

WHAT WAS YOUR FIRST JOB?

I started with North American in 1978 while still in school. In the years to follow I have worked with a number of major Van Lines including Mayflower, Atlas, American Red Ball, Steven's and Arpin. While working with Mayflower just out of high school, we held the Macys account and I delivered mattresses in SF. In those days I was in very good shape. Lots of stairs at 36 stops per day, 6 days a week will do that for you.

WHAT ARE SOME OF YOUR MOST NOTABLE ACCOMPLISHMENTS?

In 2012, I moved the most expensive house to ever sell in America (\$117.5M). Over a 10-yr period that client paid us north of a million dollars just in storage fees alone. Just a few years later, I moved a friend of theirs that just so happened to be the highest paid CEO in America for a major pharmaceutical.

WHAT DO YOU THINK IS THE SECRET TO A STRESS-FREE MOVE?

Listen carefully to what the customer is most concerned about and make that a priority. Focus on the customers primary concern, and over communicate whenever possible. Good documentation helps. Never ever ever cut corners.

EMPLOYEE *spotlight*

As part of our 40th Anniversary Celebration, we are highlighting some of our remarkable employees (new and seasoned). We feel it is important for us to celebrate these individuals. The long-standing success of our company stems from our dedicated team. We are proud and fortunate to have them.

“Over the years I've had the privilege of serving celebrities, professional athletes, members of congress and royalties. I've worked for Steve Jobs and Wozniak, Thomas Keller and the Mondavi family. However, some of my most memorable



are people like Norma McKern, a sweet senior citizen moving alone across the country and didn't have a ride to the airport. So, 7 years ago just before sunrise, I picked her up and drove her to her airline.”

QUOTE YOU LIVE BY?

I have two. "I'll get you home safe" and "skin grows back." When I was on the trucks as a driver, I would tell my helpers to put their hand between that piece of wood that they were carrying and the door jamb. Skin grows back, the finish on that china cabinet doesn't.



PAUL SWAIM

Household Goods Relocation
Consultant

45 Years in the Industry, 14 Years with
NOR-CAL Moving Services

15,000+ Client Relocations so far

"Since 1978, I've been a Warehouseman, Driver Dispatcher, Claims, Marketing VP, Operations Manager, Agency Principal, O&I Sales and HHG Estimator/Sales."

"I plan to work until I'm at least 83."



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