



The importance of your trailer equipment!

In order to be a professional logistics service provider, you must be able to help build the business of trucking companies. In order for you to be successful, you must leverage your knowledge on 1 piece of equipment and become a professional with that equipment.

There are 4 main types of trailers used today:

1. Power Only – Truck with no trailer
2. Van (Dry Box)- (53' 102") wide with swing doors. Air ride- food grade walls preferred with etrack system or load locks. Can haul 44k-45k lbs.
3. Flatbed (48' 102" wide) Can haul 48k lbs.
4. Reefer(Refrigerated) (53' 102" wide) Swing door. Can haul 43k-44k lbs.

Why only choose to work with 1 type of trailer equipment?

- The old saying of do one thing and do it well applies 100% to this theory when it comes to being proficient and most of all consistent with one piece of equipment than trying to move freight with multiple types of trailers and not being good with much at all.
- It's difficult enough of finding freight for one trailer, how much more difficult is it for multiple trailers?
- Remember that you are new to this industry and you must establish yourself within logistics to become a professional.
- You open one door to a shipper, you open many doors for your same trailer's.
- You begin to create consistency within your field of work which is what Brokers must accomplish to survive financially.
- You become that "Broker" everyone will know and want to know for freight within selected industries for that type of equipment. You become "that Guy!" (ladies included)

What Type of equipment should I choose to work with at first?

Logistics is full of limitations and in order to become successful we must remove as much limitations as possible. The limitations are but not limited to:

- Type of equipment (Do you have what you need)
- Driver availability (Driver must be knowledgeable with equipment)
- Industry needs (Supply and demand)
- Location of equipment (good rates or bad rates)
- Weather (Tarping flatbed freight in -10-degree weather is almost impossible.)
- Quality of equipment (New equipment is better. Don't break down with your shipper!)
- Consistency of freight (Top Important! Weekly freight = income)

When starting new in the Broker industry, you must choose equipment that will allow you to remove as much limitations as possible so that you can quickly create consistent freight lanes!

MY Choice of equipment in the beginning would be:

- Power Only (Niche Industry since many owner operators do not own a trailer) **"The Golden Rule Of Trucking"**
- Van Trailer (Most Abundant)
- Reefer Trailer (Everyone Must Eat!)

"The Golden Rule Of Trucking "

How far are you willing to go to become full circle? Being a true Logistics Provider can also mean owning equipment!

"The person who owns the trailer is the person who controls the industry, controls the driver, and controls the freight!" Michael Thomas

Owning Trailers can be lucrative and position you for success.

- Many owner operators do not own a trailer for various reasons. Giving them a trailer to use puts you in control.
- Having a trailer allows you to control the freight and control the industry you are building into.
- Trailers produce on average \$1800.00-\$3000.00 monthly profit for the owner. Dispatch Fees including Trailer Rental Fees and Broker Fees-This is Better than real-estate and paid weekly)
- Creating an equipment business can sky rocket your broker business and puts you into what I call “Full Circle” logistics. This also puts you in control!

Logistics is an intricate game... Learn how to play it successfully and you will profit greatly!

Do You Know How Many Pallets Can Load On a 53' Trailer?

In a perfect world with a trailer of 102” inside width, precision-made 40 x 48 pallets with no freight overhang, and a skilled forklift driver with a side shift carriage, it is theoretically possible to load 30 such pallets, two rows of 15, single height, 48” dimension across and 40” dimension along the long axis of the trailer. And it’s a tight fit. And that’s in a perfect world.

Additionally, if the freight is uniformly stacked on the pallets of equal height and the freight is capable of being stacked, and the height of the loaded pallets does not exceed ~50–52 inches, you could double the number of pallets to 60. Again, perfect world.

Alternatively, if the pallets were rotated 90 degrees and loaded with the 40” dimension across, theoretically you could load only 13 rows of pallets for a total of 26 single stacked, or 52 double stacked. You would not need a side shift forklift, but it would be nice, and you could get away with a less skilled forklift operator.