



Built From the Broker Side of the Industry

Most dispatch services are run by former drivers or individuals who learned dispatching outside the brokerage side of the industry. MacBan Freight Dispatch is different. Mike MacBan spent nearly 10 years managing carrier sales and operations at a major 3PL — working directly with the brokers responsible for pricing, sourcing, and negotiating freight. That background means we understand how brokers price loads, where margin exists, when to push back, and how to build broker relationships that keep your trucks consistently loaded. Every fleet we dispatch is monitored against internal performance metrics including revenue per truck, rate-per-mile performance, and broker communication standards.

Most fleets begin dispatching within 24 hours of onboarding.

WHAT WE HANDLE

- **Load Sourcing** — DAT, broker network, direct industry relationships./
- **Rate Negotiation** — Broker-side knowledge. We understand margin and negotiate stronger rates.
- **Lane Optimization** — Validated lanes built through market and carrier data analysis (see Lane Validation above).
- **Broker Communication** — All booking calls, emails, and paperwork handled.
- **Load Tracking** — Check calls, status updates, broker communication.
- **Market Intelligence** — Know when to move freight and when to hold out.
- **Detention Coordination** — Initial detention notice sent on every load.
- **Performance Monitoring** — Rate-per-mile and revenue-per-truck tracking

Our goal is simple: Keep your trucks moving profitably while you focus on running your business.

HOW WE BUILD YOUR LANES

Before a truck is committed to a lane, we analyze freight volumes, rates, and market availability, then match that against your cost per mile threshold, preferred days out, and home base schedule. This allows us to build lanes tailored to each fleet and predict a weekly minimum revenue per truck with strong accuracy. Your trucks move on lanes that have already been validated, not tested at your expense.

HOW THE PROCESS WORKS

1. Onboarding — Sign agreement, complete onboarding (under 30 min).
2. Setup — Provide load board access and broker authorizations.
3. Dispatch — We source, negotiate, and book loads daily.
4. Management — Broker comms, tracking, and status updates handled.
5. Documentation — POD within 24 hrs, billing handled per load.

WHY CARRIERS WORK WITH MACBAN

CRITERIA	MacBan	Typical
Brokerage Experience	10 Years	Rare
Broker Relationships	Direct	Limited
Rate Knowledge	Deep	Surface
Lane Strategy	Pre-Validated	Passive
Fleet Focus	5–25 Trucks	Anyone
Dispatch Fee	10%	8–12%
Setup Fees	None	Often

We intentionally maintain a limited carrier roster so every fleet receives active lane management, direct communication, and strategic dispatching

OUR FEE

10% of gross linehaul revenue
No setup fees. No monthly retainers.

- **Detention coordination:** included on every load
- **Dispute handling:** \$40/incident if required
- **Payment terms:** 7 days from broker or factoring receipt

WHO WE WORK WITH

Small fleets of 5–25 trucks operating throughout the United States. We partner with carriers who value:

- Clear communication
- Operational discipline
- Long-term broker relationships
- Consistent freight strategy

WHAT WE NEED FROM YOU

- Signed Dispatch Agreement and Limited POA
- Certificate of Insurance (COI)
- W-9 and completed onboarding packet
- Load board access (DAT / Truckstop)
- One designated operations contact

Ready to get started?

Carrier onboarding typically takes less than 30 minutes, and most fleets begin dispatching within 24 hours.

Let's Talk → dispatch@macbanfreight.com · macbanfreight.com