FREE TEMPLATE KIT FOR MOVERS

Moving Email Templates That Book More Moves

Copy, paste and schedule. **Six ready-to-send emails** for every stage of a move, from the first quote to the referral partner. Written to land in the inbox and stay CAN-SPAM safe.

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READY TEMPLATES	SENDS SCHEDULED	BOUGHT LISTS

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How to Use This Kit

Six emails, one for each stage of a move. Paste them into Mailchimp, Constant Contact or your CRM, fill in the brackets and set the trigger. Each sequence stops on its own once the customer books, replies or reviews.

EMAILS 01-02	EMAILS 03-04	EMAILS 05-06	DAY 90
Book the job	Run the move	Stay remembered	Measure

1

Fix the inbox first

Send from your business domain with SPF, DKIM and DMARC set up. Never a free Gmail address.

2

One ask per email

Each email asks for one thing: a reply, a booking or a review. Two asks get neither.

3

Set a stop rule

Booked, lost, replied or reviewed. When the status changes, the emails stop.

Inbox rules: every send, no exceptions

- [ ] Only email people who opted in
- [ ] Keep the unsubscribe link easy to find
- [ ] Put your street address in every email
- [ ] Send from your own business domain
- [ ] Write subjects that match the email
- [ ] Send by stage, never one blast to all

Your Starting Numbers

Write these down today. On day 90 you'll compare.

BOOKED JOBS	REPLY RATE	NEW REVIEWS	SPAM RATE

EMAIL 01 Welcome Email

Trigger: joins list, no quote

SUBJECT Your moving checklist is inside | [Company Name]

Hi [First Name],

Thanks for grabbing our moving checklist. Here it is: [Checklist Link]

We're [Company Name], a local mover in [City] since [Year]. For the next few days we'll send a couple of short packing tips, nothing else.

Planning a move soon? Just reply with any question. No quote needed.

[Your Name]
[Company Name] | [Phone]

SEND
Right away, then day 2 and day 4

STOPS
They request a quote

Day 2: three packing tips
Short and useful, no sales pitch

Day 4: offer a free quote
Gentle, with zero pressure to book

EMAIL 02 Quote Follow-Up

Trigger: quote marked sent

SUBJECT Your quote from [Company Name] + one quick question

Hi [First Name],

Here's your quote for [Move Date]: [Quote Link]. It covers [Crew Size] movers, a [Truck Size] truck and [Services Included].

Booking is simple. Reply "book it" or call [Phone] and we'll hold your date.

One quick question: is there anything in the quote you'd like us to explain or change?

[Your Name]
[Company Name] | USDOT [Number]

SEND
Same day, then day 2, 4 and 5

STOPS
Booked or lost

Follow up on day 2, 4 and 5
Concerns, then why you, then dates filling up

Send within the hour
Up to 7x more likely to qualify (HBR)

EMAIL 03 Pre-Move Reminder

Trigger: move date booked

SUBJECT One week out: how to get ready

Hi [First Name],

Your move is one week away, on [Move Date]. Four things help most right now:

- Pack the rooms you use least
- Keep valuables, documents and medication with you
- Book elevator or parking access at both addresses
- Use up frozen and pantry food

Full checklist: [Checklist Link]. Questions? Call [Crew Lead] at [Phone].

[Company Name] | USDOT [Number]

SEND
On booking, then 7, 4, 2 and 1 day out

STOPS
The day before the move

Then 4, 2 and 1 day out
Paperwork, packing tips, arrival window

Add one trust signal
Your USDOT number or a recent review

EMAIL 04 Review Request

Trigger: job marked complete

SUBJECT Thanks for moving with us. One small favor?

Hi [First Name],

Thank you for trusting [Company Name] with your move. We hope the first night in the new place went well.

If anything was missed or damaged, reply here and [Manager Name] will fix it personally.

And if you have two minutes, we'd value an honest review of your move: [Google Review Link]

Thanks again,
[Your Name], [Company Name]

SEND
Next morning, reminder on day 3

STOPS
After the day 3 reminder

Send it to every customer
Asking only happy ones breaks Google's rules

No gifts, no discounts
Incentives can get reviews removed

EMAIL 05 Six-Month Check-In

Trigger: 6 months, no contact

SUBJECT How's the new place, [First Name] ?

Hi [First Name] ,

It's been about six months since we moved you to [New City] . We hope it feels like home by now.

If someone you know is planning a move, we'd be glad to help them the same way. They can call [Phone] or get a quote at [Quote Link] .

Need storage or packing supplies? Just reply here.

[Your Name]
[Company Name]

SEND
Month 6, slow season, month 12

STOPS
Any reply or new quote

Slow season: storage or packing
One useful offer, not a sales blast

One or two emails a month, max
More than that drives unsubscribes

EMAIL 06 Referral Partner Intro

Trigger: monthly calendar slot

SUBJECT A move-week timeline your clients can use

Hi [Partner First Name] ,

I'm [Your Name] from [Company Name] in [City] . Your clients move every month, and move week is where most things go wrong.

Here's a one-page move-week timeline you can hand to buyers or tenants: [Timeline Link] . Feel free to share it.

When you refer a client, we [Your Referral Terms] and let you know how the move went. Worth a 10-minute coffee next week?

[Your Name] | [Phone]

SEND
Day 1, then day 3, 5 and 7

STOPS
Partner replies or refers

Follow up on day 3, 5 and 7
Check in, send your COI, drop by if local

Put your terms in writing
Referral fee and how you report back

After You Hit Schedule

Templates fill the calendar. A monthly habit keeps them landing in the inbox.

STEP 1

Turn on three first

Quote follow-up, pre-move and review request bring the money. Add the rest once these run.

STEP 2

Check delivery monthly

Open Google Postmaster Tools. Keep spam complaints under 0.1%, never above 0.3%.

STEP 3

Clean the list

Drop contacts colder than 12 months. Honor every unsubscribe within 10 business days.

STEP 4

Measure on day 90

Fill in the boxes below and compare with page 2. Booked jobs beat open rates.

Your day-90 numbers (compare with page 2):

BOOKED JOBS	REPLY RATE	NEW REVIEWS	SPAM RATE

REAL RESULT

Camelback Moving, Phoenix ran post-job review requests. Monthly Google Business Profile calls went from 32 to 568 in 12 months.

Emails working, but the phone still quiet?

Get a free local SEO audit. We'll show where your Google Business Profile and website lose quote requests, with a fix list ranked by impact.

pexnet.com/contact-us

These templates are a starting point, not legal advice. Check CAN-SPAM and your state rules before sending.