Moving Lead Prices In 2026 â?? What Companies Should Expect To Pay

Description

By James Schulze

This article discusses the pricing of different types of moving services leads and the factors that can impact pricing. It also gives moving companies insights on the metrics they should track in assessing the value of moving leads and the critical success factors in converting these leads and driving up ROI.

For moving companies buying leads, price matters. But the cost of an individual lead or call only tells part of the story. This is especially true for long-distance moving, where a booked move can generate significant revenue. The real question isnâ??t simply, â??How much do moving leads cost?â?• It is, â??What does it cost to acquire a booked move?â?•

At The Leads Warehouse, we focus on long-distance moving leads and offer two primary products: aged moving leads and consumer-initiated moving inbound calls. The prices are dramatically different because the products are dramatically different.

A long-distance mover has plenty of incentive to purchase moving leads. The market is a steady growth market. It doesnâ??t really boom, but there is rarely a bust. The compound average growth rate (CAGR) for the next 5 years is just over **5%** with a market size potential of about $150 billion compared to the 2026 market of **$116.7 billion.**

How much do moving leads cost in 2026?

Moving companies can generally expect to pay in these ranges for the different types of moving leads:

- **Aged moving leads:** $0.10 to $0.50 per lead
- **Moving inbound calls:** $50 to $150+ per call

Older aged moving leads generally fall toward the lower end of the range, while fresher aged leads command higher prices. Moving inbound calls cost considerably more because the consumer initiates the conversation. Instead of receiving consumer data and attempting to establish contact, the moving company receives a call from someone interested in a long-distance move.

Comparing cost per lead (CPL) is not particularly useful though. The cost per acquisition (CPA) of a customer is a better way to compare leads (more on this later). An inbound moving call is very high intent and presents immediate closing opportunities with minimal tech needed. Aged moving leads require a deeper tech stack but can offer a better long-term CPA as the volume of an aged lead purchase provides a significant number of future closing opportunities.

Aged moving lead pricing ($0.10 to $0.50 per lead)

Aged moving leads are consumers who previously expressed interest in a long-distance move. As a lead ages, its price generally declines. So the oldest leads are at the lower part of the **$0.10 to $0.50** per lead range. That lower cost per lead allows moving companies to purchase significant volume and build a large prospect database.

At The Leads Warehouse, we view aged moving leads as a volume and follow-up strategy. Companies need sufficient dialing capacity, CRM automation, effective scripts, and a consistent follow-up process.

Moving also has an interesting characteristic that can make aged leads particularly valuable: consumers frequently begin researching a move well before theyâ??re ready to book. A consumer may be looking to sell their home, close on another property, start a new job, finish a school year, or finalize an exact moving date. But if they donâ??t book a move when the moving lead is originally generated, it doesnâ??t mean they are a bad lead. The salesperson may simply have reached the consumer too early.

Thatâ??s why aged moving leads require the right script. The salesperson should quickly determine whether the move happened, was canceled, was postponed, or is now approaching. Aged moving leads are also ideal for automated outreach cadences. At The Leads Warehouse, our largest moving clients reactivate aged moving leads with SMS campaigns to generate inbound calls. This reactivation can result in exceptionally low CPAs.

Moving inbound call pricing ($50 to $150+ per call)

Moving inbound calls are a very different opportunity. At The Leads Warehouse, moving inbound calls cost approximately **$50 to $150** or more depending on the length of the buffer, which typically ranges between 30 and 60 seconds. These are consumer-initiated calls from people interested in a long distance move. Instead of an agent attempting to reach a consumer from a data record, the interested consumer is already on the phone. The company isnâ??t paying $150 for a name and a phone number. It is paying for the opportunity to speak directly with a consumer who initiated a conversation about a long-distance move.

Donâ??t confuse lead price with customer acquisition cost

While many lead buyers are hyper-focused on the cost per lead (CPL), the actual cost per acquisition (CPA) of a customer can be a much better measure. CPL tells you what an aged moving lead costs. Cost per call tells you what an inbound call costs. CPA tells you what the customer costs.

Consider an example with two different moving companies:

- Company A spends $1,500 on 10,000 aged moving leads at $0.15 each and books 5 moves. Their CPA is **$300** (10,000 leads x $0.15 divided by 5 sales).
- Company B spends $1,500 on 10 moving inbound calls priced at $150 each and books 5 moves. Their CPA is also **$300** (10 leads x $150 divided by 5 sales).

The customer acquisition cost is identical even though one company purchased 10,000 leads and the other purchased 10 calls. The buyer of the aged leads also has thousands of consumers remaining for continued follow-up. The buyer of the inbound calls may have generated its sales with considerably less outbound activity and technology requirements.

Neither strategy is automatically better. The aged moving leads buyer must have a deeper tech stack, and the inbound call buyer must have exceptional buffer scripting. Specific strategies to match marketing type make the moving lead successful, not necessarily the type of moving lead. The better strategy is one that produces the best economics for the companyâ??s sales operation.

What should moving companies track?

For aged moving leads, companies should track:

- Contact rate
- Quote rate
- Booking rate
- Cost per acquisition (CPA)
- Revenue per booked move

Performance should also be tracked by lead age to determine which age ranges generate the best return.

For moving inbound calls, companies should track:

- Answer rate
- Billable calls
- Close rate
- Cost per acquisition (CPA)
- Revenue per call (RPC)
- Revenue per booked move

For a moving company to drive volume with inbound moving calls, optimizing RPC versus CPA versus cost per call maximizes call opportunities.

The objective is to understand what happens after the marketing opportunity is purchased.

Aged leads and inbound calls require different sales strategies

As important as it is to be thoughtful about the best lead type(s) to purchase, what comes after a lead purchase can have the greatest impact on converting leads. Aged moving leads and moving inbound calls require very different sales approaches and operations. Moving companies should consider the following critical success factors when working leads:

Scripting

Scripting should reflect how leads and calls are generated.

- **Aged moving leads â??** Many aged moving leads are originally generated through co-registration or co-reg for short. With co-reg, a consumer participating in an online experience is presented with an opportunity to express interest in receiving information about a long-distance move. Consumers who opt in become moving leads. An agent working an aged moving lead shouldnâ??t approach the consumer as though they requested a moving quote five minutes ago. The opening should establish context, reference the consumerâ??s previous interest, and determine whether the long-distance move is still relevant.
- **Moving inbound calls â??** The buffer provides time to establish consumer intent before the call reaches the billable threshold. Since the call comes from long-distance moving-specific creatives, the agent should immediately open with â??are you looking for a long-distance move?â?• to make the buffer effective. The buffer period is not the time to build rapport. Proper buffer use can take a marginally profitable campaign and make it wildly successful. After the buffer period, the moving companyâ??s sales process takes over.

Tech stack

Having the required tech stack is critical to ensuring deliverability and successful call handling.

- **Aged moving leads â??** A critical component to successfully closing deals off aged moving leads is to have tech that allows for consistent cadence. At The Leads Warehouse, we recommend using calls, SMS, and emails in outreaches to aged leads. The moving company must have clean caller IDs, appropriate registrations for SMS, and domain authority to ensure calls and messages are delivered.
- **Moving inbound calls â??** Inbound calls are higher intent but that doesnâ??t guarantee a booked move. Companies must have the ability to handle the call when it arrives. Companies miss calls. Routing technology can fail or block calls. Capacity settings can prevent additional calls from being delivered. Moving companies must pay attention to RPC metrics, as modern call routing platforms send calls based on the RPC algorithm. A company wonâ??t be able to maximize inbound moving call opportunities if their technology hampers their RPC.

Sales team roles and structure

Aged moving leads and moving inbound calls require very different sales operations.

- **Aged moving leads â??** With an aged moving lead, the salesperson initiates the contact. Persistence, dialing capacity, scripting, and follow-up matter. A company with a large outbound sales floor and strong CRM automation may be well positioned to work thousands of aged moving leads.
- **Moving inbound calls â??** With a moving inbound call, the consumer initiates contact. The salesperson needs to quickly qualify the move, establish confidence, provide pricing, and move toward booking. They also need the appropriate staffing levels to ensure agents are available

when calls come in. A company with experienced closers and the ability to immediately answer consumer-initiated calls may perform extremely well with moving inbound calls.

Many companies use both types of leads successfully. They use aged leads for volume and pipeline building. And, they use inbound calls for immediate consumer conversations. The most successful moving companies train agents for each specific type of marketing. An opportunity can go sideways immediately when the sales approach doesnâ??t match consumer intent.

Conclusion

There is no universally right price for moving leads in 2026. Aged moving leads priced from approximately $0.10 to $0.50 provide significant volume and a pipeline of consumers who previously expressed interest in a long-distance move. Moving inbound calls priced at $50 to $150 or more per call with a buffer provide something completely different: a consumer initiating a conversation about a long-distance move. The question isnâ??t which of the lead types costs less. It is: â??**Which moving leads produce the best customer acquisition cost and ROI for our company?**â?•

The Leads Warehouse has worked with lead buyers for more than 20 years. We provide aged long-distance moving leads and consumer-initiated moving inbound calls with a buffer, helping moving companies match their lead strategy to the way their sales organizations actually operate. Are you ready to talk about how you can grow your moving services sales pipeline?

About the author

James Schulze is the President and CEO of The Leads Warehouse, a marketing data company with over 20 years of experience in bringing lead generation solutions to companies selling into the home, automotive, financial, insurance, health and life, and legal sectors. He works directly with clients to optimize conversion strategies and ROI across multiple verticals.

Connect with James Schulze on LinkedIn:
https://www.linkedin.com/in/james-l-schulze

Read additional market analysis and commentary from James Schulze on Substack:
https://jameslschulze.substack.com

If you would like more information on how you can grow your moving services sales, give The Leads Warehouse a call at **1-800-884-8371** or visit our website at https://theleadswarehouse.com.

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jimtlw-media