

White Paper

9 Ways To Get The Most Out Of Your Load Board

The trucking industry has dozens of load boards and marketplaces to choose from, some are free but most of the better ones typically come with a monthly subscription fee. The average owner-operator is a member of 3 to 4 load boards at a time in order to maximize on available loads and trucking tools.

The following White Paper will hopefully shed some light on what popular tools seem to work for owner operators.

Get The Most Out Of Your Load Board Membership With These Tips

1. Post Your Truck

Before you start searching for loads, post your truck. Many brokers and shippers don't post their loads and will search for available trucks. Approximately 30-40% of all available loads never make it up onto any board. If you don't advertise your empty trucks, you'll never get the call and be out of luck.

2. Monitor Load Availability

The larger load boards typically have a tool to display load and truck availability. With this tool you can easily monitor supply and demand to ensure that you aren't going to haul a load into a city where there's no reciprocal load coming out. If that is the case, use the one-way haul as a negotiation tool to get paid more.

3. Check Credit Ratings and Payment "Days-to-Pay"

Make sure that you check the credit and payment trends of the company posting the load prior to calling. This will help you effectively weed out companies with whom you don't want to do business. Some sites like <http://www.123loadboard.com> help members by offering two (2) sources of credit information. This makes it much easier to select your preferred companies.

Speaking of budgeting and smart business decisions, wouldn't it be nice for carriers to be authorized to run official credit checks on shippers or carriers before accepting an offer? While this isn't possible, the 123Loadboard app offers something that's even more relevant to carriers – a credit assessment given to companies that list loads on the app or website. The credit checker weighs a variety of risk factors so the carrier can decide if he wants to take a chance on a company. The credit checker assigns a rating based on certain risk factors, just like a credit score offered by a credit bureau. Factors include:

- Time in business
- Collection activity
- Payment trends
- Account longevity
- Average credit lines

4. Download Free Load Board Mobile Apps

Having trucking tools and features available on an Android or iOS app puts a world of loads right at a carrier's fingertips in an easy-to-access format, even in locations where Wi-Fi service may not be available. The app gives carriers the ability to respond quickly and negotiate fair rates based on actual mileage and other factors, including deadhead time and FL or LTL trips. It's easy to find a load, call a broker and make a deal. Carriers decrease down time and log more miles at better rates.

Drivers can download the mobile app for Android and iOS to try out 123Loadboard searches, but membership provides unlimited access to the 123Loadboard platform and load board tools on all of the carrier's devices. Carriers can search just as easily from their tablets, smartphones or laptops for one monthly price.

iOS App: <https://itunes.apple.com/app/123loadboard/id827794122>

Android App: <https://play.google.com/store/apps/details?id=com.app.loadboard>

Find loads anytime, anywhere!

Get the 123Loadboard app to easily find loads in the palm of your hand. Available for Android and iOS devices.

LOADBOARD
POST • FIND • HAUL

Available on the
App Store

Get it on
Google play

5. Turn on Alert Notifications

When searching for loads, most load boards allow you to save the search and create an alert. This way you will get immediately notified when any new load appears matching

your pre-selected search criteria. Let the freight matching platform work for you for a change.

These features make it easy for carriers to manage cash flow and increase revenue with more efficient load planning, but it's hard to plan loads if there aren't any available or if carriers who spend more time on their computers find and claim all of the loads first. Carriers can try to guess the best times of day to look for loads, but isn't it better to have the loads delivered straight to their inbox?

123Loadboard's live notifications send an email alert every time a new load is posted within a selected radius. Drivers can choose multiple radiuses around specific cities or in certain regions to stay up-to-date on what's available and which shippers or brokers frequently post loads. This takes the guesswork and luck out of finding loads, adding another level of convenience.

6. Factor Your Loads (also known as Quick Pay)

Most companies can't afford to wait weeks or even months to get paid. They need strong cash flow to meet immediate financial demands like paying their drivers and covering fuel costs. Factoring (also known as "Quick Pay") provides quick, affordable cash and eliminates the hassle of trying to collect from customers on your own.

A very popular factoring company is Thunder Funding. With Thunder Funding, you'll automatically receive a number of other value-added specialty services at no extra charge! Learn more about factoring.

7. Complete Your Company Profile

Ensure that your company profile is complete and that you've included your authority information. This way when you post your truck, the broker, 3PL, freight forwarder or shipper will be able to perform their initial due diligence on you without having to involve you in nonsense calls.

8. Use a Load Planner

Don't fall into the trap of booking and then hauling one load at a time. To be an effective owner-operator, you'll need to pre-book 3 to 5 loads ahead of time. This way you can schedule your week should you need to be back home for your son's graduation, etc. Only a very few load boards offer load planning tools similar to 123Loadboard's Load Planner.

Truckers know there's more to earning an income as owner-operators than just driving. That's where 123Loadboard's Load Planner comes in, permitting carriers to maximize their hauling time and their profits with less "deadhead" driving, or driving from a drop off location to another location to pick up a new load.

More than any other feature of 123Loadboard, Load Planner permits carriers to increase their profitability. The feature allows drivers to book multiple loads ahead of time by searching for loads, in advance, for every leg of a trip. The planner selects the most profitable loads based on:

- Total mileage
- Driving time
- Deadhead mileage
- Fuel and toll costs

A carrier can log more miles on a logical path and know that he always has a load waiting when he reaches his destination. A trucker making an LTL trip can make up the difference by hauling more freight from a location en route to his destination. The next best thing is multiple LTL trips that fill the truck when you can't drive an FL trip.

This tool can revolutionize the way carriers make money, with less time wasted waiting for loads and more time logging miles and earning money.



9. Upload Your Operating Documents

Some freight matching services include the ability to save time and money by faxing directly from your dashboard. 123Loadboard is such a service. They help you eliminate unnecessary stops and allow you to spend more time on the road.

Summary

Load boards offer a great way to find loads and offer an array of trucking tools from which to choose. Keep in mind that not all load boards are created equal. Before joining a freight matching site, ensure that they have great customer service and that they offer a free trial so you can test drive them first. 123Loadboard is such a service and offers a free trial.