

Troops2Logistics Virtual Event:

*What is a Freight
Brokerage?*

Wednesday, September 21st, 2022



Troops2Logistics
Steering Your Logistics Career

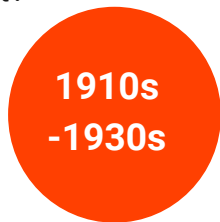


Agenda

- When did brokerages get their start?
- What is a 3PL or Freight Brokerage?
- Why are brokerages a great place to start your career?
- What types of roles and positions are typically available?
- How does a brokerage operate and make money?
- What does it take to be a successful freight broker?
- Let's Connect
- Open Floor Q&A

When did brokerages get their start?

Curious how an industry valued at nearly **\$1.2B USD in 2020**, and is projected to reach **\$13.8B USD by 2028**, got its start?

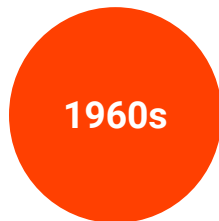


Early Days of Innovation

Trains and railways were the dominating methods of transporting goods.

Maximized capacity and congestion issues of WW2 spans an increase in the use of trucks.

Paved roads create an extensive network and further distribution

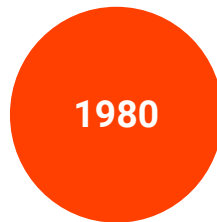


Interstate Highway System

US started building the interstate highway system that connected major cities and towns across the country.

Trucking continues to evolve as an agile, efficient, and flexible method of transporting goods.

Trucking companies grab their foothold as the dominate player



Deregulation of Trucking Industry

Government lobbying by industry stakeholders opens the sector and causes an influx of new players and new types of organizations.

Companies began offering more different types of services (warehousing, trucking, etc)

Brokerages get their start!



Hyper-Growth thru Technology

17,000+ Licensed Freight Brokers in the US

Technology steamrolls over archaic forms of handling day-to-day operations

Sky-rocketed differentiation in the types of transportation modes

Sky's the limit

What is a 3PL or Freight Brokerage?

A freight brokerage is no different than other brokerages in other industries - its a **middleman** between shippers and carriers.



Freight Brokers/3PLs



Shippers



Carriers

Benefits to a Shipper

1. Cost Reduction
2. Increased Capacity Network
3. Oversight and Management

Benefits to a Carrier/Owner Operator

1. Access to more shipments
2. Optimize Routes
3. Minimize Deadhead Miles
4. Boost Earnings

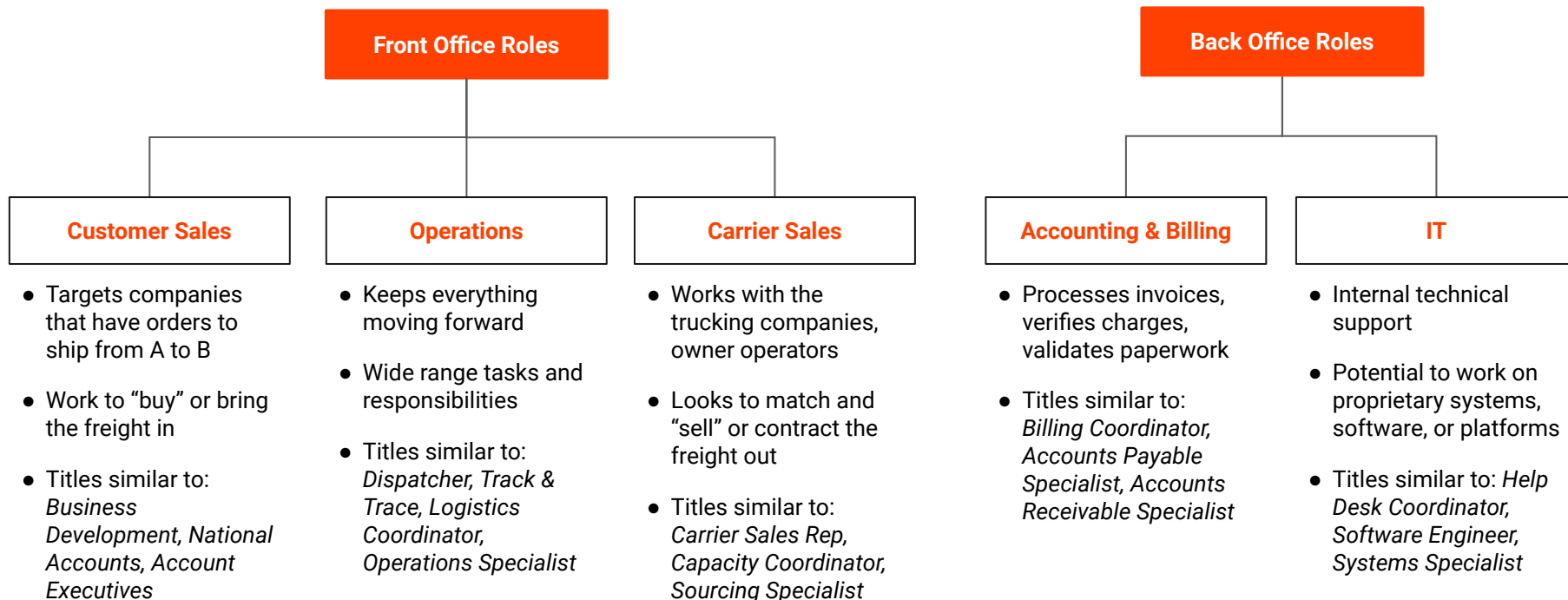
Why are brokerages a great place to start your career?

Freight brokerages provide a unique opportunity to learn, explore, and grow both personally and professionally different than any other.

Work within a stable industry	Hit the ground running	Infinite opportunities to explore
<ul style="list-style-type: none">• Non-trend industry• “Bedrock” of economy• Have a “pulse” on the US and Global markets• \$732.3B in 2020 - transportation market worth in US	<ul style="list-style-type: none">• Start working your job from Day 1• No day is the same• Access to all facets of the organization• Working alongside external players quickly• Fast paced industry	<ul style="list-style-type: none">• Learn about various modes of transportation• Access to multiple facets of the supply chain• Work alongside shippers, manufacturers, retailers, etc of all industries• Connect with carriers and drivers• Touch and work with new emerging technologies• Play in a sandbox of infinite evolution

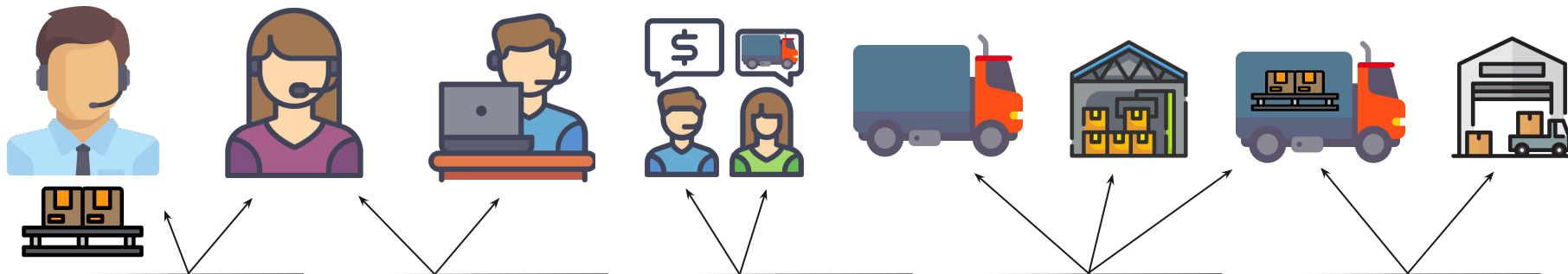
What types of roles and positions are typically available?

Most freight brokerages have a “flat” organizational structure to optimize efficiency, productivity, and performance across the company. So expect to see similarities from one company to another.



How does a freight brokerage operate and make money?

Freight brokerages are relatively simplistic in their organizational structure, which allows them to produce revenue and generate immense profits extremely efficiently.



Step 1: The Customer has a load to move and needs help. They reach out to their Customer Sales Rep at their Brokerage to determine rate and discuss shipment details.

Step 2: The Customer Sales Rep notifies their Carrier Sales team member of the shipment. The Carrier Sales Rep begins searching for available capacity that can handle the shipment from Pt. A to Pt. B.

Step 3: Once a Carrier is located, the Carrier Sales Rep negotiates with the Carrier on a rate and discusses the shipment details.

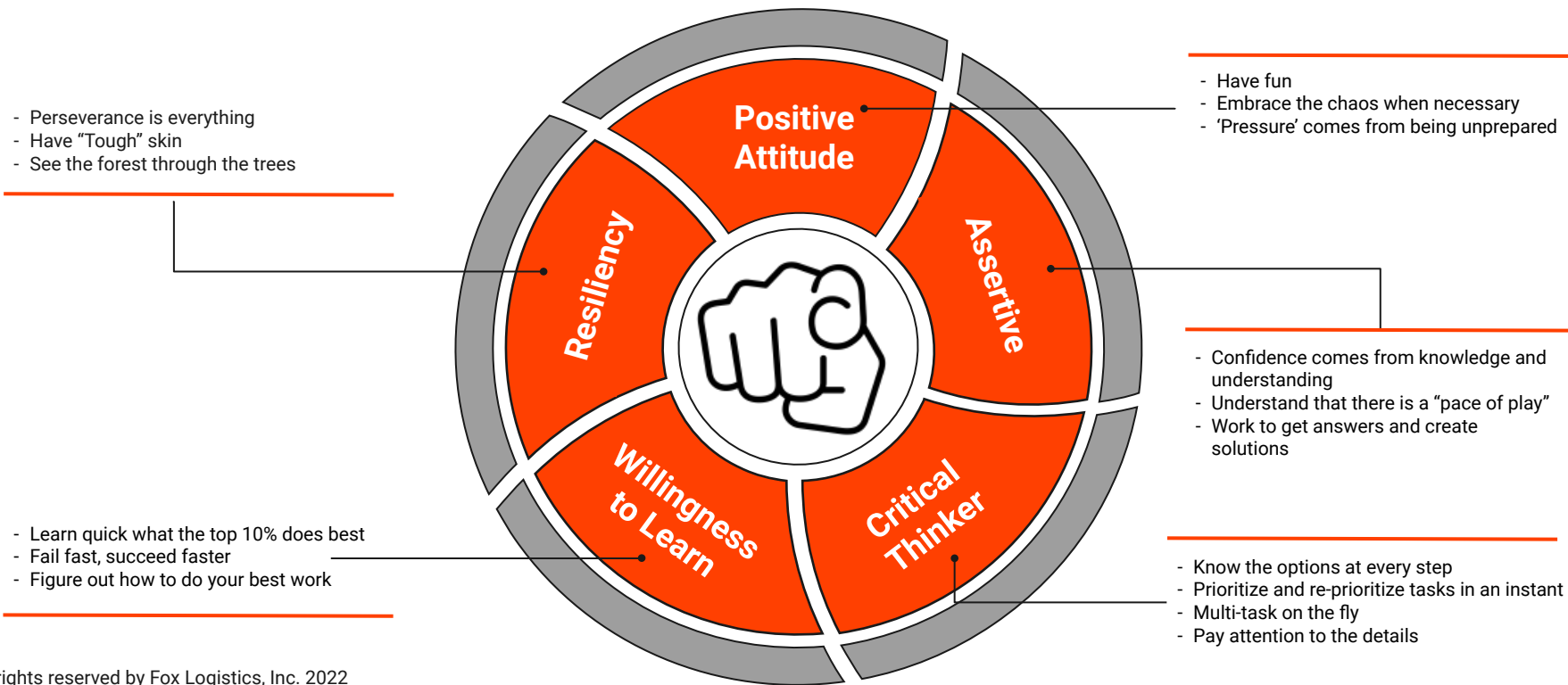
Step 4: The Driver and Truck are dispatched to Pt. A to pick-up the load and transport the product to Pt. B.

Step 5: The shipment is unloaded and delivered.

The Key: “Buy High and Sell Low”

What does it take to be a successful freight broker?

There is never just 1 thing that will lead you to be successful at anything. It takes a combination of personality characteristics, mindsets, skills, and abilities to achieve success both in the short and long terms.





Let's Connect



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Open Floor Q&A

**Thank you for attending
and your kind attention.**

**We hope you took
something away with you.**

Let's open the floor to Q&A.

