

BNI®



**MOUNTAIN SOUTH
REGION**

MORE THAN MOVING:



**HOW ANNE SMITH BUILDS
COMMUNITY ONE RELATIONSHIP
AT A TIME.**

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MOVING PEOPLE. BUILDING COMMUNITY.

Moving is about more than boxes, furniture, and trucks. Behind every move is a person experiencing change—whether it's a family starting a new chapter, a business growing into a new space, an older adult downsizing, or someone navigating a difficult loss.

Anne Smith of College Hunks Hauling Junk and Moving in Western North Carolina understands that her team often meets people during stressful and emotional moments. That's why their work isn't simply about moving belongings.

IT'S ABOUT HELPING PEOPLE MOVE FORWARD.

That same people-first philosophy made BNI Mountain South Region a natural fit. Through the BNI Mountain Synergy chapter, Anne has found a community centered on trusted relationships, meaningful connections, accountability, and helping others succeed.

For Anne, College Hunks and BNI share the same foundation:

**STRONG COMMUNITIES ARE BUILT
ONE RELATIONSHIP AT A TIME.**



ANNE SMITH

*College Hunks Hauling Junk and Moving
Western North Carolina*

“
**WE'RE IN THE
PEOPLE BUSINESS.**”

— ANNE SMITH

HONEST, UNIFORMED, NICE, AND KNOWLEDGEABLE SERVICE

Anne serves Western North Carolina through **College Hunks Hauling Junk and Moving** in the Asheville area, where **"HUNKS"** stands for Honest, Uniformed, Nice, Knowledgeable Service.

HUNKS
MORE THAN A NAME.

H HONEST
U UNIFORMED
N NICE
K KNOWLEDGEABLE
S SERVICE

From moving and junk removal to labor and hauling services, Anne and her team focus on reducing the stress that comes with moving. For Anne, great service requires more than physical strength—it takes thoughtful communication, careful listening, and problem-solving.

GREAT SERVICE REQUIRES MORE THAN PHYSICAL STRENGTH.

MOVING IS OFTEN CONNECTED TO MAJOR LIFE CHANGES

People call College Hunks during all kinds of life transitions—some exciting, others difficult or unexpected. In those moments, Anne wants her team to be more than movers.



“WHAT WE CAN PROVIDE IS THAT STEADY PERSON.”

— ANNE SMITH

By listening, problem-solving, and understanding each customer's needs, the team helps make stressful situations more manageable.

HOW CUSTOMERS FEEL THROUGHOUT THE PROCESS MATTERS JUST AS MUCH AS THE WORK ITSELF.

BUILDING LEADERS NOT JUST MOVING TEAMS

Company culture is central to College Hunks, where Anne focuses on

**BUILDING LEADERS,
NOT JUST EMPLOYEES.**

Team members are encouraged to develop skills in communication, leadership, marketing, customer service, and networking. By creating opportunities for growth, Anne helps employees see a path forward while building a stronger team and better customer experience.



FINDING THE RIGHT COMMUNITY THROUGH BNI MOUNTAIN SYNERGY

Anne joined the BNI Mountain Synergy chapter after experiencing its welcoming, high-energy, and intentional culture.

Since joining, Anne has built **TRUSTED RELATIONSHIPS**, **VALUABLE REFERRALS**, and **STRONGER ACCOUNTABILITY**, and deepened her **COMMUNITY CONNECTION** to the Western North Carolina business community.

**“THEY ARE JUST A VERY
INTENTIONAL GROUP.
EVERYONE IS TOP OF
THE GAME, HIGH ENERGY.”**

— ANNE SMITH

THE QUESTIONS THAT TURN NETWORKING INTO SERVICE

BNI gives busy business owners consistent accountability to show up, stay engaged, and look for ways to help others.

For Anne, that means asking,

“

- WHO CAN I **INTRODUCE?**
- WHO CAN I **HELP?**
- WHOSE PROBLEM CAN I **SOLVE?**

That mindset turns **NETWORKING INTO RELATIONSHIP-BUILDING**—connecting the right people with the right resources and opportunities.

BECOMING A NATURAL CONNECTOR

Anne discovered her strength as a connector through the moving industry, and BNI amplified it.



“ WITH BNI, IT’S ALMOST LIKE YOU PUT **GASOLINE ON THE FIRE.**”

— ANNE SMITH

BNI has trained Anne to recognize natural opportunities to connect trusted people with the right resources—**TURNING EVERYDAY CONVERSATIONS INTO MEANINGFUL INTRODUCTIONS.**

CREATING STRATEGIC RELATIONSHIPS ACROSS INDUSTRIES



Anne's work naturally connects with professionals like organizers and realtors who often serve clients preparing to move, declutter, or downsize.

She focuses on finding the right solution—even when that means recommending someone else.

FINDING THE RIGHT SOLUTION.

“

IF I CAN BE **YOUR SOLUTION**, I'M HAPPY TO.
IF YOU JUST WANT TO TALK THROUGH THE PROJECT,
I CAN POINT YOU IN **OTHER DIRECTIONS** AS WELL. ”

— ANNE SMITH

By putting the customer's needs before the sale, Anne builds **TRUST AND LASTING RELATIONSHIPS.**

BUILDING BRIDGES BETWEEN NORTH CAROLINA AND TENNESSEE

BNI Mountain South Region helps professionals across Western North Carolina and Southeast Tennessee expand their networks beyond their immediate communities.

“It makes us all have a little bit a larger lens,” Anne said.

By building connections across the region, members can share trusted referrals, exchange ideas, and create opportunities to serve people throughout neighboring communities.

BEING WHERE YOUR FEET ARE

Anne believes in “being where your feet are”—showing up and investing in the community around you. Through BNI and other local organizations, she has seen how consistent involvement builds relationships that traditional marketing cannot replace. For Anne, showing up, building trust, and supporting others strengthens both businesses and the communities they serve.

YOU CANNOT SIMPLY JOIN A COMMUNITY

Community is more than membership—it requires showing up, listening, helping, and building trust.

**SHOWING UP. LISTENING.
HELPING. BUILDING TRUST.**

“

**YOU CAN'T JOIN COMMUNITY.
IT'S SOMETHING THAT YOU BUILD,
AND YOU BUILD IT ONE
RELATIONSHIP AT A TIME.**”

— ANNE SMITH



For Anne, every connection, referral, and act of support is an opportunity to strengthen that community.
EVERY CONNECTION STRENGTHENS COMMUNITY.

HOW BNI CREATES **ACCOUNTABILITY** AND CONTINUED GROWTH

BNI offers more than referrals—it provides education, structure, and opportunities for professional growth. Through training, podcasts, and one-to-one meetings, members learn not only what others do, but their story and their “why.”

THEIR STORY AND THEIR “WHY.”

That deeper understanding builds stronger relationships, makes referrals more natural, and gives business owners tools to continue growing.

AN EXTERNAL **CULTURE** THAT REFLECTS INTERNAL **VALUES**

Anne sees BNI as a natural extension of College Hunks because both emphasize people, relationships, service, and leadership.

PEOPLE. RELATIONSHIPS. SERVICE. LEADERSHIP.

**“ I LOVE THAT IT
FITS OUR
BUSINESS MODEL.”**

— ANNE SMITH



Through BNI, Anne carries those same values into the broader business community while building relationships and finding new ways to **HELPING OTHERS SUCCEED.**

MORE THAN MOVING, MORE THAN NETWORKING

Anne Smith's story shows that both moving and networking are ultimately about people and relationships."

PEOPLE AND RELATIONSHIPS.

Whether helping a customer through change or connecting a business owner with the right opportunity, success goes beyond completed projects and referrals."

For Anne, it's about reducing stress, developing leaders, building trust, and strengthening the community one relationship at a time.

**REDUCING STRESS.
DEVELOPING LEADERS.
BUILDING TRUST.
STRENGTHENING
COMMUNITY.**

**ONE RELATIONSHIP
AT A TIME.**

BNI®



made with love by
METATECH