

Moving Season

Get the stats and insights your business needs to effectively manage fleet demand.



Commercial Vehicle Rental Potential During the Busy Moving Season

Late spring and summer are widely regarded as the peak moving season, as many individuals and families choose this time to relocate due to favorable weather conditions, school breaks, and the availability of free time. This time of year presents a significant opportunity for companies to expand their customer base, maximize fleet utilization, and find ways to generate higher revenue.

With commercial vehicles being critical for completing moves across the country, this guide aims to provide valuable information and insights about the moving industry. From states with the highest activity to commonly used vehicles and more, we'll unpack how businesses can enhance their operations.

It's no secret that moving companies need to cater to different moving needs by ensuring that customers have suitable options to transport their belongings safely. On the COOP by Ryder commercial vehicle sharing platform, companies can build relationships by connecting with a community that provides access to rent or list vehicles all at their fingertips. Let's explore why trending statistics, careful planning, and using new tools can get you across the finish line successfully.

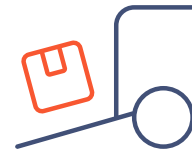
7 Interesting Facts About the Moving Industry

Whether someone's relocating for a new job, a new chapter in life, to be closer to a family member in need of care, or a business is changing offices or expanding — the moving industry requires ease of mobility is key to the economy.

Here are some impressive stats that show the direct connection between transportation and moving.*



The market size of the moving industry is estimated at \$19 billion.



The average American moves about 12 times in their lifetime.

There are over 7,000 moving companies in the U.S.

Half of all moves happen between May & September.



The average household move contains about 6,500 pounds of items.



Breakdown of Moving Industry Revenue

Moving Costs

69.6%

Miscellaneous

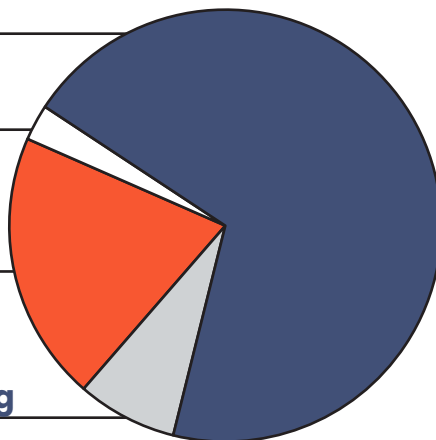
2.7%

Storage

20.2%

Packing + Packaging

7.5%



The top 4 states with the most moving activity are Florida, Texas, California, and New York.

*Sources: American Trucking Associations, Forbes, IbisWorld

The Importance of Careful Planning

Preparation is key to ensuring a successful peak season, whether you're a small, medium, or large moving company. Even if your business is not in the moving industry but has commercial vehicles sitting on a lot somewhere, exploring plans for maximizing fleet utilization can lead to practical solutions that can move the needle and increase profits. Here are 3 tips on what you can do to remain competitive:



Embrace Flexibility

While weekends are the most popular moving days, highlighting the middle of the week, if possible, is a beneficial option to find more availability. Sometimes, discounted rates could help you fill a calendar that would otherwise remain empty.



Keep Up With New Tools

From a versatile dolly to handle any terrain or a revolutionary commercial vehicle sharing platform like COOP that makes it easy to find and rent out the additional truck capacity you need, do your research to stay ahead of the game.



Adapt to the Market's Needs

This is especially true if your moving business needs access to more vehicles or if your business is in another industry that is seasonally quiet during this time. When you need a way to pivot quickly to accommodate changes, the COOP platform provides helpful resources and options to keep your business moving.

Most Used Vehicles for Moving

Depending on the size of the job, a wide range of vehicles are needed to have sufficient space and capabilities to transport belongings. The following are some of the most commonly used vehicles:

Box Trucks

Box truck lengths can range from 10 – 26 feet, with several sizes in between. They are one of the most popular choices for transporting large quantities of items and are part of most moving companies' fleets. These vehicles offer ample cargo space and various size options and often come equipped with ramps or liftgates for easy loading and unloading. Businesses nationwide have used the COOP vehicle sharing platform to fill the need for extra capacity at competitive daily rates.

Cargo Vans

Cargo vans are versatile and suitable for smaller moves. They offer better maneuverability in urban areas and are generally more fuel-efficient than larger moving trucks. Customers also find them helpful in transporting valuable and delicate items. While they are steadily popular throughout the year, the summer sees an increase in rental activity for cargo vans on the COOP platform.

Trailers

Long-distance moves are good candidates for truck and trailer combinations. Like box trucks, trailers come in many sizes. Businesses often use freight trailers to haul more oversized loads for their customers. Trailers on COOP are one of the most rented pieces of equipment and can usually be rented with long-term discounts for those cross-country moves.

Need Extra Vehicles? Have Trucks Sitting Idle? Join COOP by Ryder and Everyone Wins!

There are many ways businesses can take advantage of a revolutionary commercial vehicle sharing community like COOP during the moving season. The COOP platform offers modern and transparent commercial vehicle rental solutions to offset costs, minimize risks, and improve your bottom line. Designed to foster connections and collaboration between Renters and Owners, you can build relationships that last. Get your business where it needs to be a lot easier with a great tool that provides ultimate flexibility for your fleet needs.

About COOP

COOP by Ryder is the leading commercial vehicle sharing platform in the nation. With our innovative tools and valuable insights, we're helping businesses overcome challenges and optimize their fleet utilization. By registering for an account, you can get access to thousands of commercial vans, trucks, tractors, and trailers available for rent in your area. Plus, companies with idle equipment can list their vehicles to earn thousands in additional revenue.

To learn more, visit coop.com/about.

