

NORTH DFW

# REAL PRODUCERS

CONNECTING. EMPOWERING. INSPIRING.



▶▶ partner spotlight  
Written By Dave Danielson

# ELEMENT

M O V I N G

*Providing the Next Generation of Service*

Photography By Hope Harrison



**Element Moving and Storage isn't just about getting things from point A to point B. It's about moving the industry — and the experience its clients have — forward.**

And that's not by accident. As company President and Founder Elle Nesher says, she and her husband, Lee, have been very intentional about their mission to go beyond the norm to create something exceptional.

**A Drive to Excel**

Elle's drive to achieve began when she was growing up in Israel.

"I wouldn't say that when I was growing up, I thought I was going to be a moving company owner. But I knew I wanted to run a business and work with people," she remembers. "I always knew I wanted to be a business owner and an entrepreneur. I was always pretty independent. When I was 16 years old, I moved from Israel, where I was with my family, and moved to California, graduated high school out there, and then [went] off to college in Washington, D.C."

Elle stayed in the U.S. and moved to Chicago. There she met Lee, who also had grown up in Israel. After running their own business and traveling, spending time on the trade show circuit for the candle manufacturing business they had created, Elle and Lee decided it was time to start a family.

"At that point, we decided we were done with cold weather and moved to Texas," she smiles.

**Steps Forward**

While in Chicago, Lee had worked for some moving companies and had an eye on his own operation.

"He always wanted to open a moving company. That was definitely his dream. And in 2008, we decided that it was the right time to do that," Elle recalls. "Unfortunately, sometimes the moving industry has had a bit of a bad reputation. And we decided that we were going to do things the right way. And really change the way people perceive moving and run a company with honesty and integrity. And just make sure that we do it right by honoring the client and keeping our word."

A big part of doing it right for Elle and Lee was about having a sense of caring service and empathy for their clients.

"Moving is a very sensitive and difficult time for a lot of people," Elle acknowledges. "It's one of the three most stressful times of people's lives, including the death of a family member, divorce, and having a child."

Elle stresses the importance of removing stress.

"We work hard to make sure that we take that out of the move. That was always our goal from the inception of the company. And that's our number one goal. And that's where we try to help people," Elle emphasizes. "Moving is a very vulnerable time in people's lives. And we want to make sure that we are upfront and honest about all of our pricing and that there are no surprises."

**Growing All Around**

Today Element Moving and Storage has two locations, including Dallas and a new office in Austin. Elle and Lee have enjoyed the process of serving the area's growing population.

"This is definitely a growing market, with people moving around, upgrading, downgrading, and entering the market from other areas," she says. "While the majority of our pick-ups are in the Texas area, we do pick-ups

and deliveries all over the country, and we actually do a lot of international work, as well.”

The team also takes pride in taking care of other special parts of the moving process to ease the load for its customers.

“I love hearing from customers how our team members treat the move like they were their own. We love helping people through what can be a pretty stressful situation — being that resource that helps them know that things are covered,” Elle says. “We really pride ourselves in doing every aspect of the move from moving pianos, to swing sets, to whatever the need is. We also do painting, hanging artwork, and all those things

that come as part of the process. We can do it all for you.”

### A Family Approach

Elle and Lee have three children: Aeden, Ava, and Arielle. They cherish time together and giving back to the community.

One of the big ways they support those in need is through the Families to Freedom organization.

As Elle explains, “We are proud to be the moving partner for them. What they do is they get women and children out of domestic violence situations. The organization provides one-way transportation out of whatever situation people are in and helps them get on their feet again.”

Elle, Lee, and their team members also help connect the dots on moving day — taking unwanted items and delivering them to a variety of local charity organizations.

It’s all a part of a drive to achieve more on behalf of those they serve.

“Our success is really measured by the success of others. For our team members, I feel good about the fact that 40 to 50 people, on any given day, get their paycheck from working for our company, and are able to do that,” Elle smiles. “And of course, on a customer level, knowing that we do a good job, that we’re there for customers, and that we’re able to help them from beginning to end.”

**For more information, contact  
Element Moving and Storage today!  
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