

Smart Carriers: intelligent move solutions since 2009

Based in Watford and covering north-west London, St Albans and all surrounding areas, family-run firm Smart Carriers recently affirmed its reputation for quality by becoming a BAR Member.

David Smart had more than 15 years' experience in the removals industry when he and his wife, Sarah, decided to launch their own company in 2009. Capitalising on a wealth of knowledge of all areas of the trade, from domestic and commercial inland moves to dedicated door-to-door loads across Europe, David purchased a 3.5-tonne vehicle and self-funded his O Licence and Transport Manager Certificate of Professional Competence (CPC) acquisition. Ten years down the line, Smart Carriers boasts a fleet of two 18-tonne vehicles built by BAR Affiliate Bespoke Bodies of Warrington, two 7.5-tonne trucks, a MaxiMover low loader and, most importantly, a long line of satisfied repeat customers.

"When we started out 10 years ago our overarching ethos was to treat every customer as if you're moving your mother, and that mentality still stands us in good stead today," Company Director David Smart told R&S.

Precision planning

Smart Carriers plans each of its moves to perfection and treats every job as a military operation, an approach which has enabled the firm to build up an enviable reputation for quality of service within its local areas.

"Because of my background in international moving, I try to bring that kind of comprehensive service to my domestic and commercial projects," David continued. "For example, we incorporate a lot of export packing materials and techniques into our inland work when moving fragile items such as TVs and display cabinets. While this is more expensive than using your average materials, it means we exhibit a higher level of professionalism and service to the client and increase the likelihood of them returning to us in future."

Significant work has been won as a result of Smart Carriers' close attention to detail, most notably when the firm removed the contents of Alan Sugar's superyacht, Lady A, to facilitate a quarter-million pound refurbishment around 2016, and emptied the *Celebrity Big Brother* house after the close of the show's 15th season.

Family is a cornerstone of Smart Carriers' business, and David hopes his two young sons, four-year-old Tommy and six-month-old Archie, will join the business and maintain and develop its reputation for quality. "Our reputation is everything to us, not only because I want to be able to pass the brand I've worked hard to build on to the next generation, but also because much of our work comes from recommendations and word of mouth," David continued. "I've always found it's better for both business and staff morale to have clients approaching us as a result of our reputation rather than us having to approach them. We also often quote against larger companies, and we find that many potential clients like to support smaller local businesses, so our family ethos definitely helps us to differentiate ourselves in the market."

It therefore seems only natural that Smart Carriers recently joined another, larger family. "Becoming a BAR Member is a massive deal for us, and we're proud that we met the necessary criteria to do so," he continued. "We're really looking forward to getting to know like-minded professionals who share our passion and enthusiasm for what we do, as well as capitalise on the benefits of the extensive staff training on offer."

Smart Carriers' primary objective for the next few years is to maintain its current focus on outstanding service delivery. "I'm ambitious, but I'm also a realist, and I think the key is never to over-expand," he said. "As soon as you start to subcontract work out you risk diluting the quality of your offerings because nobody looks after your customers and reputation as well as you do. By staying small, we can guarantee we retain our focus on what makes us so great and improve incrementally through upgrading our fleet and further investing in our staff."

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