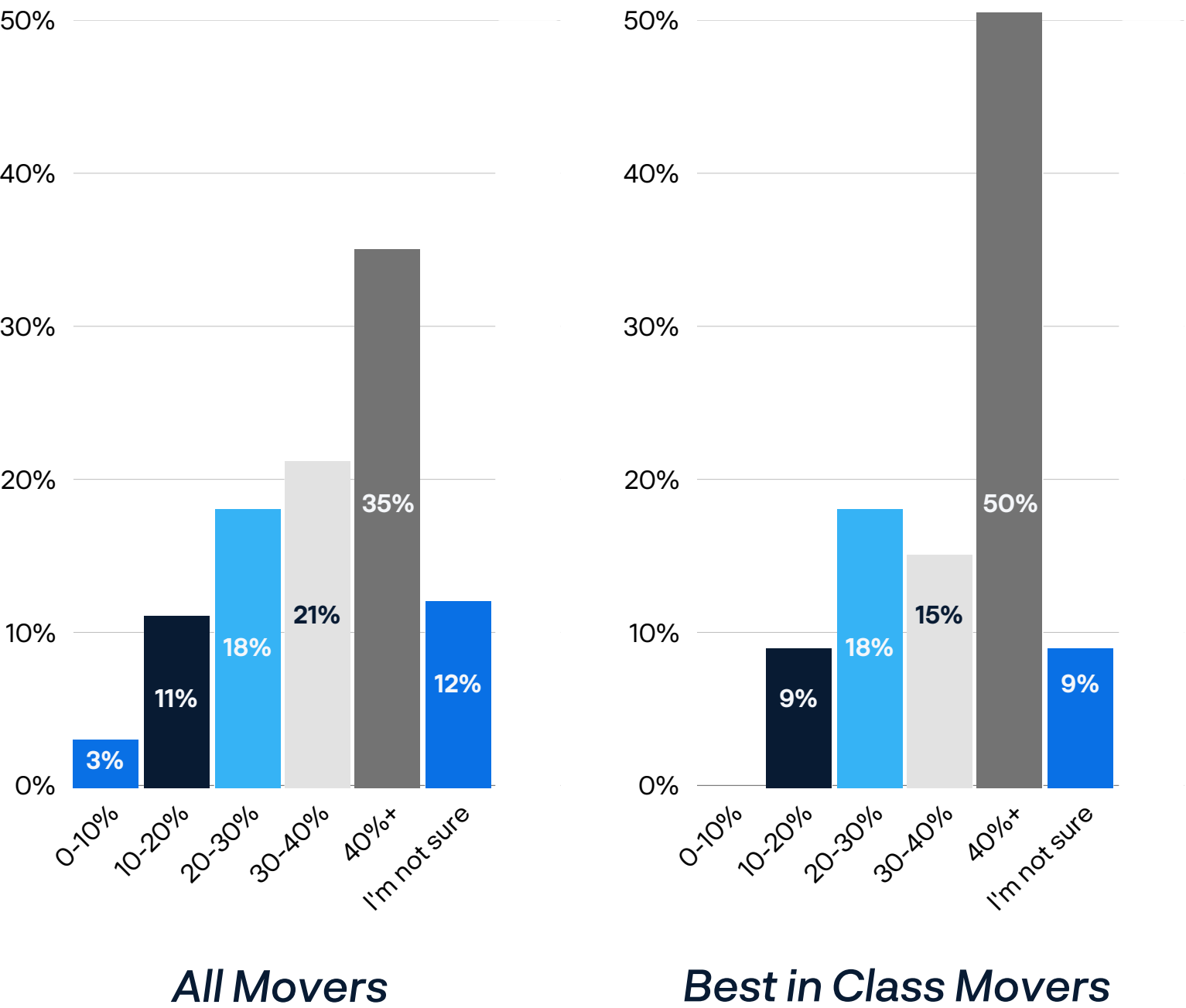


Which AI tools do you use?



Conversion Rate

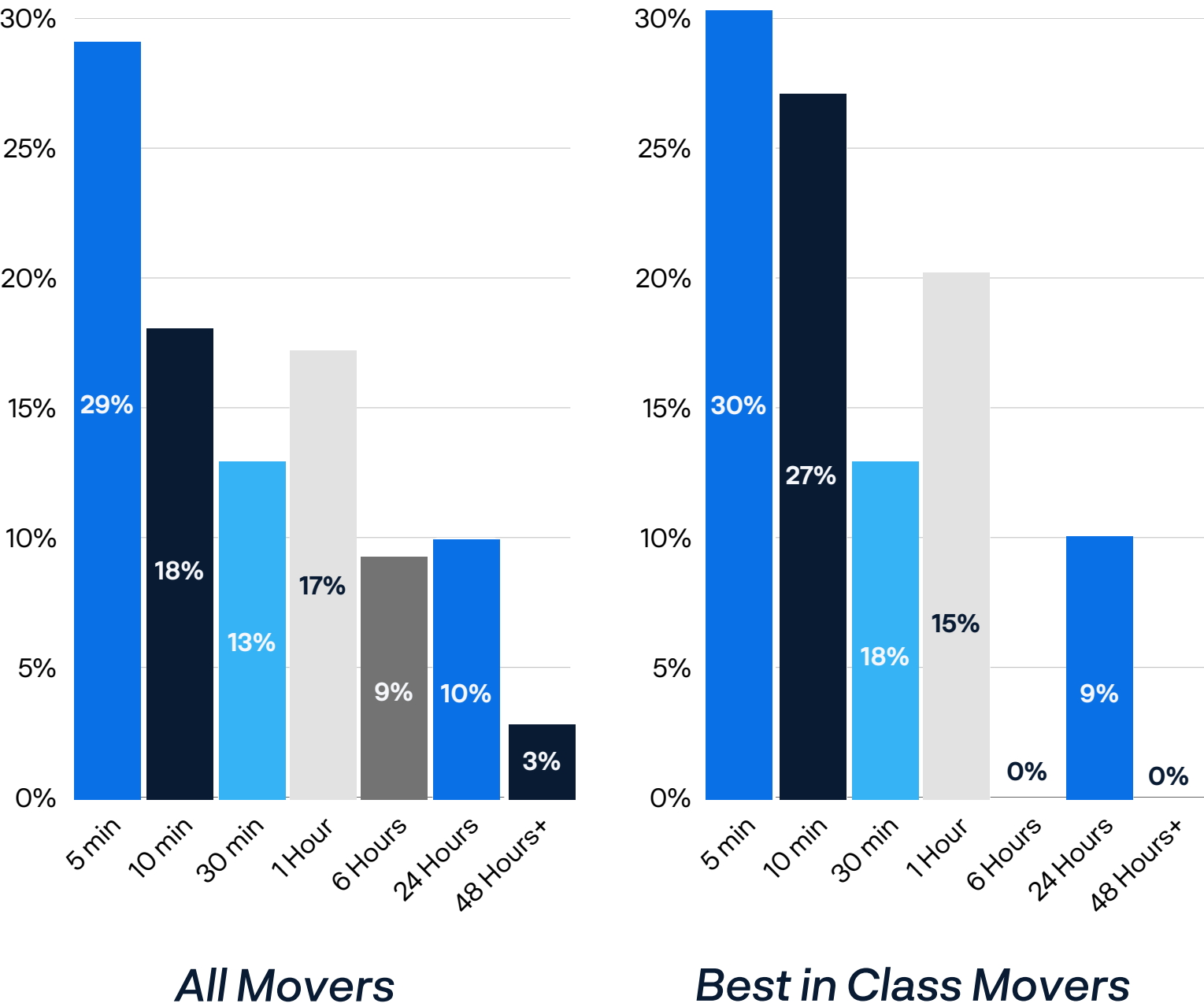
What is your conversion rate from leads to booked jobs?



3 days
on average to book
a job

Speed to Lead

How long does it take on average for a salesperson to respond to a new lead?



What percent of movers answer leads in less than 10 minutes?



Sales

\$363k
average revenue per salesperson

62%
of salespeople earn commission

7%
is the average commission earned



Surveys

an average of
34%
surveys are done onsite



an average of
52%
surveys are done by phone

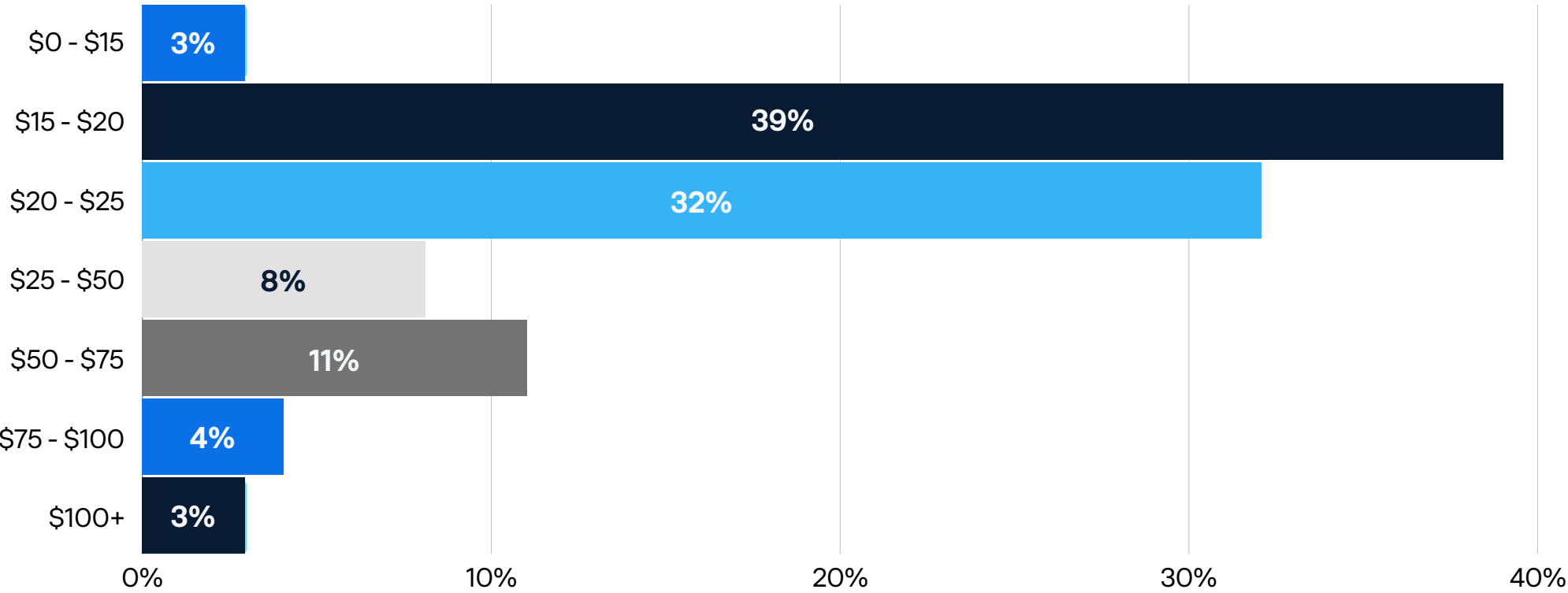


an average of
14%
surveys are done by video



Crew

What is your current hourly rate for crew members?



\$22

is the median hourly rate for crew

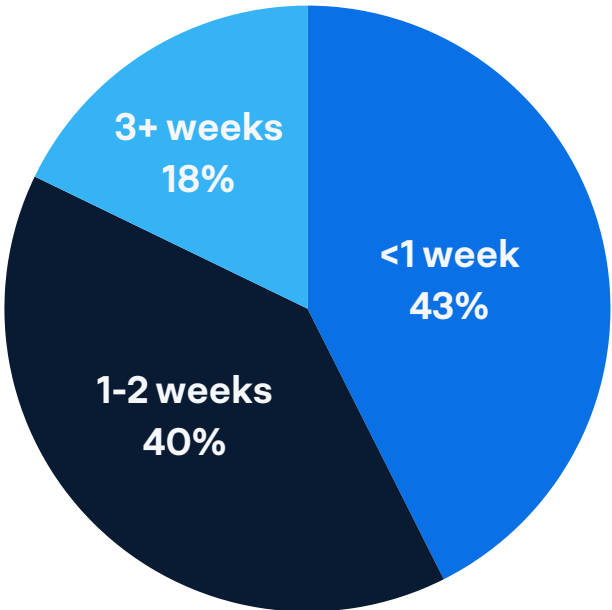
38%

of companies have an average tenure of 2+ years with their movers

What keeps your crew motivated?
Rank from most motivating to least.

- 1. Great pay rate
- 2. Bonus/incentives
- 3. Employee recognition
- 4. Extra PTO

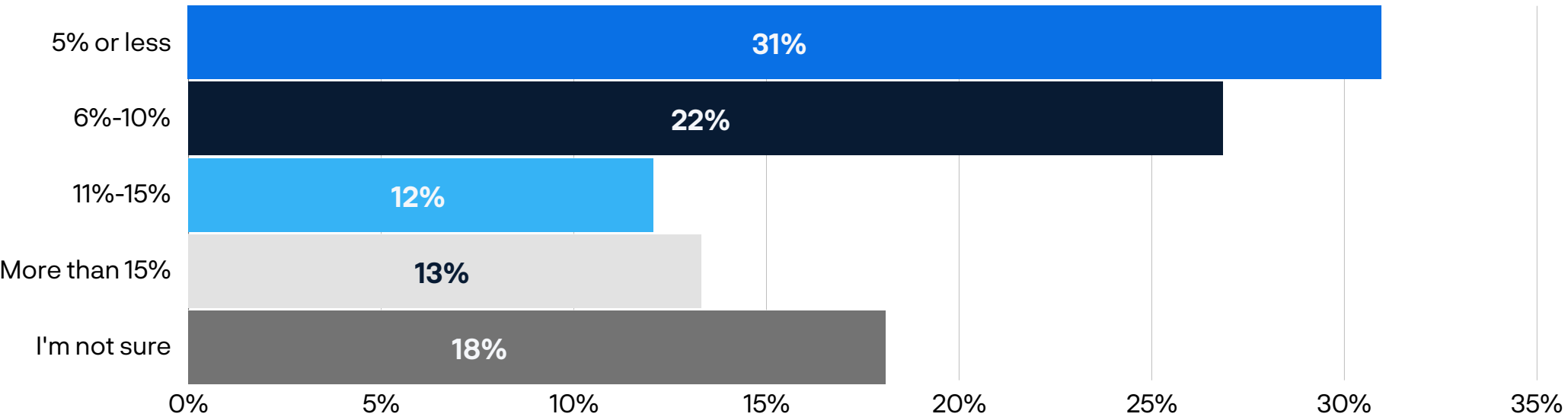
How long does it take you to hire a new crew member?



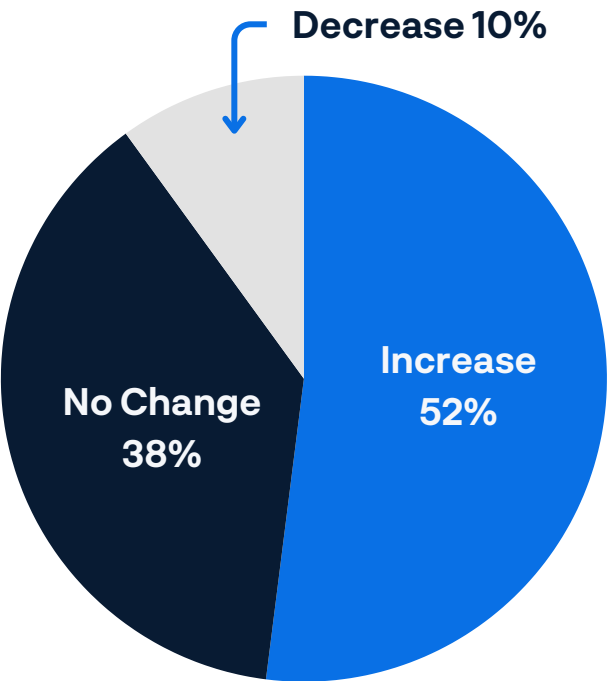
Marketing



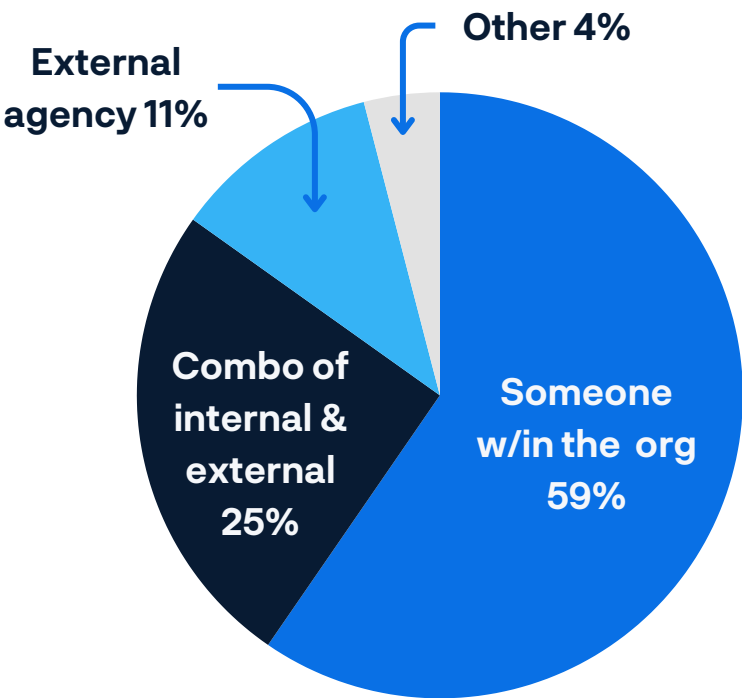
Approximately how much is your marketing budget as percent of revenue?



How will your marketing budget change next year?



Who manages your marketing spend and strategy?



Leads Sources

61%

of movers are running
paid ads

Google

is the top ad platform
for movers

24%

of movers are running
ads on Facebook

\$6,300

is the average monthly
spend on paid ads

84%

of movers get leads
from referrals

48%

of movers have a referral
or affiliate program

Realtors

are the top partner in
referrals programs

37%

average % of revenue that
comes from referrals

Facebook

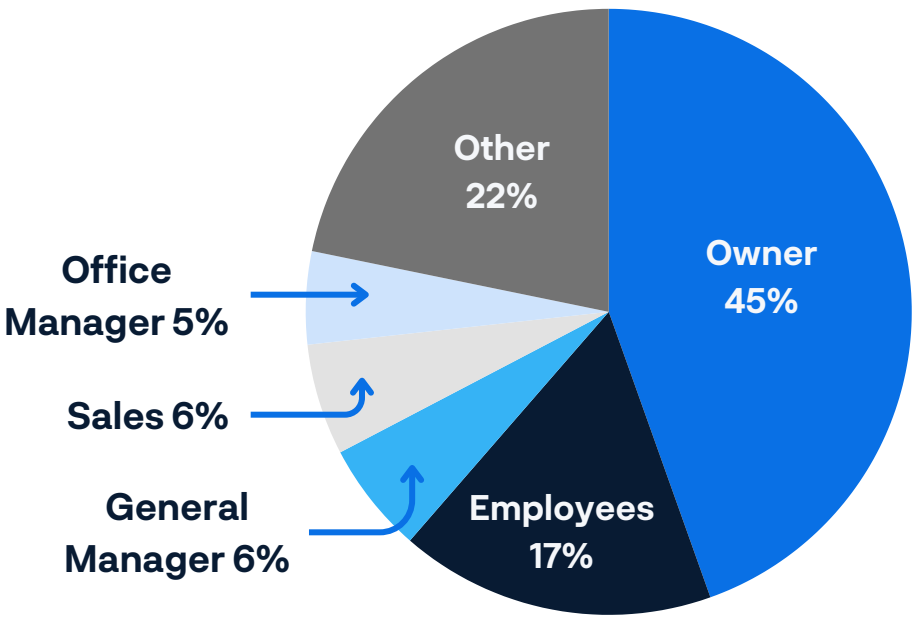
is the top lead source
for movers



Reviews

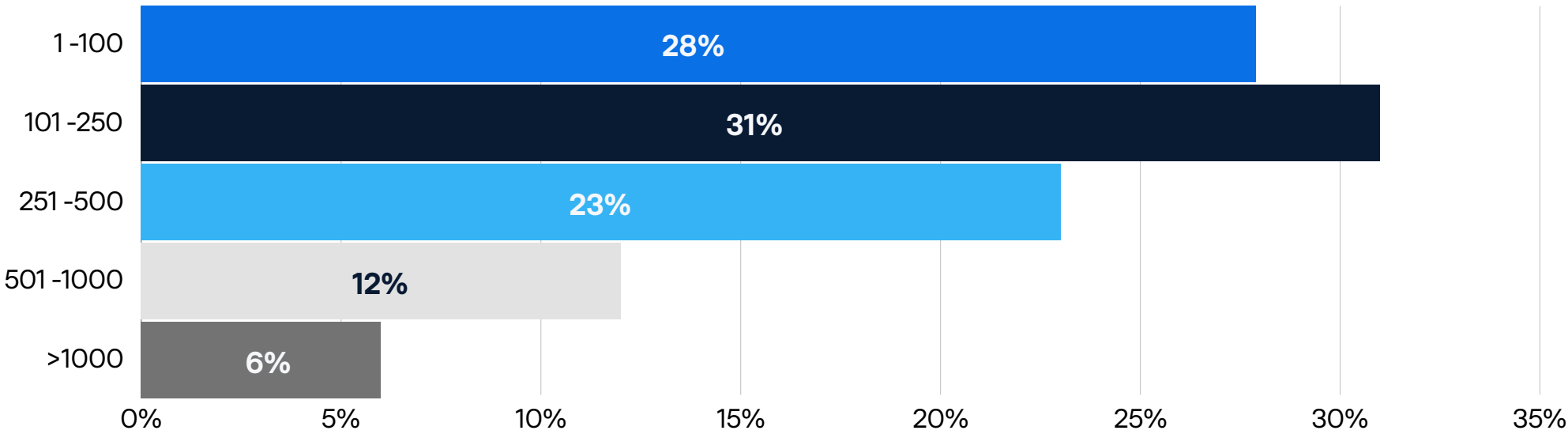


Who manages reviews at your company?



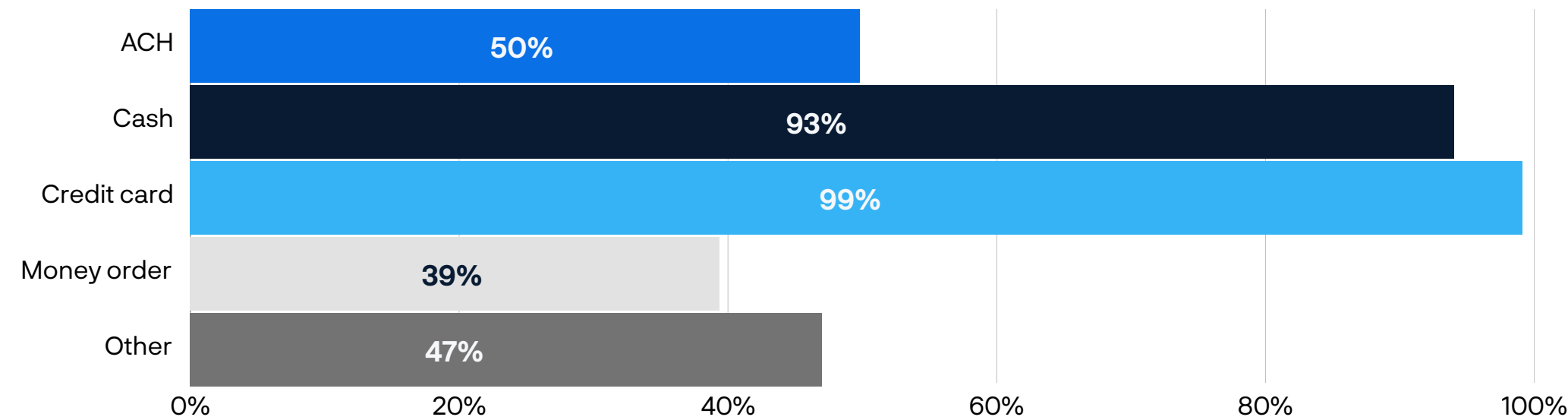
4.8
is the average Google
review rating for movers

How many Google reviews do you have?

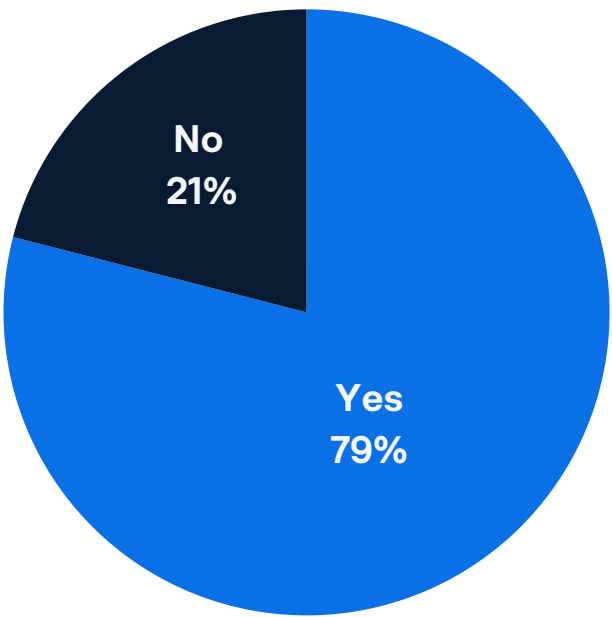


Payments

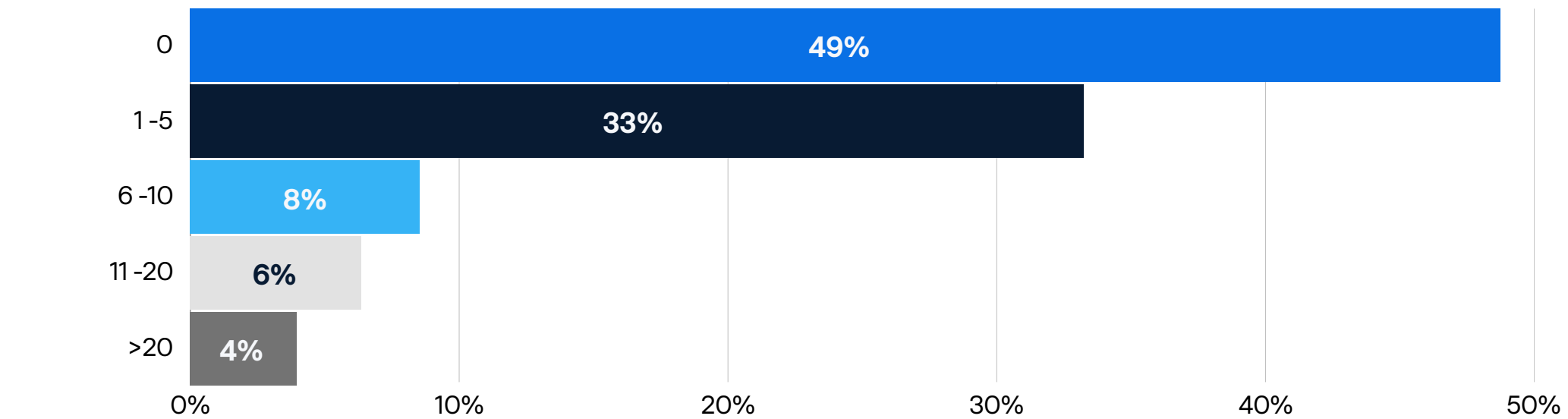
What type of payments do you accept?



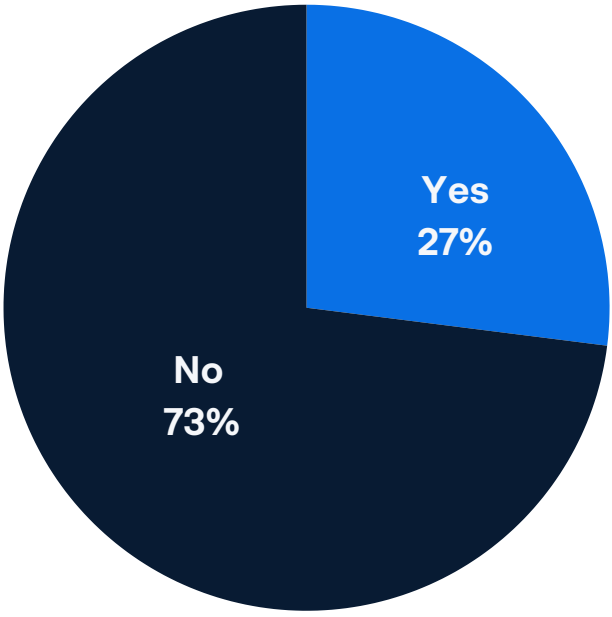
Do you take deposits?



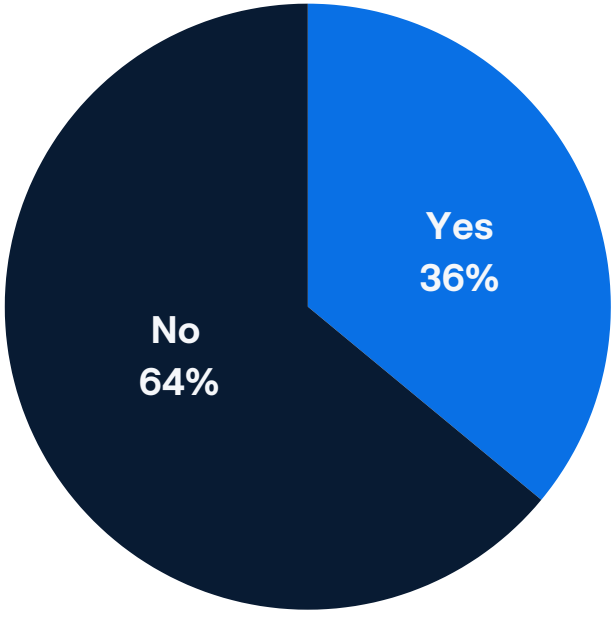
How many charge backs did you see come through this year?



Do you offer financing?

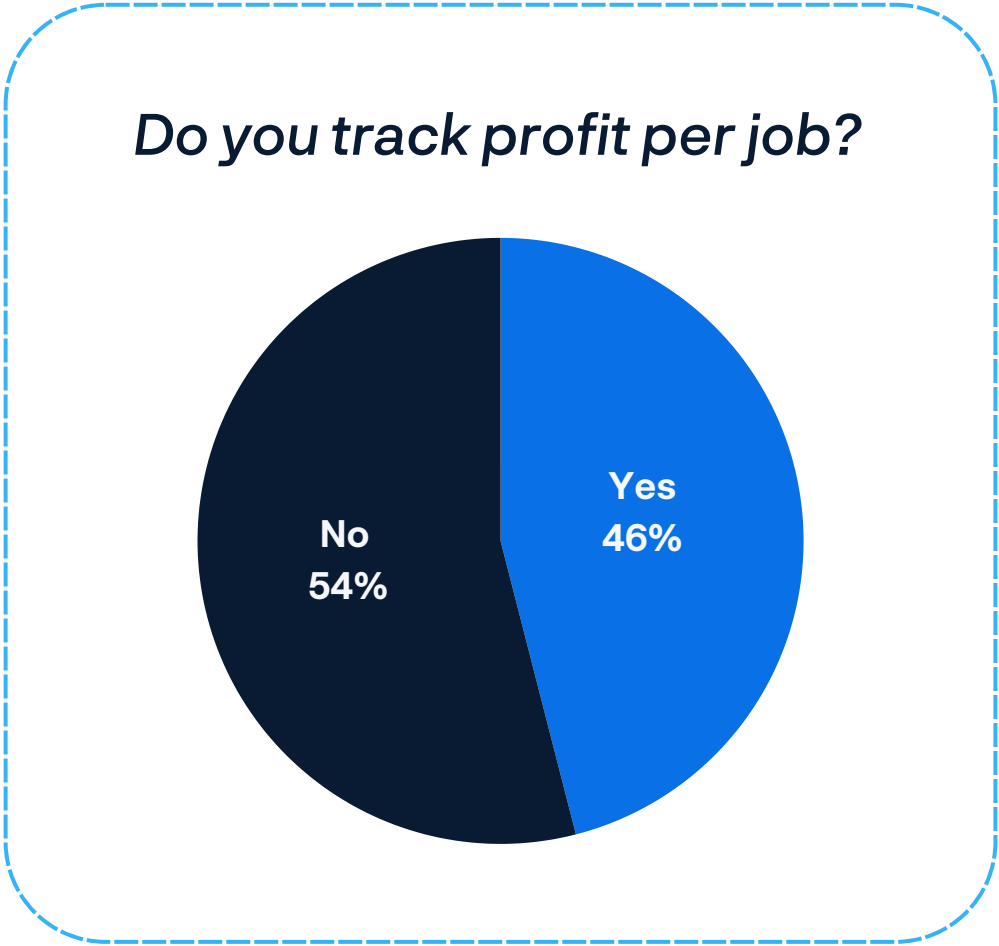
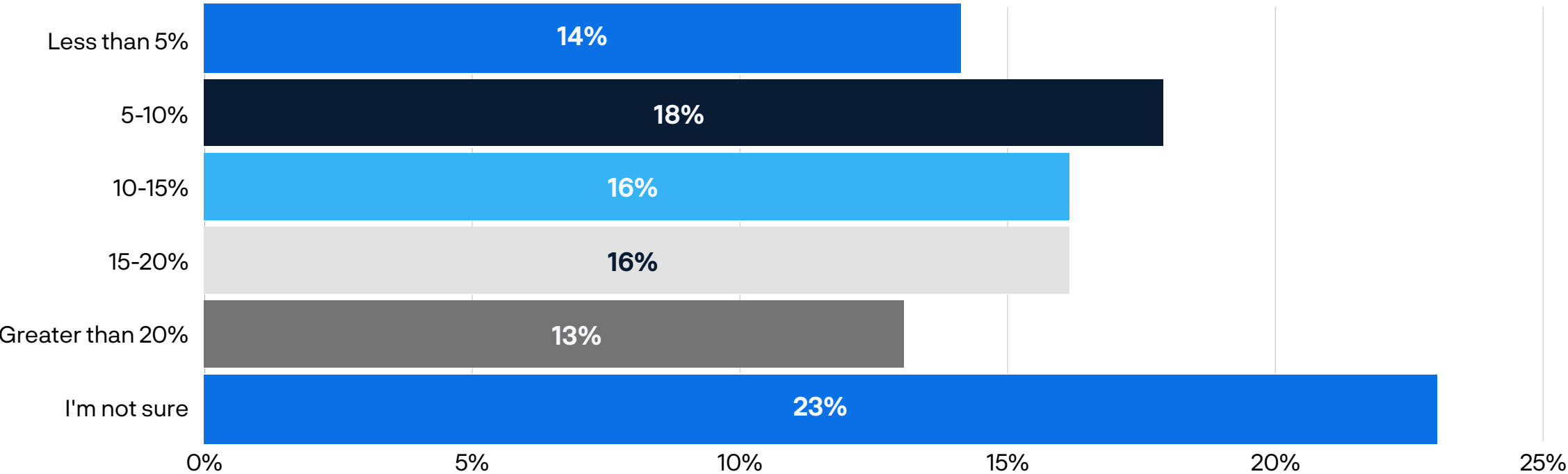


Have you taken out a business line of credit or cash advance loan?



Profits

What is your net profit margin?



32%

of movers have < 1% claims ratio

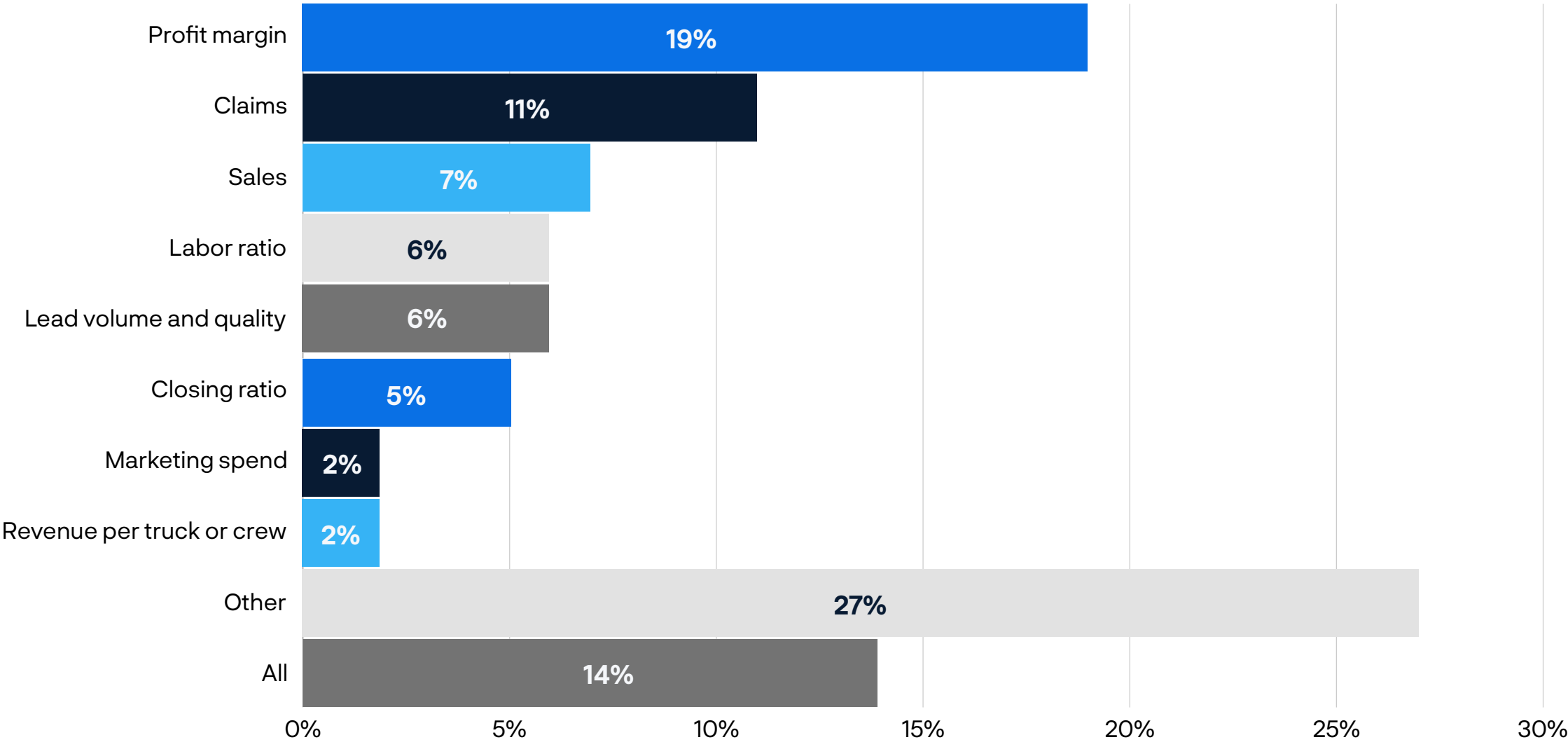
3%

is the average claim ratio

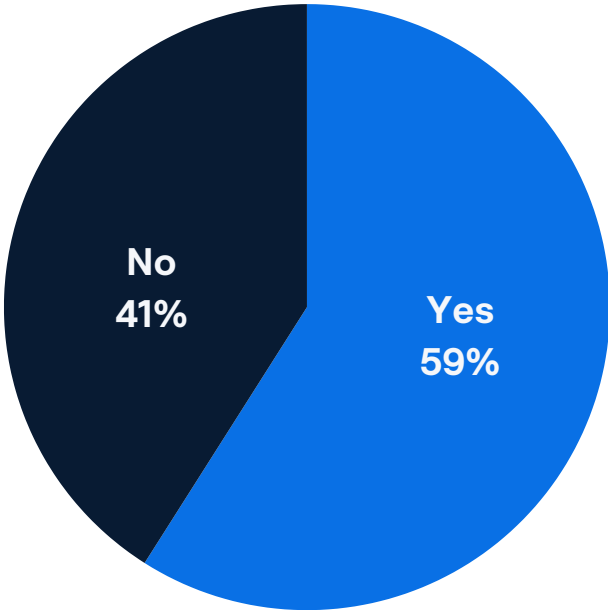


KPIs

What KPIs do you want to improve in 2025?

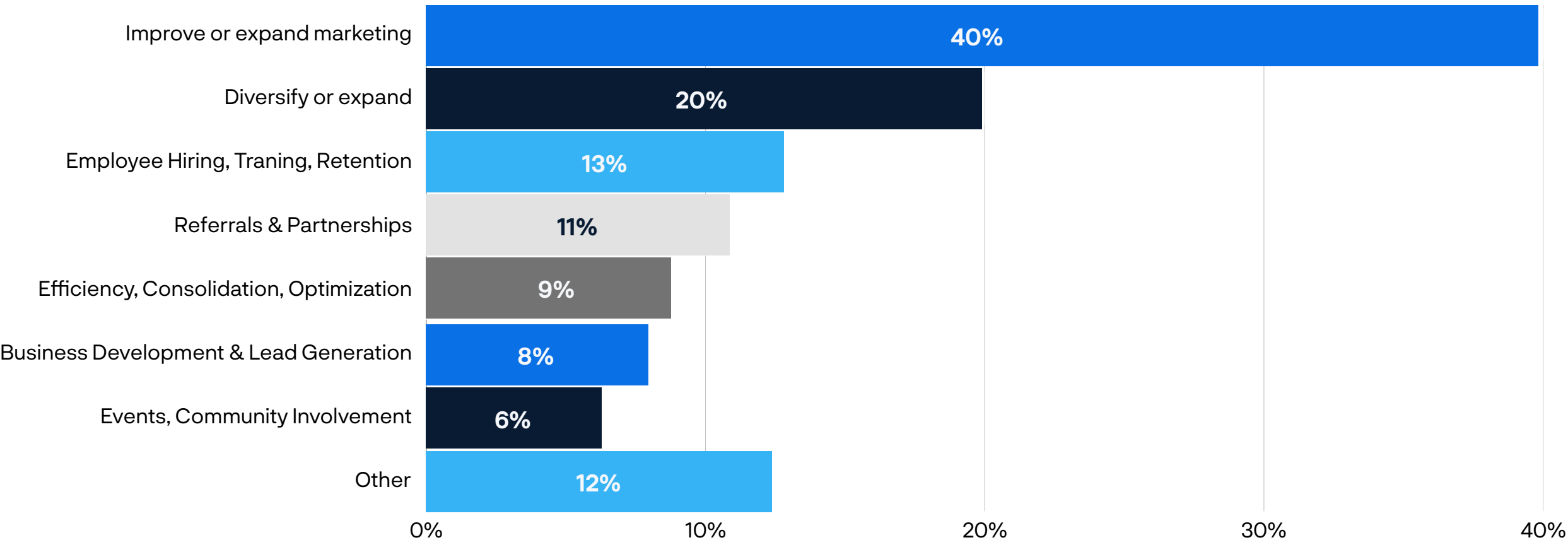


Are you able to track the most important KPIs for your company?



2025

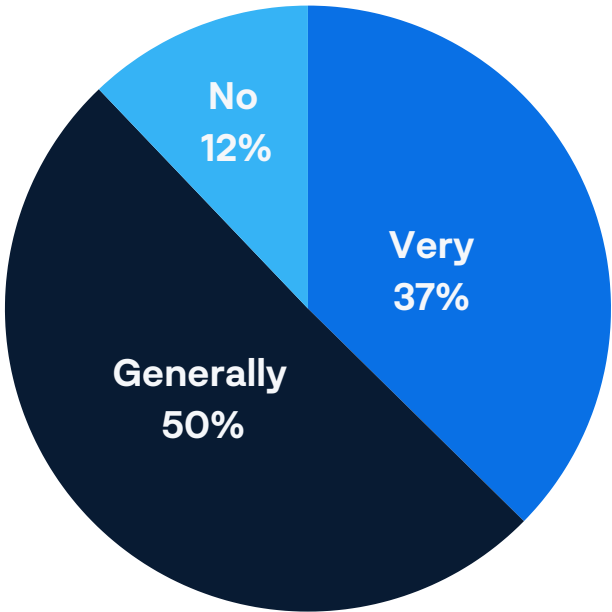
What new business strategies will you implement in 2025?



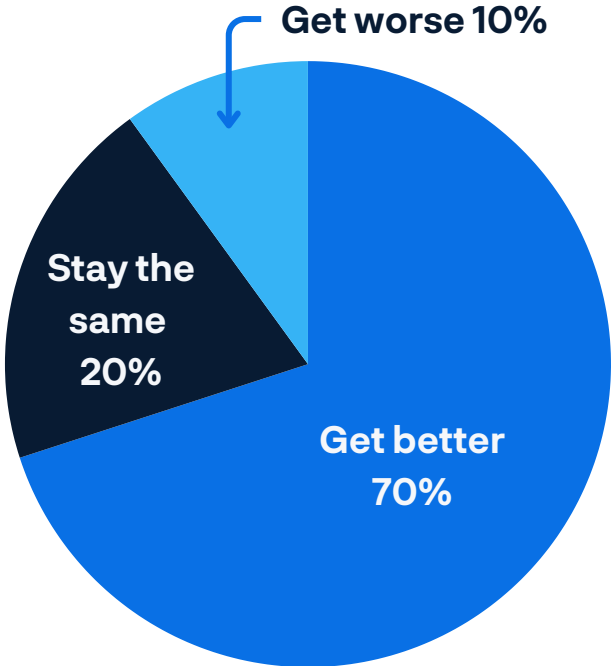
66%
of movers will
increase prices 2025

94%
of movers will increase
prices by less than 10%

Are you optimistic about the year ahead?



What do you expect of the economy in 2025?

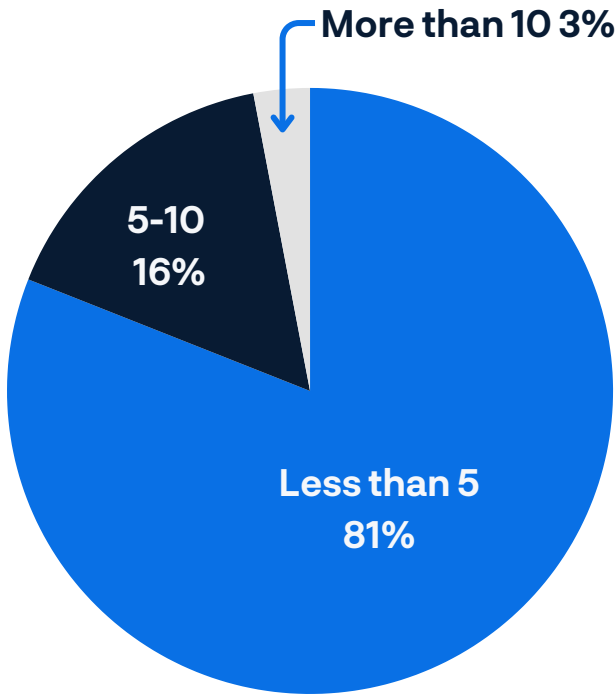


Software

What software do you use in your company?

- 1. Ring Central
- 2. Microsoft Office
- 3. SmartMoving
- 4. Google Suite
- 5. Samsara
- 6. Connecteam
- 7. Square
- 8. Yembo

How many total software tools do you use in your company?



19%

of movers are looking to purchase new software in 2025

79%

of movers use a CRM

52%

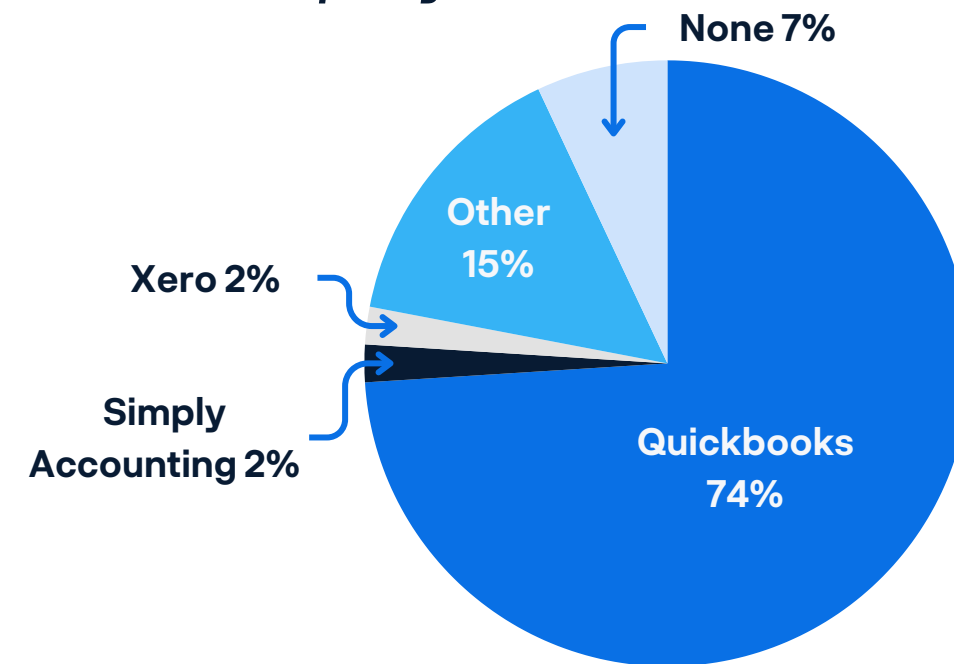
of movers use email marketing software

Software & Suppliers

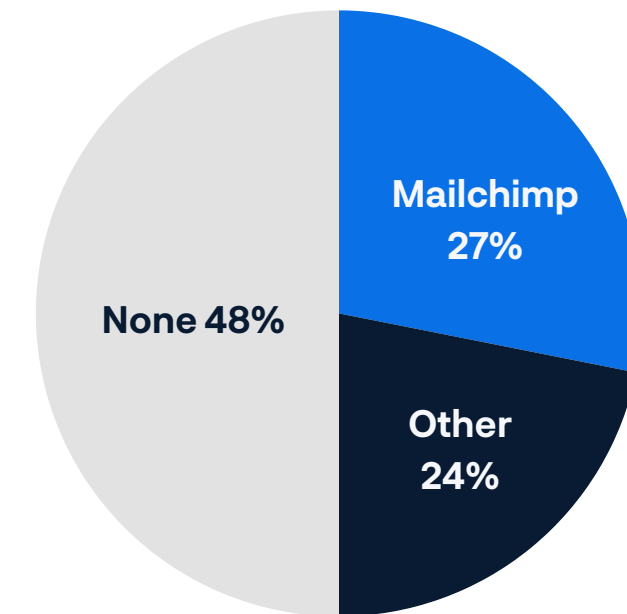
Who are your top suppliers for packing supplies and equipment?

1. New Haven
2. Victory
3. Uhaul
4. United
5. Chris Lapi
6. CDS
7. Home Depot
8. Advantage

What accounting software does your company use?



What email marketing software does your company use?



Which online reputation management software do you use?

1. SmartMoving
2. Consumer Fusion
3. BirdEye
4. Podium

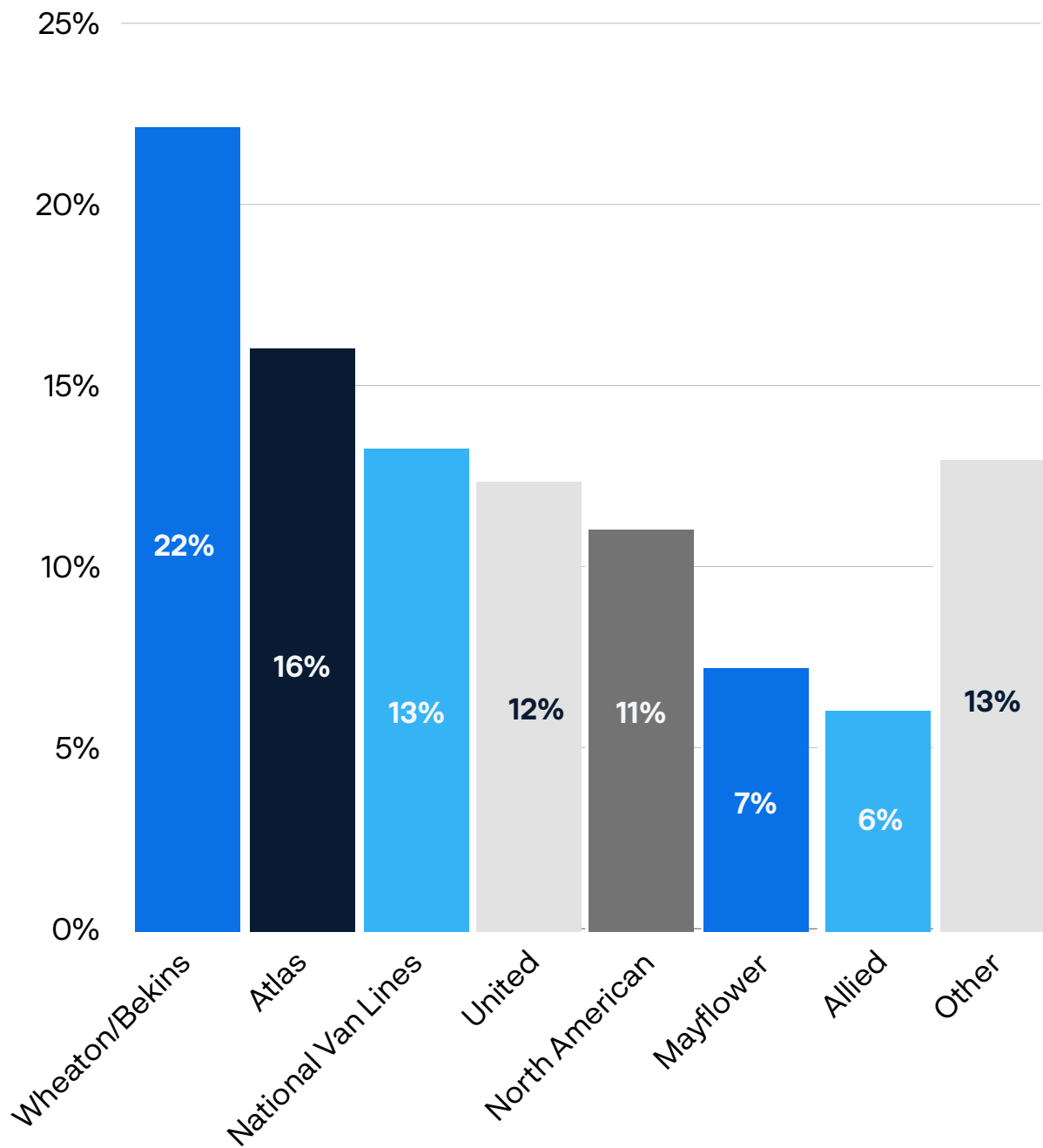
22%

of movers use online reputation management software



Van Lines

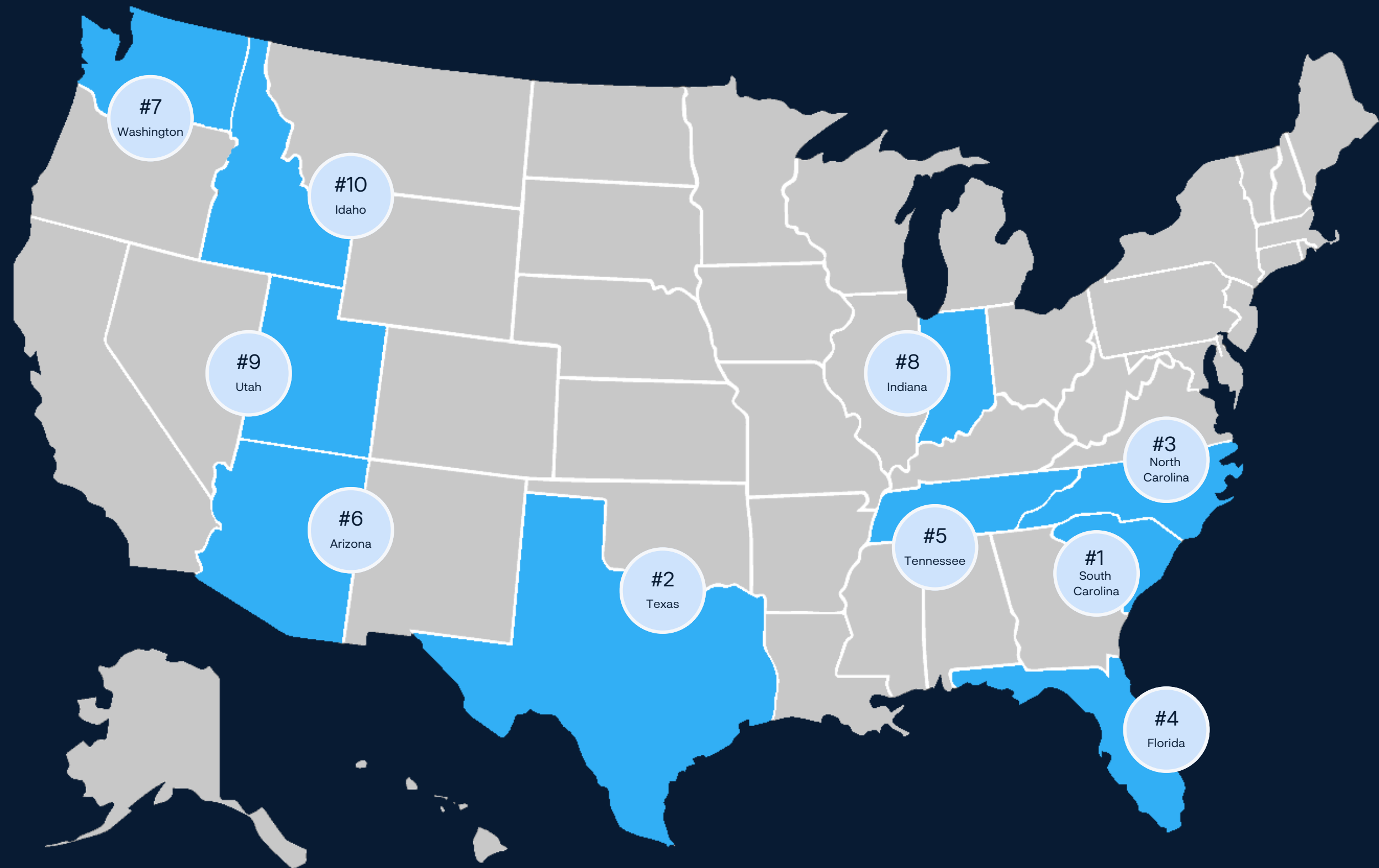
Which van line do you belong to?



26%
of movers are part of
a van line

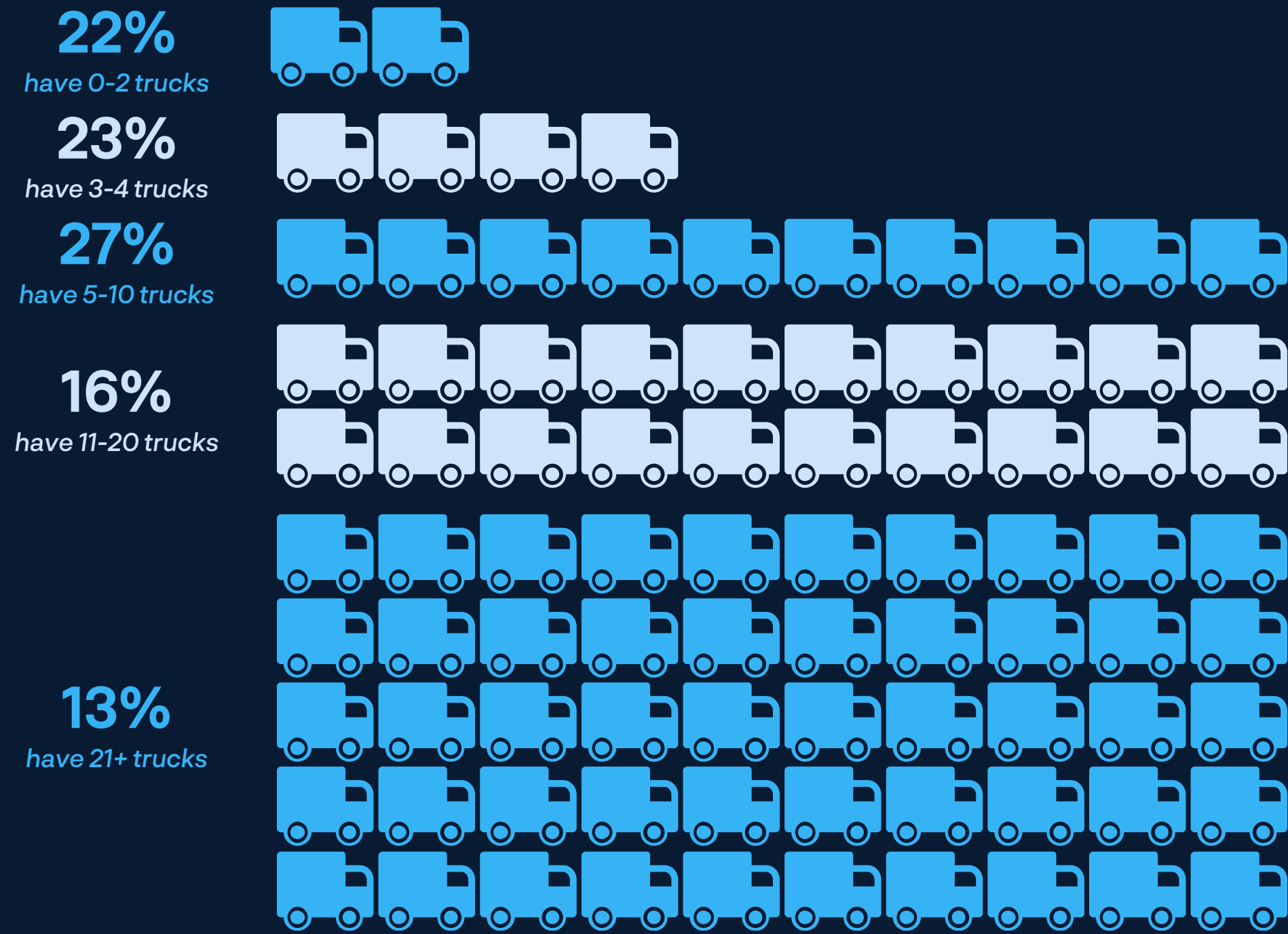
Migration Trends

According to the 2024 U-Haul Growth Cities report, the following states have the highest number of growth in the nation. South Carolina has the highest rate of growth in the nation, with notable growth markets including Greenville, Charleston North Charleston, Myrtle Beach, and Spartanburg. Texas takes the number two spot with sizable growth in Dallas-Fort Worth, Austin, and Houston.

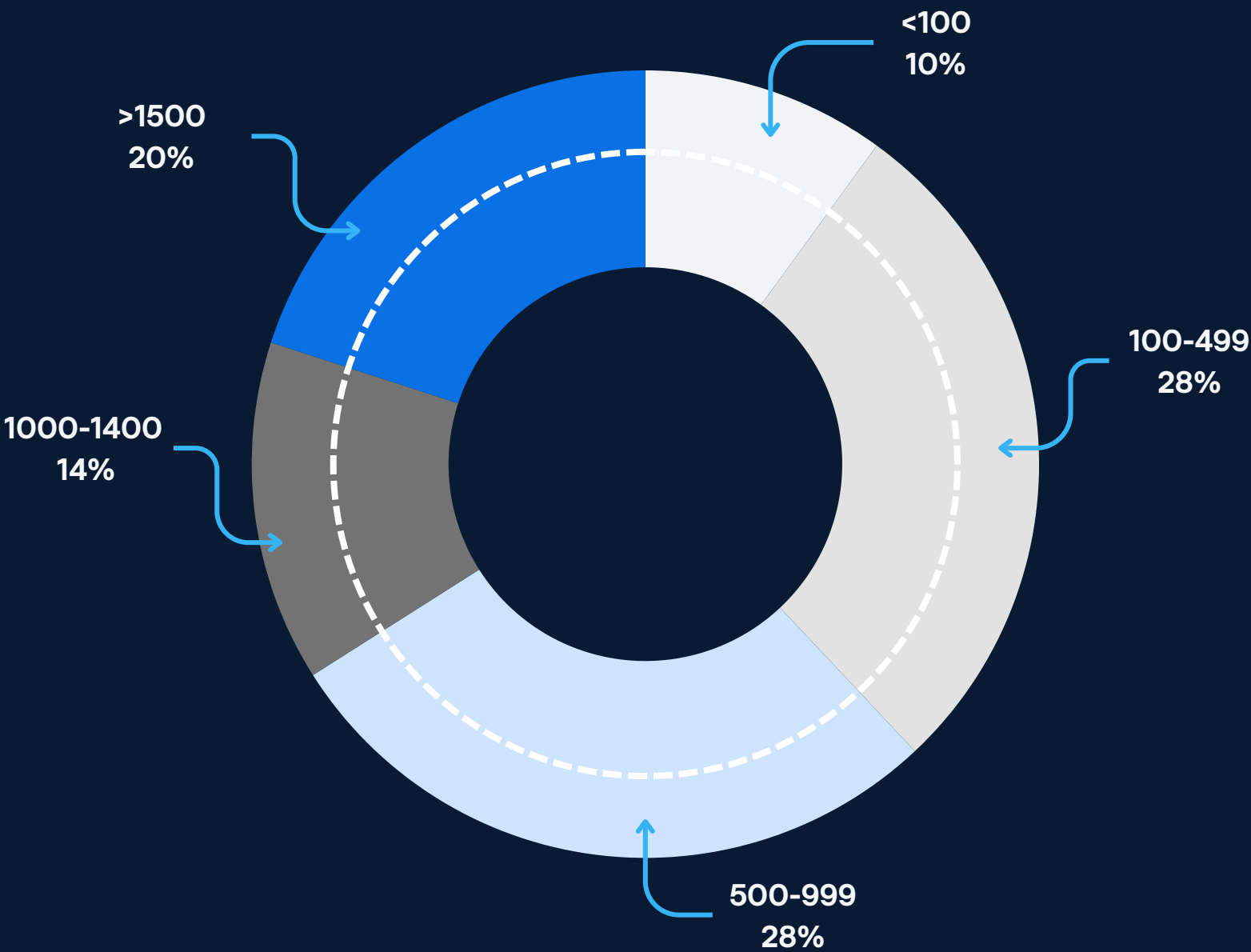


Survey Demographics

Number of trucks

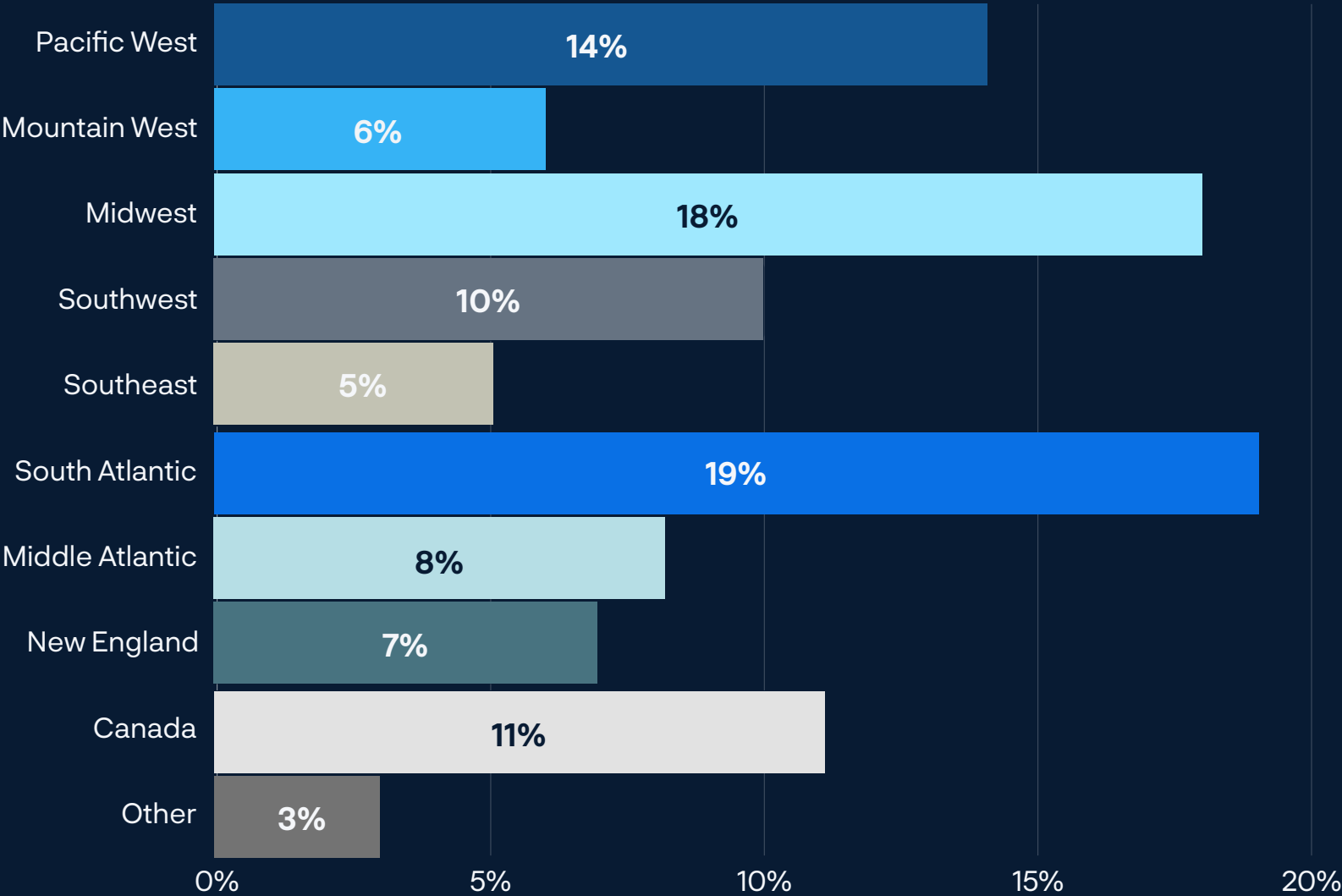


Number of moves per year booked



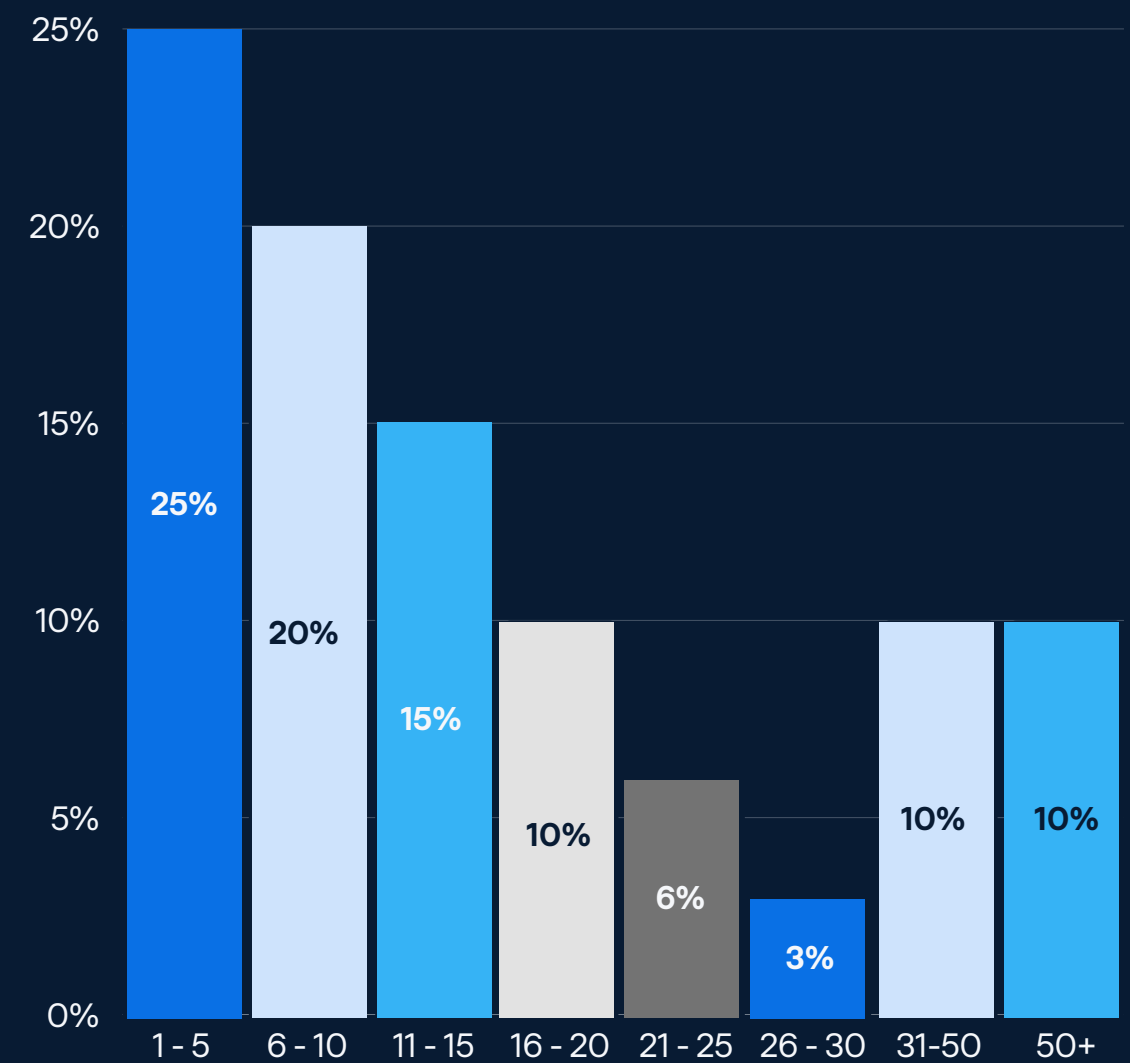
Survey Demographics

Where is your company located?



Survey Demographics

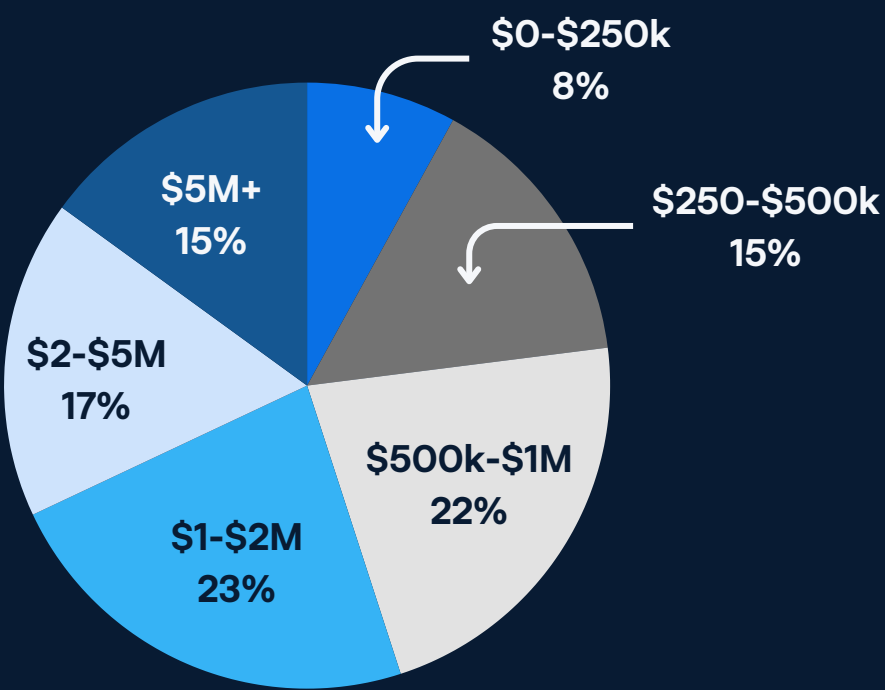
How many years has your company been in business?



How many branches or locations do you have?



What is your company's estimated annual gross revenue in 2024?





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To qualify as best-in-class, these companies have met or exceeded their revenue goals over the past year, booked over 1,000 moves, and have an annual gross revenue of \$2M+.

This report is for informational purposes only and SmartMoving provides no assurances (express or implied) with respect to the accuracy of the survey data.

