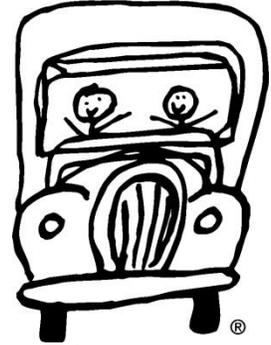


Franchising Case Study: Two Men and a Truck

WATCH THE VIDEO. READ THE ARTICLE. PREPARE A POWERPOINT.

Two Men and a Truck started in the early 1980s as a way for two brothers to make extra money while they were in high school. Now, nearly 20 years later, the company has grown to more than 200 locations worldwide.

Brothers Brig Sorber and Jon Sorber started moving people in the Lansing area using an old pickup truck. They had their mom, Mary Ellen Sheets, develop a logo to put in a weekly community newspaper. That stick-men logo still rests on every truck, sign and advertisement.



After the brothers left for college, Sheets continued to field calls for moving services while she also worked a full-time data processing job with the State of Michigan. In 1985, she decided to make things official by purchasing a 14-foot truck for \$350 and hiring a pair of movers. That \$350 is the only capital Sheets has ever invested in the company.

Her experience with data analysis, combined with her commitment to customer service, earned her a spot on a 1988 graduate business panel at Michigan State University. When a fellow panelist suggested she franchise her little company, Sheets decided to consult with an attorney on the matter.

In 1989, Sheets awarded the first location outside of Michigan to her daughter, Melanie Bergeron. The office was in Atlanta, Ga.

When the company reached 39 franchises, Sheets asked Bergeron to assume the role of company president while she pursued a seat in the Michigan State Senate. Bergeron is now chair of the board. Two Men and a Truck's long track record of aggressive growth continues under Bergeron's progressive leadership and keen business strategies. Bergeron's accomplishments have been showcased on the cover of Franchising World magazine and in numerous other publications, including Franchise Times.

Brig and Jon Sorber eventually returned to team up with their mom and older sister in the mid-1990s. Brig Sorber now serves as the chief executive officer, and Jon Sorber is executive vice president.

In August 2012, former Chief Operating Officer Randy Shacka was promoted to president of Two Men and a Truck. Randy joined the team in 2001 as an intern and has since held several roles, including Franchise Development Specialist, Director of Operations, Chief Development Officer (CDO) and Chief Operating Officer (COO). This marks the first time in the history of the company the title of President has been held by a person outside of the Sorber family.

That first truck Sheets bought in 1985 has now multiplied into a fleet of 1,400 trucks. Two Men and a Truck is the nation's largest franchised local moving company. For current company statistics [click here](#). Customers benefit from having trained, uniformed movers who are insured and bonded to handle any home move and business moving tasks.

The company has come a long way – and logged a lot of miles – since Sheets sketched the first "stick-men." The Two Men and a Truck system continues to pave the way for future growth and innovation, while remaining rooted in the core principles of exceeding customers' expectations.

TODAY'S ASSIGNMENT

1. Watch the video in class and read over the case study.
2. Summarize the case in **3 PowerPoint slides ...**
 - Starting the business
 - Growing the business (franchising)
 - Current situation
3. Email the finished PowerPoint as an attachment.