SELL THE MOVE



MAKE MONEY IN MOVING

WITHOUT A TRUCK

CUSTOMER → YOU → MOVING COMPANY

A STEP-BY-STEP GUIDE TO EARN EXTRA INCOME
WITH NO TRUCK, NO EXPERIENCE AND NO CAPITAL

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1. Introduction

The R9.8 Million Reason Most "Start a Moving Business" Advice Gets It Wrong

I've generated over R9.8 million in sales in South Africa's moving industry, **without** owning a single truck.

I didn't do it by driving. I did it by understanding the flow of money. This industry is worth more than R10 billion a year in South Africa, yet almost everyone who looks at it sees only diesel costs, vehicle maintenance and exhausting labour.

They're looking at the wrong side of the equation.

You don't need to be the driver. You need to **sell the move**.

Why This Guide Is Different

Most "how to start a moving business" content online is outdated, full of vague theory, or written by someone who has never personally booked a paid move, let alone the phone-only, no-truck, no-capital way that actually works in South Africa.

I built **Sell The Move** because I was already doing this one-on-one with friends, and it worked. They started booking real, paid jobs using nothing but the scripts and systems I gave them. Eventually they asked me to put it all into one guide they could come back to, without needing me on speed dial. This is that guide.

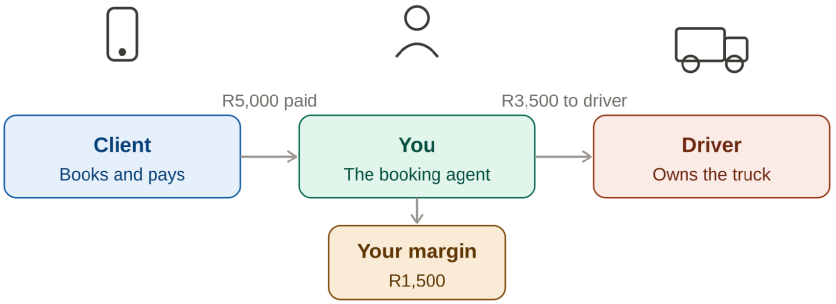
What's Backing It Up

- 8 years on the ground in South Africa's removals industry
- R9.8 million+ generated in personal sales in the last 3 years
- 10 moving companies coached, using these exact systems
- 1,000+ paid moves booked by my own students, using what's inside this guide

Nothing in here is theory. Every script, pricing formula and client-sourcing method has already been tested, by me and by the students who came before you.

If you want the exact, no-truck, no-capital system to start booking paid moves, this is it.

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The model in one picture: the client pays, the driver does the work, you keep the margin in between.

2. Who Is This Guide For?

This guide is for you if:

- You live in South Africa and want to earn an extra R5,000 or more a month, without quitting your job or risking savings you don't have
- You don't own a truck or a bakkie, and you assumed that meant the moving industry wasn't an option for you
- You're tired of "side hustle" ideas that need capital you don't have, or that pay R50 a gig and go nowhere
- You are looking for a change of career into something that's AI-proof for the foreseeable future
- You want a business you can start this week, not "someday when I've saved up"
- You're comfortable using WhatsApp and Facebook, and you're willing to message people, follow up, and show up on time
- You want real income, not theory. You want the exact platforms, the exact scripts, the exact places I personally use to find your first client
- You're based in or near Johannesburg, Cape Town, Durban, Pretoria, Nelspruit, Port Elizabeth, George, Bloemfontein, Kimberley, Rustenburg, Polokwane, East London

Add Headings (Format > Paragraph styles) and they will appear in your table of contents.

- or a similar area where moving demand is constant

Also For You If

you're already moving furniture informally, doing favors for friends, or running one bakkie on weekends. You know there's more money in this industry than you're currently getting, but you don't have a system.

This Guide is NOT for you if:

- You're looking for a "get rich overnight" scheme with no effort involved. This is a real business. It takes messaging people, following up, and doing the work.
- You're not willing to talk to people. This business runs on relationships (estate agents, local Facebook groups, referrals), not passive income.

If you're still reading, this guide was built for you. Everything in it is based on what actually books jobs in the South African market, not generic "start a business" advice copied from an overseas blog. Let's get into it.

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3. Why This Model Works

Before we dive into the modules, let's address the obvious question: why choose this over a traditional moving business?

1. Zero Capital Required

In a country where access to finance is tough, this system is a lifeline. You don't need:

- A vehicle loan (R300,000+)
- A physical office or warehouse (R15,000/month rent)
- Inventory or stock that can get damaged

Your capital: a smartphone, access to WhatsApp, and the knowledge in this guide.

2. Location Independence

You can run this business from a one-room flat in Soweto, a coffee shop in Cape Town, or a farmhouse in Rustenburg. As long as you have signal to send a WhatsApp quote and confirm a driver's arrival, you are in business.

3. Fast Cash-Flow Potential

Unlike a retail business where you buy stock and wait 60 days for it to sell, in this model you get paid before the service is fully delivered.

- Deposit is collected **on** booking
- Balance is collected **before** the truck offloads at the drop-off
- You pay the driver **after** they finish the job

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Before You Start: What's Inside

This guide is built to be worked through in order. Module 1 gives you the map. Modules 2 to 9 give you the operating system. Module 10 makes you look credible. Module 11 shows you what to do once it's working. Don't skip to the scripts before you understand the market. A great script sold into the wrong area, at the wrong price, still fails.

Key Takeaway

You are not becoming a trucking company. You are becoming the person who controls the booking. The truck is just a tool you rent when you need it.

#	Module	What You'll Walk Away With
1	How the SA Moving Market Actually Works	Who books, when, what they pay, and where the margin sits
2	Pick and Own One Area	A defined territory and a plan to dominate it
3	Where to Find Clients	Free groups, paid platforms and paid ads that actually convert
4	Pricing Your Moves	A pricing formula, local and long-distance, that you can quote from today
5	Winning Sales Scripts	WhatsApp and phone scripts that close, plus a follow-up system
6	Payment and Deposits	A system that protects your cash
7	Sourcing Reliable Drivers	A vetted bench of vehicle partners, including partners in other cities
8	Daily Operations Hub	Run multiple bookings from your phone
9	Upselling Your Clients	Higher average job value per client
10	Formalising and Building Trust	Looking like a real, credible business
11	Scaling Your Moving Business	The path from side hustle to full-time system

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Module 1: How the SA Moving Market Actually Works

Understanding the Ecosystem

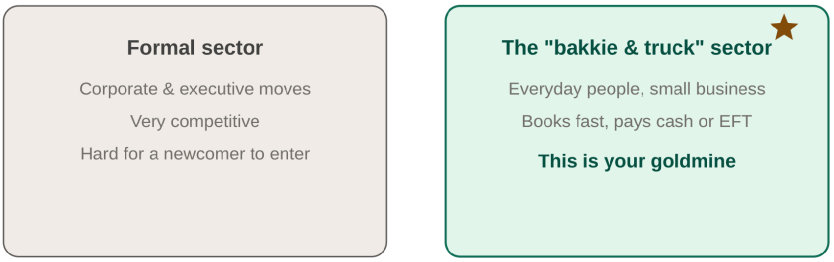
The South African moving industry is split into two clear worlds:

1. The Formal Sector

Big corporate relocation companies that handle CEOs, multinationals, and high-value executive moves. This space is competitive, relationship-driven, and hard for a newcomer to break into.

2. The "Bakkie & Truck" Sector

This is your goldmine. It serves everyday people: individuals, students, small families, young professionals, and small businesses moving office furniture. These clients book quickly, pay cash or EFT, and rarely go through the big corporates.



Two sides of the same industry. One is hard to break into. The other is where you build a business.

Who Actually Books a Move

Five buyer types make up almost all of the demand you'll come across. Each one needs a different opening line and a different pricing conversation.

- **Tenants relocating between rentals** - by far the highest volume. They're price-sensitive, they book close to the date, and they compare three or four quotes on WhatsApp before deciding.
- **Corporate and HR-arranged relocations** - an employee is being transferred or a company is relocating staff. The budget is higher, the decision-maker is often not the person moving, and the booking usually comes with an invoice requirement.
- **Downsizing and estate moves** - clients moving into smaller homes, retirement villages, or clearing a deceased estate. Lower price sensitivity, higher need for care and communication.
- **Students and young professionals** - heavy in January, February, November and December. Small loads and tight budgets, but high volume and often repeat movers over a few years.
- **Property professionals** - estate agents, rental agencies and property managers who see move-outs and move-ins constantly and can become a recurring referral source rather than a once-off client.

The Size of the Opportunity

This sector is fed directly by the property market. In 2025 alone, the formal South African property market recorded roughly 200,000 house sales and an estimated 800,000 to 1,000,000 active formal rental leases that experienced tenant turnover or relocation. Combined, this creates a base of 1,000,000 to 1,200,000 potential removals every year in the formal sector alone.

Sector	Potential Leads	Actual Moves	Estimated Moves/Year
Sales	~200,000 market sales	90% - 100%	~180,000 - 200,000
Rentals	~4.5 million rentals available	18% - 22%	~810,000 - 990,000
Total	-	-	~1,000,000 - 1,200,000

These numbers only cover the formal, credit-managed market. They exclude informal property handovers and lower-cost housing, which create even more local removal demand. There are even more people on Facebook Marketplace looking to get their goods moved. Those big couches, fridges and beds still need to get from Point A to Point B.

When They Book

Demand in the SA moving industry is not flat. It moves in predictable waves, and knowing them lets you staff up and market ahead of the spike instead of reacting to it.

- **Month-end to month-start (the 25th to the 3rd)** - lease cycles in South Africa run on the calendar month, so this window carries the bulk of residential moving volume. This is your busiest and most price-sensitive period.
- **September to December** - the single biggest peak of the year. New jobs starting in January, leases ending, families relocating between provinces before the school year. Book this period out weeks in advance.
- **Start of school terms (late January, early April, early July)** - families timing a move around school changes.
- **Weekends, especially Saturdays** - most residential clients want to move when they don't have to take leave. Expect your driver bench to be under the most pressure here.

Most residential clients book 3 to 10 days out, some inside 48 hours. Corporate and long distance moves book further ahead, sometimes 3 to 4 weeks. This is why your response speed, covered fully in Module 5, matters more than almost anything else in this business. The operator who replies in minutes wins the booking before a competitor even sees the message.

What They Actually Pay

Pricing varies by load size, distance and access. Module 4 gives you the full formula, but as a market baseline, here's what South African clients are currently budgeting for a move:

Move Type	Typical Load	Local Price Range (ZAR)
Bakkie load / single items	Couch, appliance, a few boxes	R800 - R1,600
Small flat / bachelor	1-bed apartment	R1,800 - R3,200
2-3 bedroom home	Full household	R3,500 - R7,000
4+ bedroom home	Large household	R7,000 - R15,000+
Long-distance (JHB-CPT, JHB-DBN)	Full household, 600-1,400km	R9,000 - R38,000+

The Margin Secret

Here is the industry math you need to memorise:

	A	B
Client pays	R5,000 (standard local move)	R19,000 (shared-truck move, JHB to Cape Town)
Operator (driver + truck + crew) charges	R3,500	R16,000
Your margin	R1,500	R3,000

Your job is not to do the heavy lifting. Your job is to capture that margin by managing the client's anxiety and the operator's schedule.

Where the Margin Actually Sits

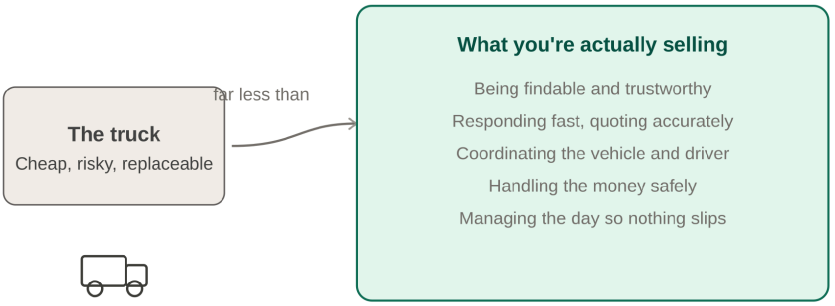
This is the part most people outside the industry never see, and it's the whole reason this guide exists. The truck is the most expensive, most risky and most replaceable part of a move. The value, the part the client is actually paying for, is everything around the truck:

- Being findable and trustworthy when the client is comparing options
- Responding fast and quoting accurately
- Coordinating the right vehicle and driver for the job
- Handling the money safely so both sides are protected
- Managing the day so nothing falls through

As a booking operator, you act as the middleman instead of owning a truck. You can either add a markup to a driver's daily rate, earn a commission for referring jobs, or build a small brand that handles client bookings while hiring trucks as needed. In every approach, hiring a vehicle is an

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expense you only pay when you have a job, rather than a monthly cost you carry even when the truck isn't working.



The truck is the cheapest, most replaceable part of the whole job.

Key Takeaway

A truck owner needs the truck busy every day to break even. You need a phone, a WhatsApp Business account, and one good driver relationship to take your first booking this week.