

BUSINESS INTERVIEW



LAMBERT MOVING SYSTEMS: A CENTURY OF SERVICE, STRENGTH, AND FAMILY

For 100 years, Lambert Moving Systems has been part of Opelika's story, a company built on hard work, family and dedication. Founded in 1925 by T.M. Lambert, the business began when he moved his family from Thomasville, Georgia, to Opelika in search of opportunity with the local textile mills.

"He had heard that there would be a good opportunity for work there," said Carlton Hunley IV, the company's president and great-grandson of the founder. "When he got here, he got ahead of the curve a little bit, and he needed something to do. As people were moving into the community, a lot of people didn't have ways of transporting furniture back then. So my great-grandfather, being the entrepreneur that he was, told my great-grandmother, 'I think I'm going to get a pickup truck and start moving people's stuff for them.'"

What started as a simple favor quickly turned into a family legacy. "He figured out he was pretty good at it, and had a great reputation in Opelika," Hunley said. "It kind of morphed into a full business." His great-grandmother even let him store customers' furniture in her garage until, as Hunley recalled with a laugh, she kicked him out and said, "You've got to go buy a building or something."

Four generations later, Lambert Moving Systems has grown far beyond its Opelika roots and become a regional operation with offices throughout the Southeast. Hunley attributes the success to his team's dedication and kindness. "We tell our customers often, we are probably not going to be the lowest quote that you get," he said. "But on moving day, I assure you, you will absolutely be thankful that you went with us."

Lambert's services now reach far beyond residential moves. "Over the years we've understood that to survive in an industry that changes a lot, we have to diversify," Hunley said. Today, the company offers local and long-distance moving, corporate relocation, office and commercial moving, international moves, and specialty services for items such as fine art, antiques, pianos and oversized furniture.

With a reputation for reliability and experience, Lambert Moving Systems continues to uphold its century-long promise of care and professionalism. The company's trained movers handle every detail, from packing to shipment coordination, to make each move stress-free.

As the company celebrates its 100-year milestone, Hunley is focused on the future. "I want to be the generation that starts seeing the business able to thrive in such a way that we are able to give to the community in other ways," he said. "We want to take what we're given and give it to the next generation with something better than what we were handed. That's our mission — to be really good at what we do, where we are, and to invest in the communities that have allowed us to become successful."

To learn more about Lambert Moving Systems and their services, click [here!](#)