



## Building A Trucking Company With Trailers “Equipment Company”

### “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***

It is a well-known fact that a commercial power unit is worthless without a trailer. It is also the same to have a trailer and no truck. The biggest difference is having the trailer “dictates everything” that follows. Here are reasons that building a trucking company with trailers can be more manageable and position a person to have more control of the direction of their trucking company.

- A specific trailer determines the type of income you receive.
- Trailers attract owner-operators for knowing the trailer allows them to focus on a specific industry.
- Trailers allow you to double your income.
- Trailers keep owner-operators longer.
- New Trailers are attractive to shippers. This is where they put their freight.
- Trailers are less costly to maintain.
- Trailers are easier to find someone to pull rather than finding a driver for a truck. You leverage the mass number of Owner-Operators.
- Trailers cost ½ the price of a truck and are better than rental properties in real estate.

Understanding a specific building model by using trailers is critical to how quickly your company grows. Utilizing trailers can position you to have an “Equipment Business” versus the standard trucking company. You would still need to start a trucking company for this business model, but your focus is increasing your trailer status versus finding trucks. This will attract owner-operators to begin to work with you from a lease-on business model.

## **Let's look at the purposes of why Trailers can be a solid investment for your long-term growth.**

- A specific trailer determines the type of income you receive.

Choosing the right trailer for your niche industry determines your income. Dry box freight versus flatbed freight both pay differently within the market. Your focus is to stay within a certain industry and focus on one type of trailer equipment. When you obtain shipper contracts, this will be available for all your equipment. Having different types of trailers only creates inconsistency.

- Trailers attract owner-operators for knowing the trailer allows them to focus on a specific industry.

Millions of Owner-Operators do not have a trailer for many different reasons. Most operators are looking for a specific type of trailer that they are familiar with. This allows them to directly calculate their possible income and the type of industry they will be working within.

- Trailers allow you to double your income.

There are three ways to increase your income by owning trailers only. The first would be you receive a larger percentage when you lease on an Owner-Operator who does not own their trailer. Second, you can charge a rental fee for your trailer. Thirdly you can supply the freight being pulled by your trailers for additional income.

- Trailers keep owner-operators longer.

Having trailers give your owner-operators peace of mind knowing they have good equipment to haul the freight which in return keeps them a consistent income. This mindset along with the purpose that you create within a trucking company allows them to want to stay longer with your company versus jumping ship and going elsewhere.

- New Trailers are attractive to shippers. This is where they put their freight.

Shippers are concerned about their brand and image. No shipper wants to put their freight in the back of junk and send it to their customer. Beautiful trailers can help with dedicated freight contracts.

- Trailers are less costly to maintain.

Trailers cost 1/3 less to maintain than trucks. You have no engine and components to worry about preventative maintenance. Good equipment will produce your passive income further.

- Trailers are easier to find someone to pull rather than finding a driver for a truck. You leverage the mass number of Owner-Operators.

You can have a brand-new dry box trailer and market looking for an owner-operator to pull this trailer and work with you much faster than having a new truck and searching for the right driver who will affordably drive for you. You also have less liability exposure when your trailer is pulled versus someone driving your truck.

- Trailers cost ½ the price of a truck and are better than rental properties in real estate.

For the cost of one new truck, a person can own 5 very good used trailers that will produce a passive income with less liability and more options to control the freight and your company. One truck will produce one load. 5 trailers will produce five loads, five rental incomes, and five additional ways to receive additional income.

**Let's take a Look at a business model which allows you to utilize the "Equipment Company" model.**

# Your Trucking Company

You own 1 Truck and Trailer Producing you Income Weekly



You own 4 Trailers Producing you Income Weekly



## Income Opportunity

You own 1 Truck and Trailer Producing you Income Weekly



**\$1500.00 Weekly profitable Income**

You own 4 Trailers Producing you Income Weekly



**\$1800 weekly Dispatch Fee**

**\$1300.00 weekly rental**



**\$3100 Total**



**\$4600 Profitable Income Weekly or**



**\$239,200 yearly income**

Owning trailers allows you to utilize multiple different methods of gaining income. These trailers can be leased to owner-operators who drive under your MC authority, or who use your trailers under their authority that you dispatch them and charge them rental fees. This gives you the option to have one truck and trailer under your MC Authority, but also to utilize dispatching and brokering to control and work with other trucking companies.

Trailers can be lucrative in any given circumstance. They can produce you passive income weekly and position you to become not only an asset-based business but also add broker services as well as dispatch services.

**How far are you willing to go?**