



La Rosa del Monte blossoms in the moving business

BY IVA YATES

For the last 35 years, La Rosa del Monte Express Inc. has been providing clients in Puerto Rico and the continental U.S. with top-of-the-line moving and shipping services. According to La Rosa del Monte's general manager, Ricardo Martinez, the company is placing a strong emphasis on its domestic and international moving services for the private industry and government as well. "So far this year, we've seen a 30% increase in the commercial and government area," said Martinez. The company now also offers auto shipping anywhere in the world. "We can pick up the car the same day that the move is picked up," he stated.

With offices located in strategic Hispanic markets in the mainland U.S., such as New York, Miami, Orlando, Massachusetts, Connecticut, Chicago, Pennsylvania, Ohio, and Texas, as well as in the Dominican Republic, La Rosa del Monte has no need to subcontract in the moving destination. For international moves,



*Ricardo Martinez, general manager
of La Rosa del Monte Express*

La Rosa del Monte trusts in certified agents at several destinations. Access to the company's information is easy through its website, www.rosadelmonte.com.

La Rosa del Monte has other divisions, such as rigging and the Data Storage Center, that help the company maintain its competitive edge.

"The rigging division specializes in the relocation of industrial machinery for industries such as manufacturing," said Martinez. He mentioned that the Data Storage Center offers clients document management and storage services. "This service is provided for companies that handle a large amount of documents such as mortgage banks, law firms, and insurance companies," he added. Furthermore, the company recently acquired a new fleet of specialized trucks that will help move heavy machinery.

In an effort to improve the company's services to clients, La Rosa del Monte will build a 100,000-square-foot warehouse in Dorado, making a \$2 million investment in 5.3 cuerdas (a cuerda is 0.97 acres). "We are constructing what is tentatively called the Distribution Center to consolidate the company's storage and administrative duties," said Martinez. These efforts look to concentrate on one thing: getting more business. "La Rosa del Monte seeks to capture 40% to 45% of the moving market in Puerto Rico," Martinez added. ■