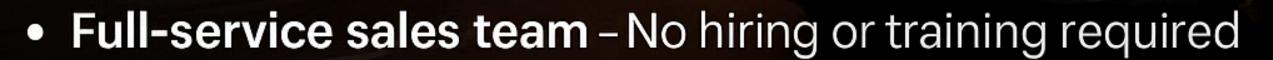
### = LEADS 2 LOADS

## More Bookings. Less Hassle. Guaranteed.

Leads 2 Loads is your full-service sales floor— we book jobs under your DOT while you focus on running trucks.



Quality leads + proven process – Jobs ready to dispatch

Get started in days – no long-term contracts



## Who We Are & What We Do

Leads 2 Loads is your plug-and-play sales floor.

We book jobs under your DOT authority wnile you focus on running trucks and delivering freight.

- Full-service sales calls inbound & outbound booking
- QA calls 3-5 days before pickup upsell space or services for more revenue
- Customer service pre-pickup manage date changes, retention, and resolve concerns to keep jobs on schedule
- Jobs processed directly in your CRM (Granot) reduces extra admin work



## How It Works

Carrier Profile Interview

Leads Hit
Our Sales Floor

We Book to Your Specs

Dispatch Ready

1

2

3

5

We start by learning exactly what you want in a job — from pricing per cube to lane preferences — so we book to your liking

We work from your lead source or ours, handling inbound calls, web leads, and live transfers

Our reps close deals under your DOT authority, making sure every booking meets your profitabliity requirements Job is processed
directly in your
CRM (Granot) and
available to dispatch
immediately
by your team



## Why Carriers Choose Leads 2 Loads

#### Bigger payouts

We take less of your deposit than other booking options, leaving more in your pocket.

#### Jobs booked to your specs

Every booking follows your pricing per cube, pickup/delivery states, and job preferences

#### Full pre-pickup customer service

We handle retention, date changes. and concerns so jobs stay on schedule

#### Proven sales process

Experienced reps close high-intent leads quickly and professionally

#### No overhead

Instant sales infrastructure; no hiring or training needed

#### Admin-free dispatch

Jobs processed directly in your CRM (Granot) and ready for your team to dispatch immediately

## What It Costs & How You Get Paid



## **Carrier Direct**

- You cover the cost of leads.
- 60% of the booking deposit is retained by us.
  - 40% of the booking deposit is credited toward your luture lead spend.
- You keep your credited deposit amount + 100% of carrier balance



## L2L Advantage

- We cover the cost of leads.
- We keep 100% of the booking deposit.
- You keep 100% of the carrier balance.

All Quality Assurance deposits are retained in full to grow your carrier balance.



## Leads 2 Loads What You Provide

- Active DOT authority & insurance
- Fair web presence (reviews, website, etc.)

We book under your DOT — carriers must be fully compliant and ready to dispatch immediately.

# Ready to Start? Let's Load Up Your Schedule.

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