

As featured in
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The Box Butler
1 Columbus Place Suite S8F
New York, NY10019
Toll Free 888-881-0810
www.theboxbutler.com

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New York- January 29, 2010: The local storage industry is more about real estate than you think. That prime land in far West Chelsea might make more money as commercial units or condominiums. What's a smart entrepreneur with experience in the storage industry to do?

With demand for local storage as high as ever, [Scott Sinclair](#) saw an opening to bring service to the streamlined storage industry and save money by putting his storage facilities in less pricey areas. His Box Butler (theboxbutler.com), a mini-storage company, picks up and delivers directly from your doorstep anything you want to store. In just two years, it has upped service to a new level.



"There was no one taking care of this industry from a high-service point of view, where the customer doesn't have to do much but make a phone call to have their stuff picked up or dropped off," says Sinclair. "Our butlers are well-trained in what we do. They are actors and presentable college kids."

Yes, they have butlers, or polite and well-behaved movers who bring plastic storage bins to your house and pick them up when you have them filled. (For \$37.50 per half-hour, they'll help you pack.) Storing a wardrobe container comes to \$32.99 per month. A trunk container costs \$14.99. Customers even rent the plastic bins for big moves.

"It's our eco-friendly way of helping people move," says Sinclair. "Renting these are cheaper than boxes, and easier to get rid of." Call 888-881-0810.