

## **Exhibit 2**



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If I am not sure of my move time, can I still make a reservation?

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Can you provide help in and out of Residential Housing?

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Do you offer next day or same day moves?

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Do you provide an easy moving experience?

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Do you provide a comfortable moving experience?

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Do you provide moving trucks?

*No, we only provide labor.*

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[Chat with us](#)

-  Menu
  -  [Book Bellhops](#)
  -  [Bellhops Login](#)
  -  [Join Bellhops](#)
  -  [About Us](#)
  -  [Get Help](#)
  -  [Business Services](#)
  -  [Become an Advocate](#)
  -  [Careers](#)
  -  [Blog](#)
- [Join Bellhops](#)
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## What is Bellhops?

## Our Story



## The Idea

A few years after college, we started thinking about how we could create an awesome business that everyone loved, so we sat back and remembered a more simple time in our life... college. At University, our friends' parents would pay us way above market rate to perform relatively easy moves for them every semester. They didn't want movers, they just wanted some strong kids that they could trust and communicate with. After all, these were small moves. We were getting college degrees; pretty sure we could get a couch up a flight of stairs without putting a hole in a wall.

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## The Experiment

What were people doing who didn't have access to champions like us? Why did they pay us so much? Why were they so thankful? I mean think about it, we didn't have anything better to do in college, we lived a block away, had plenty of free time and zero money. We wanted to give everyone access to people like us. So we launched at our Alma Mater with a \$2k budget, got Stephen's wife to build a website and bought a \$1000 ad in an orientation booklet: "Trustworthy, youthful students to handle your heavy lifting." 250 reservations later, we contracted 80 students from our old fraternity and knocked the moves out. Afterwards, we received thousand-word emotional emails from customers about how thankful they were and how much they loved the 'Bellhops' that took care of them.

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## The Company

Today, we're serving over 121 cities in 42 states and contracting over 8,000 awesome student 'Bellhops'. Our customers these days range from students to senior citizens; it turns out everyone

needs moving help at one point or another. So, how do we manage an army of 8,000? Well, for starters, a mammoth team of software engineers that automate our communications and operations. Beyond that, it's all about empowerment. Bellhops choose their own jobs, which is a dynamic that completely changes the way Bellhops interact with our customers. After all, they chose to be there. Our concept was simple and the resources were there (college students). Someone just had to aggregate them, incentivize them, hold them to ridiculous standards and release them to the marketplace. This is the future of employment. Train awesome people on your culture and system, give them opportunity and let them go free. Good things will happen.

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## Our Mission

**Connect awesome people who need help with awesome people who want to work.** Bellhops are top notch... at life. We aren't just great workers, we're great people. Bellhops understand what legendary service is, and it has everything to do with effort and attitude. Every move is an opportunity to impress, because you never know who is watching. Future boss? Future reference? Every Bellhop will be entering the real world in the near future, and we're giving them a platform to prove themselves.

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## Customer Feedback

"Bellhops was a great way to help me unload my truck after a long drive. They were cheap and arrived before the move even started. They did a great job with everything and even finished early. Compared to the rest of the moving companies, this was definitely the best option for price."

–Ben, Alabama

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"These guys did a great job. They called to confirm and gave me contact information in case I needed it. They called the morning of our appointment, showed up right on time and worked until the job was done. They were friendly, courteous, and careful."

–Tiffany, Arkansas

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## Frequently Asked Questions

### Moving

Are you licensed, insured and bonded?

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Do you perform small or medium sized local moving?

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I heard you were a college based moving company, will you move non-students?

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## Pricing

I'm on a budget. Are you an affordable moving company?

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What is your hourly minimum?

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## Get In Touch

[1 \(888\) 836-3939](tel:18888363939)

[dingding@getbellhops.com](mailto:dingding@getbellhops.com)

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