

CASE STUDY



THE NICKLEY GROUP: TURNING CLIENTS INTO RAVING FANS — ONE TRUCK AT A TIME

How **Orlando's top real estate team** drives loyalty, visibility, and growth with On The Move trucks

📍 **Orlando, Florida**



THE CHALLENGE

In a booming market like Orlando, standing out isn't easy. The Nickley Group, one of Central Florida's top-producing teams, wanted a memorable way to go beyond transactions and build lifetime client relationships.

We are not in the business of real estate transactions — we're in the business of creating lifetime relationships.

— **Tom Nickley, Owner**



THE SOLUTION: ON THE MOVE TRUCKS

In a booming market like Orlando, standing out isn't easy. The Nickley Group, The team added their first On The Move truck, then quickly expanded to two. The trucks are free for clients, for full moves, donation drop-offs, or quick marketplace pick-up becoming a seamless extension of the brokerage's "Raving Fans Club".

"It constantly puts a smile on our clients' faces. They love that we go above and beyond, and they tell everyone about it."

— **Emily Holmes, Director of Expansion**

Fully wrapped branding turns every drive into a mobile billboard seen across Central Florida.

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THE IMPACT



Booked solid: “They’re pretty much rented the entire week... booked to the hour.” Most people book about a month out. — Emily



Reviews that sell: “Countless Google reviews mention ‘they offer a free truck.’ It’s been a pretty awesome marketing tool and selling [point].” — Emily



Community goodwill: The Nickley Group has partnered with the Mental Health Association of Orlando and other nonprofits; trucks used multiple times for community kits and outreach.



Everyday visibility: Two trucks on the road daily = constant neighborhood impressions and word-of-mouth.



“Our moving trucks are hands down the most no-brainer investment that we make... There’s nothing we get more bang for the buck than we do with our trucks.”

— **Tom Nickley, Owner**

CLIENT EXPERIENCE THAT LASTS

The trucks reinforce the team’s culture of gratitude and service long after closing.

“We like to create wow moments... our trucks are an extension of that.” — Tom

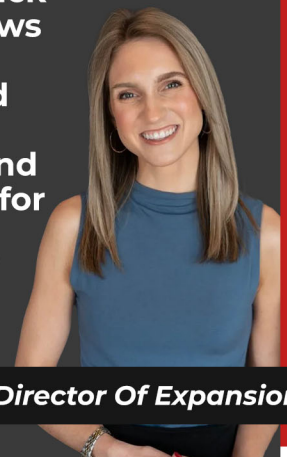
RESULTS AT A GLANCE

Active Trucks	2
Community	Partnered with 3+ nonprofits
Reviews	Countless cite the free truck
Visibility	1000s of Impressions in Central Florida

TAKEAWAYS FOR BROKERS & AGENTS

- Differentiate your brand with a client-loved perk
- Turn every errand into a moving billboard
- Earn more 5-star reviews naturally
- Deepen community presence and goodwill
- Create wow moments that drive referrals

“The Truck just shows that we care and we go above and beyond for our clients.”



Emily Holmes, Director Of Expansion

Scan to hear it from the Nickley Group on YouTube. Hear directly from Tom and Emily about bookings, reviews, and community impact.



PUT YOUR BRAND IN DRIVE

800.645.9949

www.OnTheMoveTrucks.com