

Business Spotlight



McCorquodale: On the Move

Bart McCorquodale is not one to let the grass grow under his feet. While working for his furniture store owner father, Robin McCorquodale, in 1995, the then 22-year-old spotted a niche in the moving industry and set about successfully filling it with an “on-the-grow” moving company.

While, initially, McCorquodale specialized in transferring the sort of antique pieces that needed handling with kid gloves, the business grew through requests, referrals and repeat customers. Now everything from residential moves to office relocation and single-item shipping are services the company provides—always with the kid-glove treatment.

“Despite our expansion over the years, at heart, we’re still a small mom-and-pop operation, and we give the personal service you expect from a small business,” McCorquodale said. “All of our office managers and dispatchers get to know our customers and create a personal relationship with them. I think what sets us apart is our exceptional customer service. You have to know your customer and what they expect, and you meet their expectations.”

With established offices in Birmingham, Jackson, Ala., and Charleston, the recent addition of an Atlanta office offers even more options for expediently shifting items from point A to point B.

“The Atlanta office completes this network we’ve been trying to build for the last 10 years,” McCorquodale said. “Because of that location, we are able to move shipments even more easily through the Southeast. Because of the Atlanta office, our single-piece shipment volume has gone up substantially because we are able to get single pieces to and from any Southeastern city. We coordinate with our hubs to get shipments to customers with quick turnaround.”

One of McCorquodale’s secrets to success is surrounding himself with others who have expertise in the transport business.

“We brought Seneca Reid on at our company to place emphasis on more of the commercial and office relocation business,” McCorquodale said. “That has



Bart McCorquodale found his entrepreneurial niche in the moving business—first specializing in antiques, then expanding to include homes and offices in his moving services repertoire.

broadened the scope of what we do.”

Reid, a longtime industry expert, joined McCorquodale Transfer in April 2008, bringing with him a wealth of knowledge and experience in handling complex office relocations.

“With the knowledge he brings to the table, we are able to go out and be competitive in the field of moving larger office equipment and furniture,” McCorquodale said. “We have the equipment and personnel and expertise to ensure these moves are handled efficiently and satisfactorily.”

McCorquodale says the key to growth and to remaining in demand with customers is having people who can be trusted strengthening the business and fulfilling its potential.

“I’ve had a lot of very talented people come on board with our company,” he said. “They are really the reason we’ve had such success. There is no way I could have done this without the guys who helped me build the business.”

McCorquodale Transfer also is active in supporting the community. When the company moves businesses or individuals, it delivers unwanted items to organizations such as the Birmingham Salvation Army. He also offered assistance in shipping much-needed items to hurricane victims in New Orleans. Among its current projects is serving as a collection site in a holiday charity drive for the Greater Birmingham Humane Society. For details, call 969-0113.

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