

**TOP
TEN**

City Transfer and Storage – High Point

1-year Revenue Growth: 20%

5-year Revenue Growth: 50%

Business: Moving and storage

NC Employees: 85

In NC Since: 1908

NC Executive: Bart, Scott, Tim and Ron Lassiter, owners

Business Awards:

- 2004-2008 – Atlas Van Lines Milton M. Hill Quality award
- 2003-04 – Bart Lassiter Top National Salesperson

Community Involvement:

- Supporter of Salvation Army
- Supporter of United Way



CITY TRANSFER

City Transfer and Storage

A century of worldwide transportation excellence

In 1908, Mother's Day was observed for the first time, the nation issued its first roll of postage stamps and City Transfer and Storage was founded in High Point, N.C.

"A moving company that has been around for 100 years with the same family ownership is very unusual. The survival rate for that is usually around zero," says Lassiter, who owns the company along with his brothers Scott and Ron.

But CTS has not only survived in the same family for the last 100 years – it thrived.

From its humble beginning as a team of mules and a wagon, CTS has become an award-winning diversified business with customers ranging from individual families to Fortune 500 companies and major universities.

"A lot of people still think of us as a strictly local company," Lassiter says. But a good portion of CTS's 3,000 moves per year are conducted both nationally and internationally.

100 Years of History

The company was founded by I.M. Lassiter under the simple credo that he would haul just about anything – as long as it fit into a wagon. As the business grew, he added a partner, Wayne Williard.

From the beginning, service was emphasized, as explained on its Web site.

"Even the livestock seemed to understand the company's emphasis on service. A mule team once left its driver behind at a stop, headed straight to its next delivery and backed up to the loading dock on its own to deliver the goods."

When "horseless carriages" were invented, the company made local history. Its truck was the first ever to arrive in High Point via rail car.

Williard eventually left the business and sold his share of the company to Lassiter's sons, Carter and William. Carter Lassiter is the father of the current owners. In October, he will become the first mover ever inducted into the N.C. Transportation Hall of Fame.

Doris Lassiter, Carter's wife and the owners' mother, worked in the office for more than 30 years and was a large part of the success of City Transfer.

Bart Lassiter fondly remembers his elementary school years going to work with his parents and uncle when school was out – cleaning offices, warehouses and washing trucks.

He and his three brothers spent their high school summers loading and unloading goods, running the forklifts and packing dishes.

"The four of us would get into scuffles because the big thing we wanted to do was drive the truck to the dispatch area," Lassiter says laughing.

The real prize came at age 18, when Ron Lassiter became the first person to drive a tractor-trailer cross-country for the company.

Though all four brothers went to different colleges, each came home in the summer to help with operations.

"That was the busy time of year for the moving business," Lassiter explains.

Though each brother went his own way following college graduation, all four decided independently to return to the family business, becoming joint owners in 1986.

Tim left the company in 2007 to pursue other interests.

Diversification

Each generation added its mark to the company, creating the plethora of services for which it is now known.

A prime example is its warehousing and storage capabilities. As one of the largest storage companies in North Carolina (more than 300,000 square feet), CTS has stored everything from a yacht and a school bus to artwork and furniture. Each item is stored in a sealed container, which is then cataloged and tracked by computer.

In the "Furniture Capital to the World," numerous High Point companies import and export furniture to and from the Far East. Many of those companies rely on CTS to receive the containers from overseas, unload them, set them up in inventory and then bring them directly to the furniture company's customers once sold.

Similarly CTS can store and deliver local goods for destinations abroad.

"This can provide tremendous savings since companies don't have to lease space and hire staff," Lassiter says. "It is all climate-controlled with complete security systems."

At the request of its corporate customers, it also created a separate secure recordkeeping and document destruction service.

Other key CTS services include:

Corporate Employee Relocations: CTS manages all the moving and storage details for individual or multiple employee relocations. Each employee is assigned a customer service representative, and the

Ron, Bart and Scott Lassiter
City Transfer and Storage, High Point

same crew that loads the truck in the beginning also unloads it at the other end.

Crane and Rigging: This allows the company to deliver, load and unload heavy equipment such as wood working machinery, computer systems and air conditioning units.

HomePak™: These are mobile storage units delivered to a person's home. Residents load them and then CTS drives them to the secure storage facility. When people want to access the unit, they call CTS, who places the unit on the dock for easy accessibility.

Custom Crating: The in-house crating department creates specialized packaging for even the most fragile items.

"My grandfather was foresighted enough to know that if you put all eggs in one basket it will be hard to survive," Lassiter says. "One of the keys to success for 100 years is to stay diversified."

The company also expanded geographically. In 1994, it opened a facility in Winston-Salem. In 2007, it expanded into Fayetteville.

The Global Connection

CTS is one of only about 60 stockholding agents in the country that owns and operates Atlas Van Lines. Through this affiliation, CTS is able to coordinate all the details of moves, whether from High Point to Greensboro, Hollywood to Hong Kong – or anywhere in between.

"Atlas Van Lines is known worldwide for quality," Lassiter says. "That is what attracted us to their team."

CTS is not just part of the Atlas Family, it is, in many ways, the favored son. CTS has won the prestigious Milton M. Hill Quality award for four years in a row. This award ranks Atlas companies on everything from uniforms to customer satisfaction and paperwork. In 2007, only 42 companies out of about 500 agents received this award.

CTS has also received individual Atlas Awards for hauling excellence (five); superior packing (11), sales achievement (six) and top salesperson for mid-size metro areas (two).

Trends and challenges

Lassiter says one of the biggest challenges facing the moving industry is the ability for people to work from their current location – rather than physically moving – when a company relocates.



Another challenge is fuel costs, since tractors only get five to six miles to the gallon.

However, the industry is also benefiting from technological advances.

"There are tremendous strides in tracking," Lassiter says "When we bought our first fax machine, I thought it was absurd that we'd need anything that sophisticated.

"Now we have a sophisticated computer system and GPS tracking on our trucks so we can see exactly where they are at all points in time. Technology also helps with fuel management, helping us determine the best routes, load down and be as efficient as we can."

But nothing replaces quality employees. Trained in-house, many of the company's employees have been there 20 years or more. One employee recently retired after 45 years.

"The key to our success is the fact that we have been able to find and retain good quality professionals," Lassiter says. "They've never invented a machine that can handle merchandise and move it safely from a truck into a home or business."

Contact: www.ctsmoves.com or 1-800-334-2648.

