

Full Length Article

One Local Moving and Storage Business That's Truly 'On The Move'

When Don Watson recently purchased On The Move: Moving & Storage and took over as President, there were two things he kept top of mind: the past and the future.

In the last few years, Murfreesboro has seen its share of moving service businesses pop up. Some have lasted. Others have closed their doors. All the while, there's one family that's been helping Murfreesboro and Rutherford County move for almost 60 years.

Don's father, Ellis Watson, first started his own moving service company in the Murfreesboro area back in 1958. An influential man throughout Rutherford County, Ellis saw an opportunity to start a business where he could connect with people and help them at an important time in their lives. From day one, his philosophy centered around delivering an impeccable level of service and treating every customer as a longtime friend.

Without ever forgetting his business roots, Don Watson also keeps an eye on the future. Because while the original business model has grown and the name has changed, delivering amazing service remains vital to the success of On The Move: Moving & Storage.

To ensure On The Move maintains its impeccable reputation for decades to come, Don has assembled an amazing team, including his nephew, Heath Watson. With more than 10 years of experience in the moving and storage industry, Heath assists in running the business as their Operations Manager.

Unlike Any Other Moving and Storage Company

Don can't help but smile when he speaks about his business, "I just love changing people's minds about the moving and storage industry. So many of our customers say, 'You all aren't like the other movers we used'. It's true. We're not. Maybe it's because we're not a franchise. We're a family. My team of professional people will bend over backwards to make sure you have an incredible experience."

That incredible customer experience is the fuel that's driving unprecedented growth for Don and his team. A \$1.4 million business in 2016, On The Move expects to grow to \$1.6 million this year. As Don puts it, "There's no other community I'd want to serve. Murfreesboro and Rutherford County are my heart, and we will be serving this community for many, many years."

Today, On The Move: Moving & Storage is one of the most trusted and preferred moving companies in the industry. Beyond their customers' smiles and their many 5-star reviews, they have been the recipients of many awards. Locals have even voted On The Move as their "Favorite Moving Company in Rutherford County" in multiple Ruthies Awards. Don and his team have also graciously donated more than 1,000 hours to community and non-profit organizations by providing movers and moving trucks.

Full Service Includes Packing, Pickup, Storage and Delivery

On The Move's full-service approach is just one more reason they continue to surprise and impress their customers. No matter your situation, they will come to you and take care of everything including packing, pickup, delivery and even storage if you need it. One of their customers, Chris Phillips, was eager to share his family's experience by saying, "On The Move had all of our stuff and ready to move us into our new home. Unfortunately, our move-in date was pushed back. I called Don in a panic. But he made it so easy. They simply kept my possessions in their huge warehouse until the house was ready. I didn't have to lift a finger!"

Whether you have multiple moves, an out of state move, or need your belongings kept temporarily in their secure warehouse, On The Move can handle it all. Another service they provide is teaming up with restoration companies. While having your home damaged by fire or water can be devastating, On The Move will provide a little peace of mind. Their team will pack, store and move all of your belongings while your home is being professionally restored.

With too many shady, unlicensed and uninsured moving companies out there, On The Move: Moving & Storage prides itself on going the extra mile to ensure its customers' satisfaction. That means doing a pre-move consultation in your home so they can give you an accurate estimate. That means not subcontracting the work out to untrained college kids. That means using their own team, their own trucks and adhering to their philosophy of quality service.

Don's passion for the moving and storage business is only eclipsed by his passion for the Rutherford County community. It's the reason he's following in his father's footsteps and keeping a 59-year business tradition going. It's the reason he's investing in On The Move so it will serve many more families for many years to come.

If you are planning an upcoming move — whether it's local or out of state — consider On The Move: Moving & Storage. Don Watson would love to meet you personally, shake your hand and provide the best move of your life. They are located at 129 Wheeler Street, La Vergne, TN 31086. You can call them at 615-793-0500, email at sales@onthemovetn.com or visit them online at www.onthemovetn.com.

Abbreviated Article

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