



Moving that keeps **families together.**

A two-sided marketplace for moving & home services — three languages, five countries, full cycle from quote to deal. Already live.

holymove.online · 2026

— THE PROBLEM

A bad move doesn't just cost money. It costs **family harmony**.

"One of the biggest sources of family conflict is disorder and discomfort at home. A good move creates good memories. A bad one leaves scars. Helping families move well means helping them stay together. That's why this is holy."

— HolyMove Mission



Fragmented market

Movers, packers, cleaners, organizers — all hired separately. A quality move means 5–7 separate vendors with no coordination platform.



1M+ Russian speakers — ignored

Every Israeli competitor runs Hebrew-only. Olim — who relocate most — are invisible. An untapped, loyalty-rich segment with no dedicated solution.

— THE SOLUTION

One request. The whole move — handled.

HolyMove connects families with verified companies across 9 categories in one platform, three languages — movers, packers, cleaners, organizers, painters, handymen, AC, design, junk removal.

- ✓ 9 service categories under one roof
- ✓ Offers & in-platform messaging
- ✓ Passwordless sign-up (magic link, 45 days)
- ✓ Russian, Hebrew, English + RTL

HOW IT WORKS

- 1 **Client submits a request** — from/to, size, services
- 2 **Account created automatically** — magic link to email
- 3 **Companies receive the lead** in CRM + email notification
- 4 **Company sends an offer** with price; client notified
- 5 **Client accepts** — messaging continues in-platform

— MARKET

₪5B+ market — and no clear leader.

Israel: hundreds of thousands of moves per year, each generating spend across multiple categories. Plus four international markets already in the platform.

₪5B+

TAM — Israel
(moving + home services)

₪4,000

Avg ticket per move
before add-on services

5

Countries in platform
IL · US · CA · GB · AU

Price reference (pro.co.il): 1–2 rooms ₪1,300–2,300 · 3 rooms ₪2,600–3,300 · 4 rooms ₪3,400–4,500 · 5+ rooms ₪5,000–9,000+

— TRACTION

Full product is live. All key systems shipped.

307+

Israeli companies
in 49 cities

2,600+

US companies
FMCSA verified

3

Languages with RTL
RU / HE / EN

9

Service categories
live

- ✓ Marketplace: requests → offers → chat
- ✓ Passwordless auth + magic link
- ✓ Region-aware pricing (₪/\$/ £/€/A\$)
- ✓ Online cost calculator

- ✓ Company CRM (auto-pull leads)
- ✓ Transactional email (Resend)
- ✓ Admin dashboard (/manage)
- ✓ JSON-LD SEO + sitemap.xml

— BUSINESS MODEL

Freemium — land free, expand later.

- 1 Free company accounts** — public page, industry CRM & real leads at zero cost. Builds supply & liquidity. **LIVE NOW** **Free**
- 2 Optional subscription** — opt-in premium: lead priority, visibility, analytics, multi-seat **~\$49–149/mo**
- 3 BNPL referral** — "Pay in installments" → licensed partner handles credit risk (later) **2–4% commission**
- 4 Cross-sell** — adjacent service upsell across the moving journey (later) **ARR**

— WHY WE WIN

Structural advantages **competitors can't copy fast.**

True trilingual (RU/HE/EN)

Every competitor is Hebrew-only. Building real multilingual UX takes years. The 1M+ Russian-speaking segment is a moat no one else can close quickly.

Moving + full home-service stack

9 categories in one platform. Competitors are either generic or moving-only. We own the customer LTV across the entire moving journey.

Radical transparency

No pay-to-rank. Open price guide. Globes Israel exposed competitors selling top slots. Our integrity becomes more valuable as trust erodes elsewhere.

BNPL — first in this niche

"Pay the move in installments" — nobody offers this in Israel's moving market. Opens a segment that can't currently afford a quality move upfront.

COMPETITION

Similar category — different league.

Feature	HolyMove	pro.co.il	midrag.co.il
Russian / English	✓ RU + EN + HE	✗ Hebrew only	✗ Hebrew only
In-platform chat	✓ Live	✗ Phone only	✗ Phone only
Open pricing	✓ Public guide	✗ Call only	Partial
BNPL installments	Roadmap Q4 2026	✗	✗
Company CRM	✓	✗	✗
Multi-country	✓ 5 countries	✗ IL only	✗ IL only
Merit ranking	✓ No pay-to-rank	✗ Exposed by Globes	✓

— ROADMAP · TEAM

DONE

Live & shipped

- Full marketplace
- 3 languages, 5 countries
- CRM + email + admin
- 3,000+ companies

NOW · Q3 2026

Build supply (free)

- Free company sign-up
- Grow listed companies
- Live lead flow + CRM

NEXT · 2027

Monetize + scale

- Optional ~\$49–149/mo
- BNPL partner (later)
- CA/GB/AU
- Path to break-even

Joseph (Joe) Pusser — Founder

8+ years freelance development (Fiverr Top Rated). HolyMove built solo — DB architecture, PHP backend, UI, i18n, deploy, full marketplace. Israel. Founder of SeppFlow Studio.

SeppFlow Studio

Boutique web development & design agency. Builds digital products end-to-end — from concept to production. Designed and built HolyMove.



Let's talk.

Open to seed investment, strategic partnerships, and conversations about joint growth.

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Get in touch

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