



Linehaul Diversification Strategies

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The Need to Diversify

- Increase the value of your business
- Insulate company from rate changes and discrepancies
 - Book higher paying freight instead of chasing miles
- Maintain your independence
 - Book work based on your growth and current capacity
 - Make the best decisions for your business – not be mandated by your customer
- Expand your driver base
 - Processing your own driver can be much faster!!



Ways to Diversify

- Power Only vs. Trailer required
 - If you have access to trailers, you can typically get higher paying loads
 - Access to more brokers/customers as your trailer pool increases
 - Be smart with your equipment purchases in current environment
- Power Only Brokers
 - Amazon
 - J.B. Hunt
 - Walmart
- Trailer required brokers
 - Coyote Logistics
 - CH Robinson
 - Arrive Logistics



What UFL Services Has Done

- Moved unassigned trucks to our DOT authority
 - Now focus on solo work, especially if we lose a team driver
- Running primarily power only for Amazon
 - Ramped up to 14 units in 7 months
 - Currently have a waiting list of drivers on a much lower recruiting budget
- We focus on revenue instead of mileage pay
 - Focus on revenue per day
 - Would you rather have \$1200/day or make \$4.00/mile but only make \$500/day?



Steps to Get Your DOT Authority

- Apply with FMCSA for carrier authority
- Start the insurance underwriting process
 - Work with a broker that will leverage your experience as a FedEx Ground Contractor
 - Need a policy that does not restrict number of units
- Set up your base plates with IRP – International Registration Plan
- Set up IFTA- International Fuel Tax Agreement
- Background check service – Hireright or Tenstreet
- Get your trucks moving!!



Services Available from UFL

- We can provide consulting for the following:
 - Set up your authority with FMCSA
 - Set up and manage your IFTA and base plate program
 - Amazon Relay Crash Course – get up to speed and navigate their system quickly. How to build up and maintain your rating
- Contractors who do not want their authority can run under ours
 - Lease trucks on with us and put your extra capacity to work

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