

# Family company is always on move

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**HIGH POINT** – Bart Lassiter’s family business has been on the move since it was founded 101 years ago by his ingenious grandfather, who as a young man saw the railroad’s presence in High Point as an opening for entrepreneurship.

What began as a business hauling baggage and freight from railway cars using mules and wagons has evolved into a moving and storage company that handles possessions from all 50 states and parts of the globe. Lassiter, vice president of City Transfer and Storage Co., is the third generation of his family to own and operate the High Point-based business.

He credits the success and longevity of City Transfer to the hard work and dedication of a long line of employees and the company’s ability to adjust to changes in society and business. City Transfer moves and stores possessions for customers ranging from global-reaching corporations to a family relocating from one part of High Point to another section of the city.

“What I enjoy most is the relationships with customers who have become friends, too,” Lassiter said.

For example, through the decades, City Transfer has employed part-time workers during peak periods who were high school or college students.

“Now we’re moving these guys. A lot of them have gone on and become business people, and we’re even moving some of their kids,” Lassiter said.

City Transfer was founded in 1908 by his grandfather, the late I.M. Lassiter, who vacated the farming life in Randolph County that was common for the time to move to High Point and set up a business hauling possessions transported by rail.

“Back in those days, the railroad was the main transportation. He started out running the baggage for the railroad. So being across the street from the train station, he’d pick up and put stuff on wagons,” Lassiter said.

Lassiter’s father, Carter, and an un-

cle, Mac, took over the business after World War II. Today, it remains a family-owned business operated by brothers Bart, Ron and Scott Lassiter.

City Transfer started from a building downtown near the train depot that’s now a parking deck in the High Point Market showroom district. The company relocated to its current home in southwest High Point in the 1960s.

The complex of warehouses includes climate-controlled sections where City Transfer customers can store household goods in containers elevated from the floor. The company has expanded to maintain warehouses in Winston-Salem and Fayetteville.

City Transfer’s customers range from businesses storing records, equipment and furnishings to “regular folks wanting to move across town or across country,” Lassiter said.

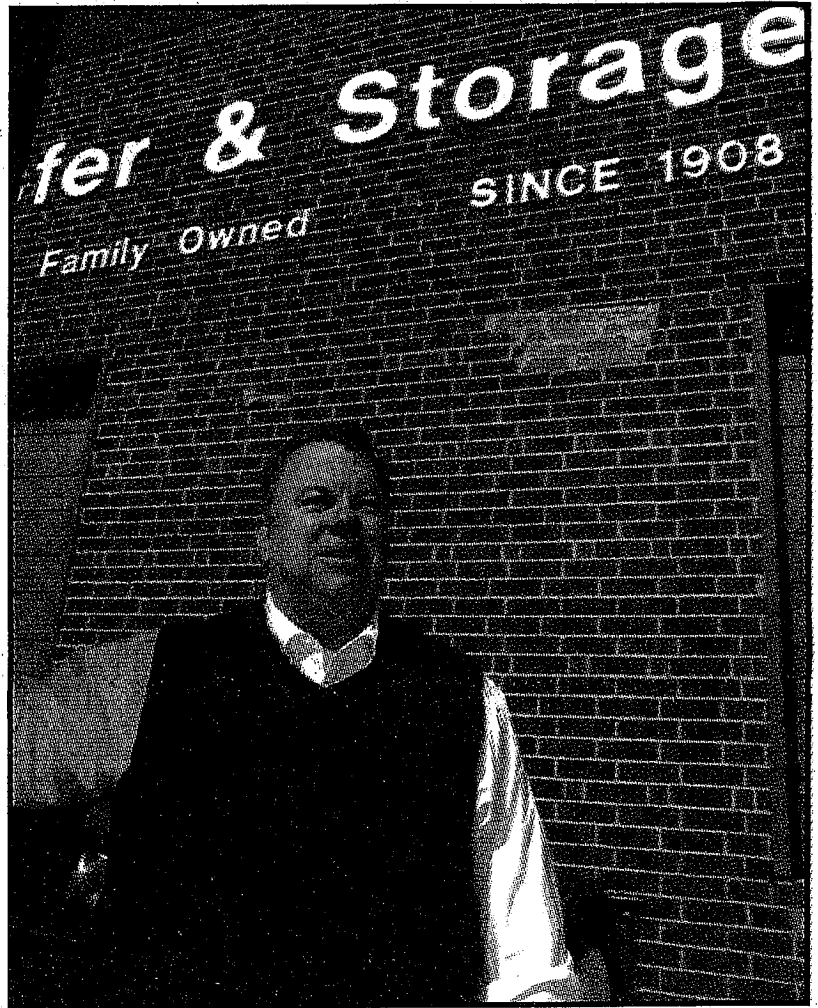
City Transfer has evolved and innovated as Americans changed from a lifestyle where people grew up and stayed in one community to the frequent relocations today to new homes.

“People have things that they don’t want to get rid of – their kids may want it at some time. So we can get it out of their house or garage and keep it here in a safe environment,” Lassiter said.

The flexibility and response to customer requests has allowed City Transfer to expand into new opportunities – or, as Lassiter explains, using a favorite phrase of his late father – “We’ll store anything that fits in the door.” One commercial section of a City Transfer warehouse features items ranging from pianos to a 10-foot-high portable outdoor basketball goal.

Now 56 years old, Lassiter started as a young man helping after school with tasks such as working in warehouses, washing trucks and loading and unloading deliveries.

Lassiter said he and his brothers and other relatives have devoted their careers to making City Transfer grow.



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**Bart Lassiter is the third generation of his family to own and operate City Transfer and Storage Co.**

## BART LASSITER

**Personal:** 56; wife Barbara; twin daughters, Aimee and Abby

**Education:** Graduate of Andrews High School; earned bachelor’s of science degree in business administration from Appalachian State University

**Professional:** Vice president of City Transfer and Storage Co.; past president of the trade groups N.C. Movers Association and Triad Movers Association; top salesman for Atlas Van Lines, associated with City Transfer, in 2004, 2006 and 2007

**Civic:** Past president of the High Point Merchants Association; served on board of directors of the Salvation Army, High Point Museum, Crimestoppers and Greensboro Merchants Association

But he credits the people the company has employed over the decades as well.

“It starts and ends with the fact that we’ve been able to hire and keep good

people,” he said. “They represent the quality of what we want to be to our customers.”