

MORE THAN A JUNK TRUCK

By: Cameron Ungar



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Cameron Ungar

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About Me

My name's Cameron Ungar. I moved to Indian Land, SC from San Diego with my wife & 3 kids in August, 2018. The reason... to improve our quality of life. And that's exactly what's happened. We've fallen in love with the Carolinas & the Southern Lifestyle.

I'm not an author. I wrote this book for fun. And because it was the easiest way to tell people what I do. I started Trash and Stash Junk Removal. We're a Fort Mill, SC junk removal business. We make it easy for people to declutter and simplify their lives. We distinguish ourselves by providing exceptional customer service, giving back to our community & committing to environmentally responsible business practices. That's a long way of saying we want to help people, have fun & make the world a little bit better each day.



Our Story

TRASH & STASH: One man's trash is another man's business opportunity.

Cameron Ungar and his wife took a leap of faith when they uprooted their family from the West Coast to the Carolinas where he ultimately landed a position as guest services manager at the U.S. National Whitewater Center in Charlotte, N.C.

Ungar took an even greater leap of faith a year later when he, with the help of two associates, launched [Trash & Stash](#), a brand-new junk removal, moving help and micro-storage service based out of Fort Mill, S.C.

This is the story of how three Fort Mill/Charlotte-area residents used their collective experiences from the pandemic-ravaged live events and hospitality industry to build a new business together that simplifies busy people's lives while making a positive impact on the environment and community.

Open for business since April 19, Trash & Stash has exceeded its first operational goal – 30 jobs in its first 30 days – while also diverting materials from local landfills, simultaneously raising funds for a local pediatric cancer foundation, creating jobs, and wowing customers.

From the ashes of a trashed industry to a rebirth in the trash industry.

This is the story of Trash & Stash.



The Genesis

And like many sagas from the tumultuous year 2020, this story begins with the pandemic, COVID-19.

With two decades of event industry experience under his belt including owning his own event services business, Ungar began 2020 with much promise, starting his new job in January at the whitewater outdoor recreation center/event venue. That's where he met seasoned service and hospitality professional Chase Waychoff, the center's food and beverage director.

Then came the coronavirus, then came lockdowns, social distancing measures, the bans on mass gatherings, and massive cancellation of events, devastating an industry that relies on people communing together for in-person shared experiences.

Like many in the workforce, Ungar and Waychoff suddenly found themselves laid-off and searching for answers. A longtime associate of Ungar's, Robert Mohorc, a Marine veteran and special event manager for noted event security outfit Contemporary Services Corporation (CSC), was also in the same boat.

Rather than wait around for the prospect of events bouncing back, Ungar began plotting an entrepreneurial future. He figured his days in the live events business were over.

Admittedly, junk removal was not his first career choice.

But he looked around at the growing Ft. Mill area and its ever-increasing number of master planned communities and the preponderance of storage facilities cropping up and a vision began to form. Once the business concept and framework were created, Waychoff and Mohorc were brought on board. They have been instrumental in the execution and launch of the business.

After purchasing a service truck/van from a Honda dealership that Ungar worked at for a few months, the Trash & Stash crew was ready to roll.

Trash & Stash's first job was delivering a dining room set to a customer who had purchased it on Facebook Marketplace but who had no way to get it to her home. "She found us from a post I made on Facebook," said Ungar.

Thus, a sweaty start-up was born.

The Dirty Work

With the goal of helping customers simplify and declutter their lives, Trash & Stash offers full-service junk removal, help with moving and/or delivering bulk items, and micro-storage. This also includes home renovation debris removal, storage unit cleanout, estate cleanout, yard debris removal and household disaster clean up, with more services to come as the business grows.

Junk removal is a \$10 billion industry and growing according to the Bureau of Labor Statistics, but Trash & Stash has not reinvented the wheel, rather the company is refining it, and improving upon it.

Trash & Stash is carving out its niche with exceptional customer service. “They arrived on time, quickly after calling to set my appointment. They came to look at the job but ended up being able to handle it the same day. Quick, careful and fairly priced. I would highly recommend this company,” raved customer Sandra Vinton.

It’s all about building relationships and providing memorable client experiences, skills that Ungar, Waychoff and Mohorc honed while working in the live events industry.

“Customer service is my jam,” said Waychoff. “We’re not there to just haul junk, we’re there to provide an actual experience.”

The events business is multi-disciplinary and requires skills in planning, logistics, project management, operations – and most importantly, customer service – all of which Ungar, Waychoff and Mohorc have applied to the junk removal business. “I think it’s our customer service skills that sets us apart - coming from the industry that we did,” said Mohorc.

With a strategically defined hyper-local target area in Charlotte’s southwestern suburbs, Trash & Stash serves the South Carolina communities of Indian Land, Fort Mill, Lancaster and Rock Hill as well as North Carolina’s Waxhaw and Ballantyne.

Why?

“We prioritize the neighborhoods along the North and South Carolina border because that’s our community,” said Ungar.

The Community

For Trash & Stash it's not simply about growing greenbacks, this business model is about going green as well: Every effort is made to repurpose the junk the crew removes and divert it from landfills.

“I don't think anybody likes the idea - even if they're giving something away - of it going straight to the dump and ending up in the trash pile” said Ungar.

Trash & Stash is the environmentally responsible junk removal choice. The crew sorts the junk it removes, with the goal of donating (providing customers with donation receipts), recycling, and repurposing as much as possible. They donate items to Goodwill, while more valuable or collectible pieces are sold on Facebook Marketplace.

The last resort is the dump.

Sustainability is one of Trash & Stash's core beliefs and its commitment to Corporate Social Responsibility.

Hand-in-hand with its commitment to sustainability, Trash & Stash has an obligation to the community.

Striving to be transparent with customers, Ungar decided that collected items that Trash & Stash sells online will benefit the [Isabella Santos Foundation](#), a local nonprofit that “is dedicated to improving rare pediatric cancer treatment options in an effort to increase survival rates of kids with cancer.”

The foundation resonated with Ungar because a boy in his neighborhood passed away last year from a brain tumor – to witness a family deal with the trauma of losing a young son who had previously been healthy was terrifying and heartbreaking.

“It was important for me to find ways to give back to the community,” said Ungar. “And it's been a nice partnership with the foundation.”

Inspiring Big Changes With Simplicity & Humanity.

Household clutter is stressful. No matter how it happened, the stuff we accumulate gets overwhelming. And costly. We see it everyday with our customers. But the truth is we deal with it in our own homes too. This is why we started *Trash & Stash*. We needed a way to regain control, get space back & to find ways to actually enjoy the things we treasure.

Junk removal as a lifestyle brand?

Our purpose is to help people simplify their lives.

We know this sounds grand, but the idea is simple. Too much stuff distracts from the things that are important. So, when we remove the junk, we remove the distractions. Then it's easier to focus on the important things. In this context, junk removal service is more than a convenience. It's the first step in a simplified life.

This first step is an important one because it's the beginning of a journey. A journey we want to be a part of. We see *Trash & Stash* as both an instrument for change & a support resource. This is why we do more than junk removal. We're a one- stop shop to declutter. *Trash & Stash* is a multi- tool for people interested in simplifying & minimizing.

Rage Against the Information Machine

Today, we're bombarded with intrusive & targeted marketing campaigns. We're manipulated to buy things we don't need & rewarded with instant gratification. We started *Trash & Stash* to counter this. To give people the tools to filter & refocus.

What We Believe. What We Practice.

Shockingly Human

We do junk removal & help folks declutter. But our business is taking care of people. And we want to do that better than anybody else. Our business depends on connecting with our customers as people. Connecting in real ways. That starts with being considerate, honest, respectful & accountable. Being human.

To this end, we use technology when it makes things easier, better & more affordable. We won't use it to replace human connection. When you call, you'll speak to a live & local person.

Our team is special. We have to be. You're trusting us in your home. We're invited guests. You'll know the driver before he arrives because you'll have already chatted. The crew will be ready for the job & your time is respected.

Trash & Stash staff is background checked, drug tested & trained.

We empower our team to provide shockingly human service. This is possible because the team's responsible for the success of the company. They have ownership. Pride in who we are. We use a unique hiring pipeline model. All new *Trash & Stash* team members start at the same level. As they gain experience, pay & responsibility increases follow. This means promotions are always internal. Our greatest investment is in our people, because our people are our business.

Hyper- Local

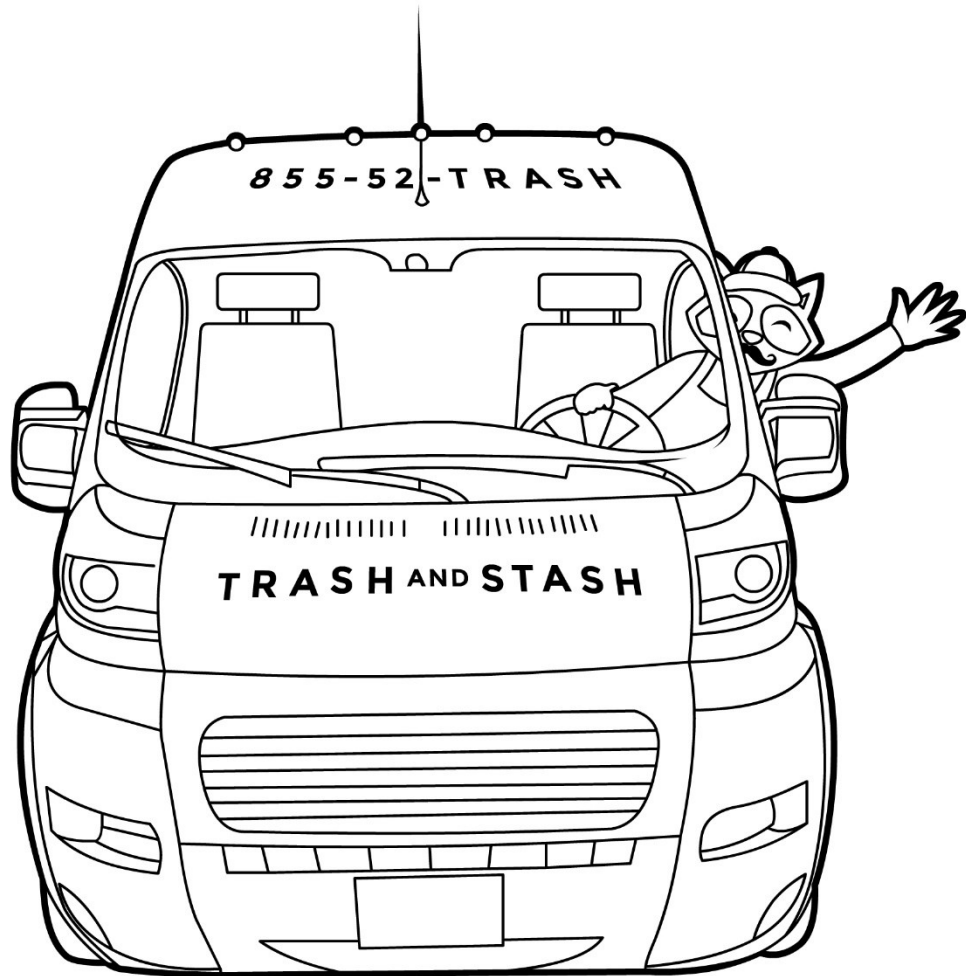
We're local & community based. Fort Mill, South Carolina is our home & service area. Our service area is small so we can best serve our neighbors & exceed our service promise.

We also support the other local businesses in our community. Whenever possible, we'll hire or buy local. In a post COVID-19 world, the biggest day to day impact comes from those closest to us. Keeping money in the local economy makes a big difference.

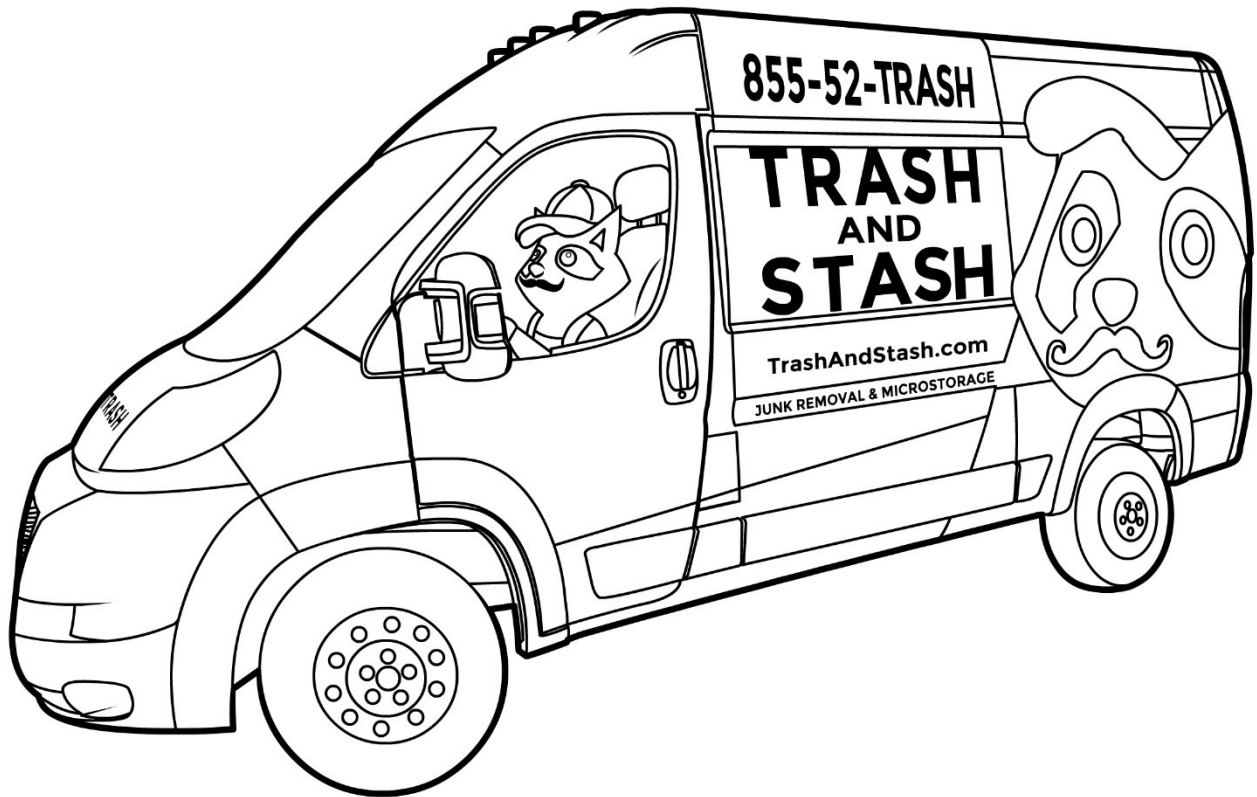
Responsible

We all leave an impression on the world around us, we want ours to be a good one. Here's some of the ways we do that:

- ✓ Treat others *better* than the way we wish to be treated.
- ✓ Do what we say we're going to do. Even if its hard, costly & time consuming.
- ✓ Communicate clearly. Be direct, respectful & timely. Be solution oriented.
- ✓ Leave things better than we found it.
- ✓ Be sustainable. Adopt practices to reduce waste.
- ✓ Give back. Find ways to support the community.

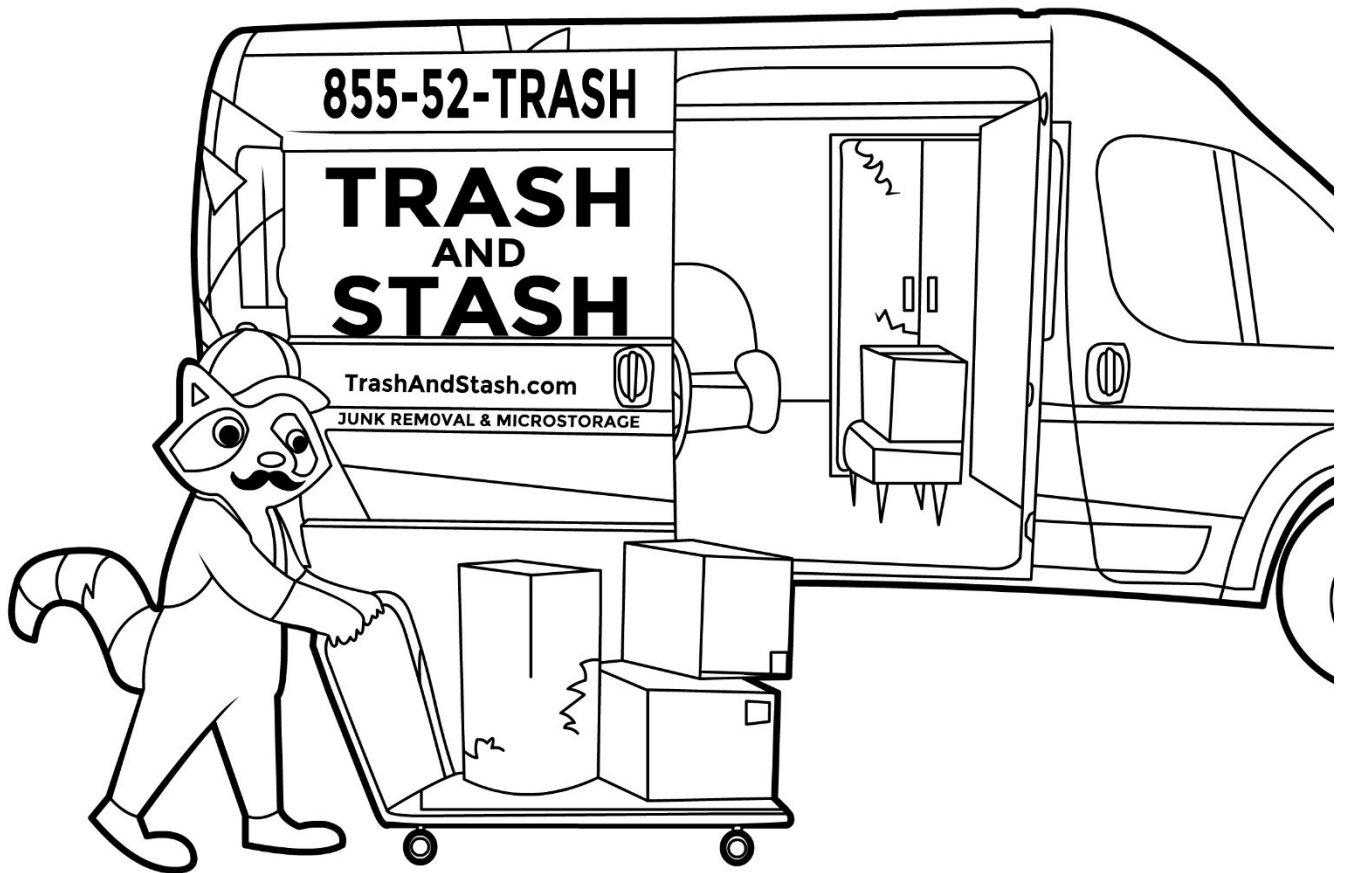


**My name's Amelia.
I wasn't always a junk truck.
This story isn't about what I was.
I don't always haul junk.
This story isn't about what I do.**



**I'm helpful. I'm a hard worker. I'm caring.
I'm resourceful.
This is a story about who I am.**

**When I'm at work I help people. I carry away
the things they don't want or need anymore.
Sometimes I bring those things to new people
who do want or need that stuff.**



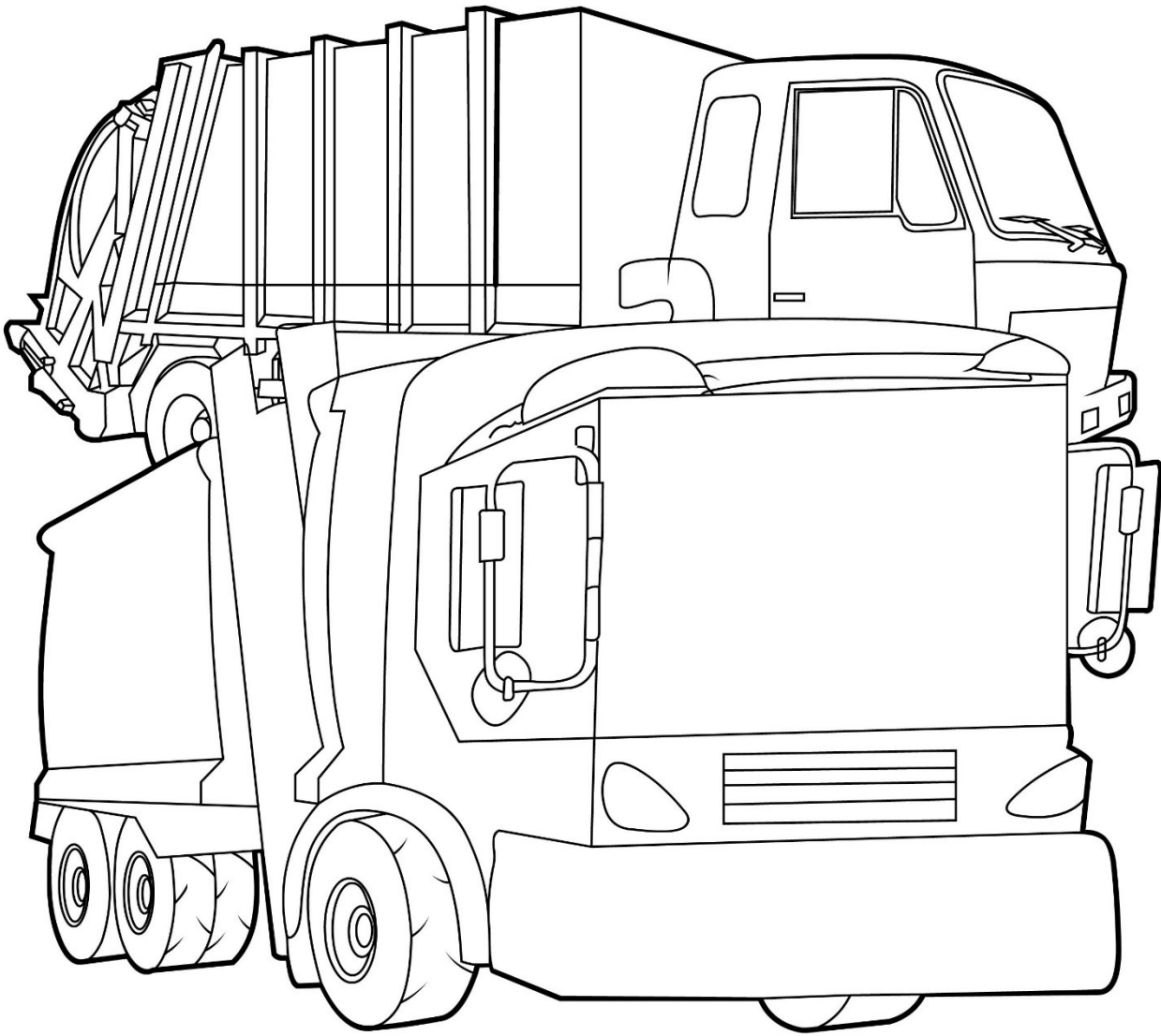


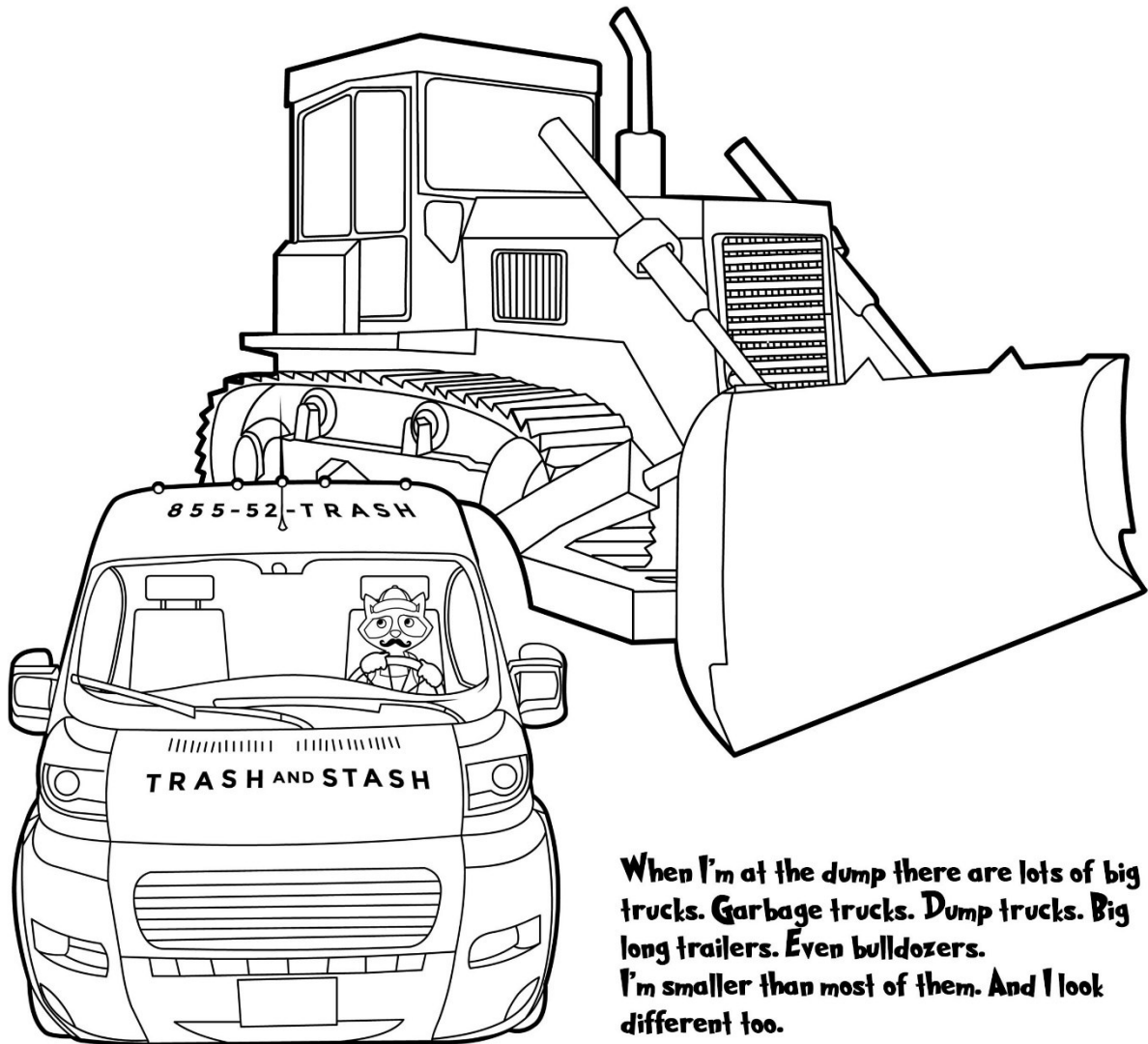
**Sometimes I bring those things to artists
and trades people who turn the old stuff into
wonderful new things.**

**Sometimes a take those things to the
recycling center where it can be broken down
& recycled into something else.**

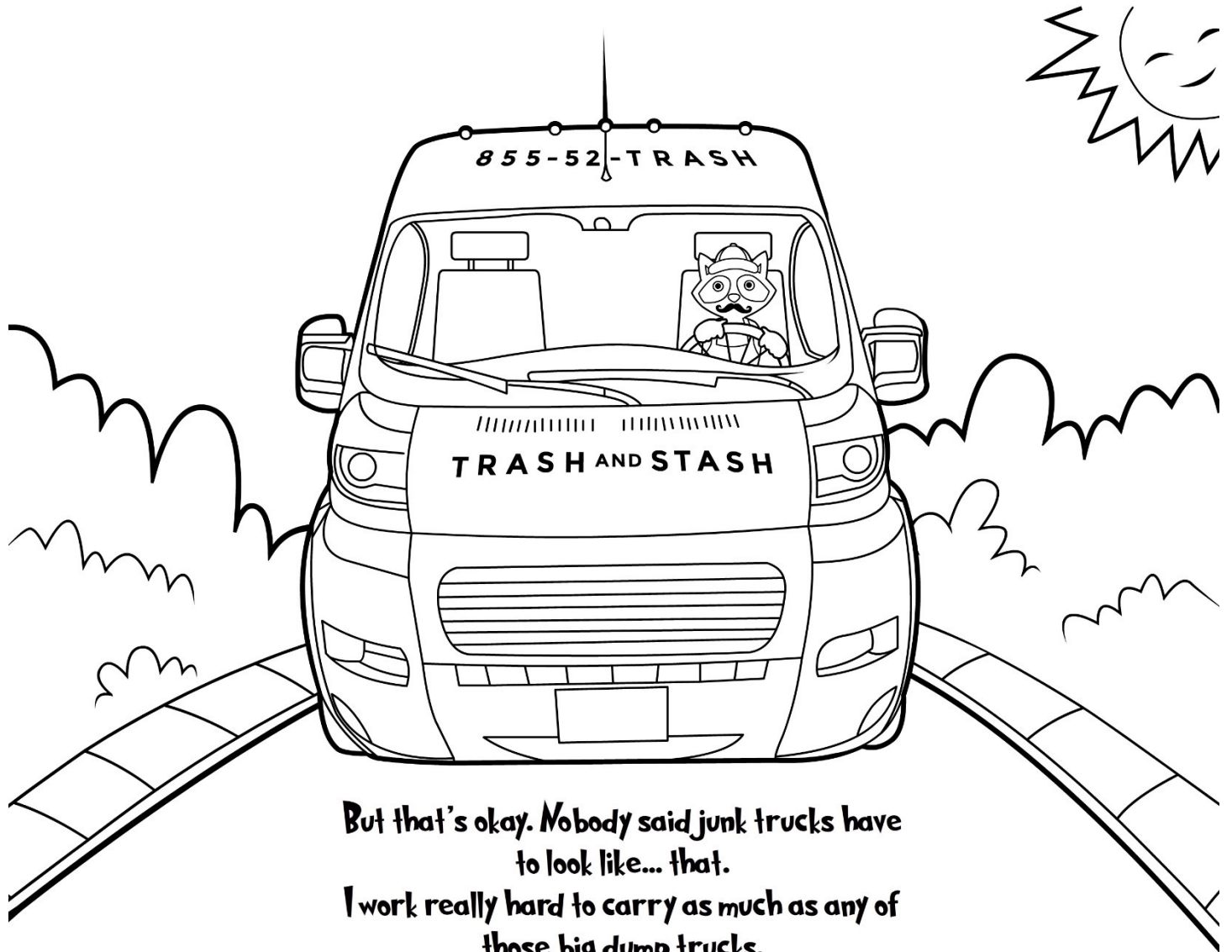
And sometimes I take those things
to the dump where it gets
thrown away.







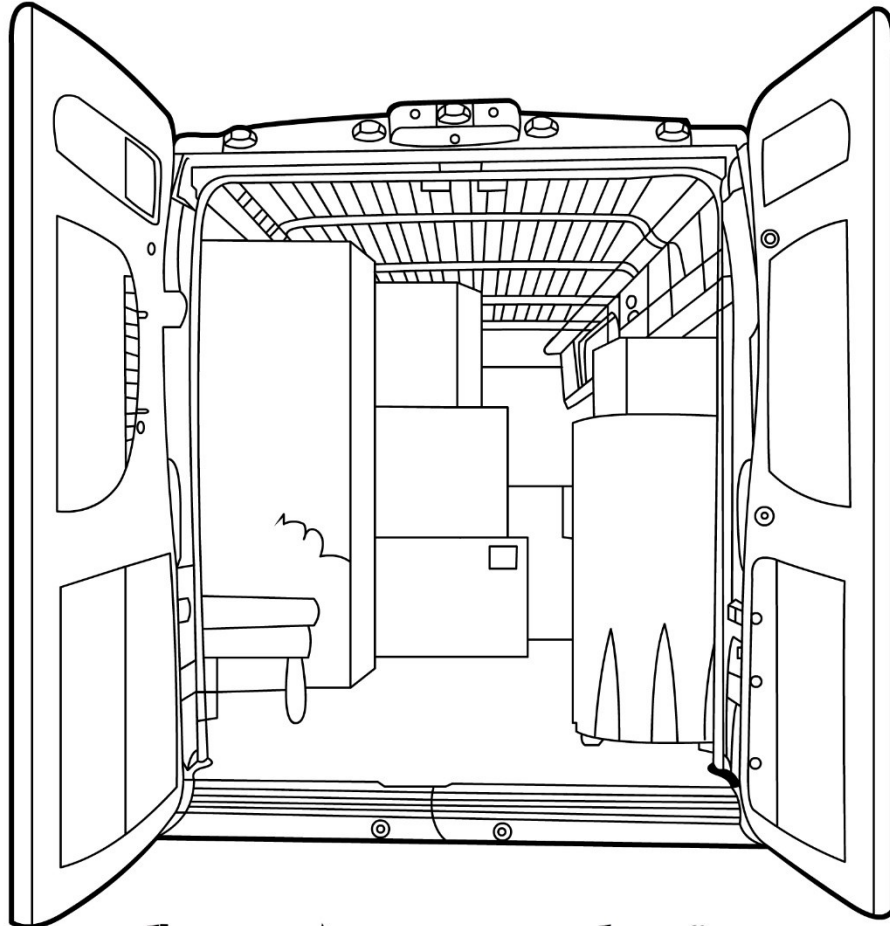
When I'm at the dump there are lots of big trucks. Garbage trucks. Dump trucks. Big long trailers. Even bulldozers. I'm smaller than most of them. And I look different too.



**But that's okay. Nobody said junk trucks have
to look like... that.
I work really hard to carry as much as any of
those big dump trucks.**

And I can do a lot more too.
I can dance my way through the
narrow streets. I'm a small
eater and hardly drink gas.





**I'm clean. And my dad says I'm a "cutie
patooty."**

**But I can also help people move big & heavy
things.**

**I even help people carry their storage boxes
back and forth.**



**I'm really good at helping people. That makes
me feel good.**

**I wasn't always a junk truck & I don't always
carry junk. I'm helpful. I'm a hard worker. I'm
caring & I'm resourceful.**

I can do so many things because I'm me.