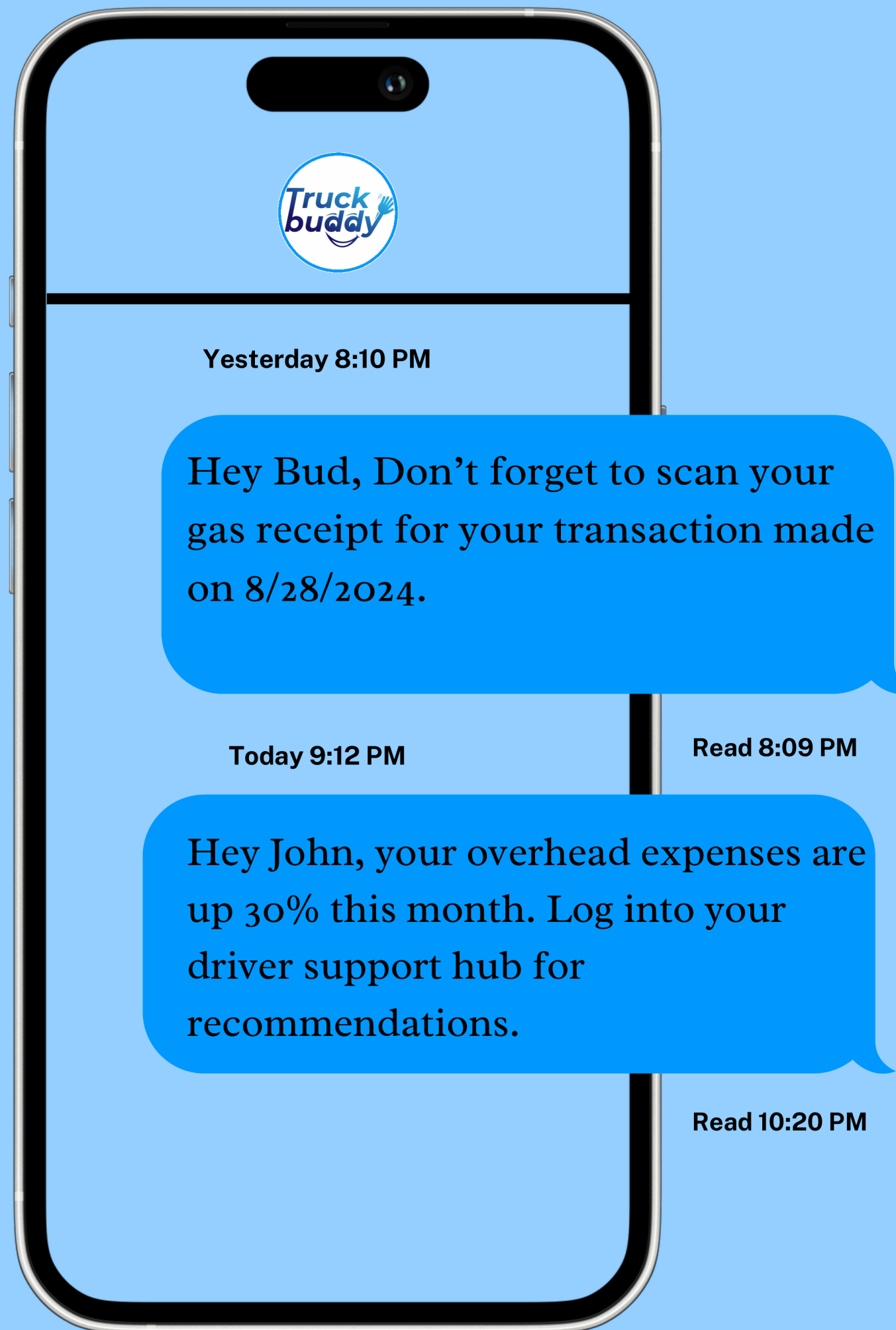


*Truck  
buddy*

The logo for 'Truck buddy' is positioned in the upper right corner. The word 'Truck' is in a blue, sans-serif font, and 'buddy' is in a larger, blue, cursive font. A blue hand icon with three motion lines is positioned to the right of the word 'buddy', appearing to wave or point towards it.



#FRIENDLYFEATURES





#Concept

# Why 90% of Owner-Operators & Trucking Companies Fail

## The Hard Road Ahead: Understanding the High Failure Rate in Trucking Businesses

### 6 top reasons owner operator semi truck companies fail

The top reasons owner operator trucking companies fail include:

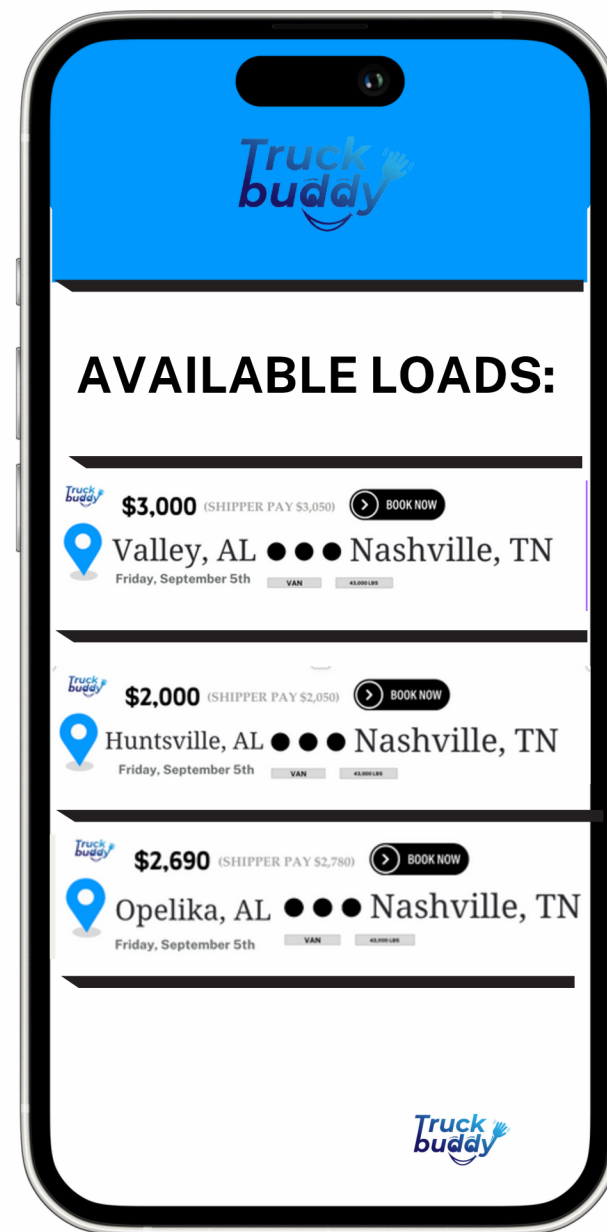
#### 1. Poor financial planning and cash flow management

Poor financial planning and cash flow management is a major downfall for many owner operators. They fail to properly budget for significant operating costs like fuel, maintenance, truck loan payments, insurance premiums and others. Many also do not account for the irregular cash flow common in the freight business. Without adequately planning for downturns or seasonal slow periods, owner operators find themselves cash-strapped and unable to cover fixed overhead costs when revenue decreases. Overspending on unnecessary purchases instead of reinvesting into the business also sinks many operators.

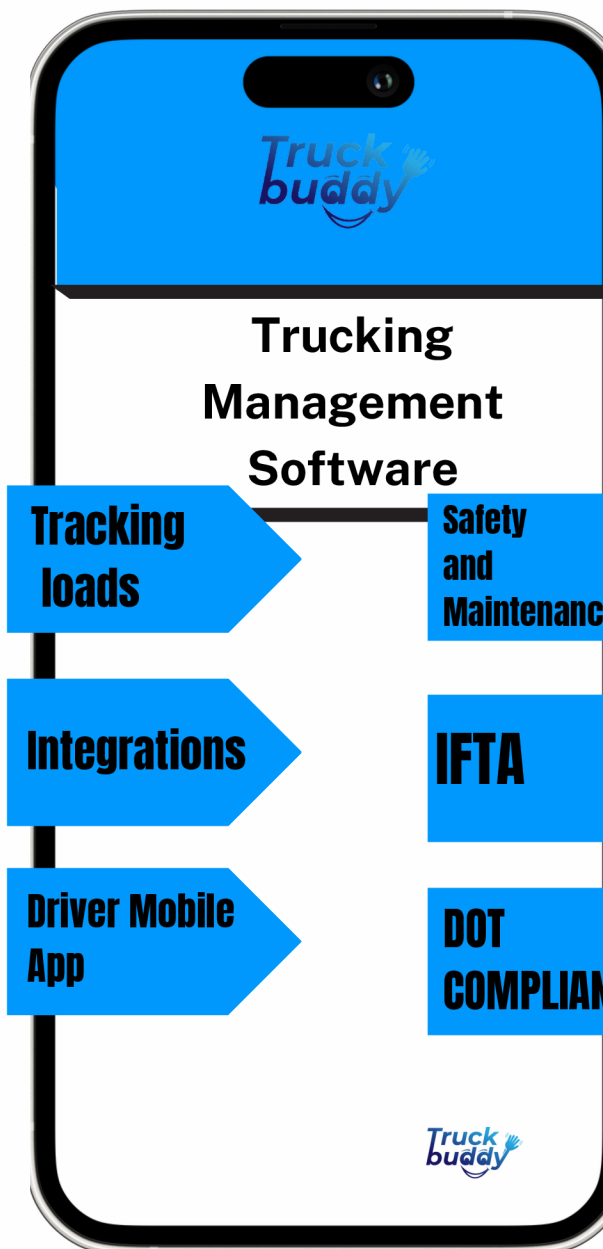
#### 2. Regulatory non-compliance

Non-compliance with [FMCSA](#) regulations is another common pitfall. Owner operators who lack understanding around changing regulations for safety, required endorsements, emissions standards, and more end up ordered out-of-service after failed inspections or audits. They incur fines and penalties that slim already tight profit margins. In some cases, severe violations can even lead to suspension of operating authority altogether. Staying on top of the regulatory

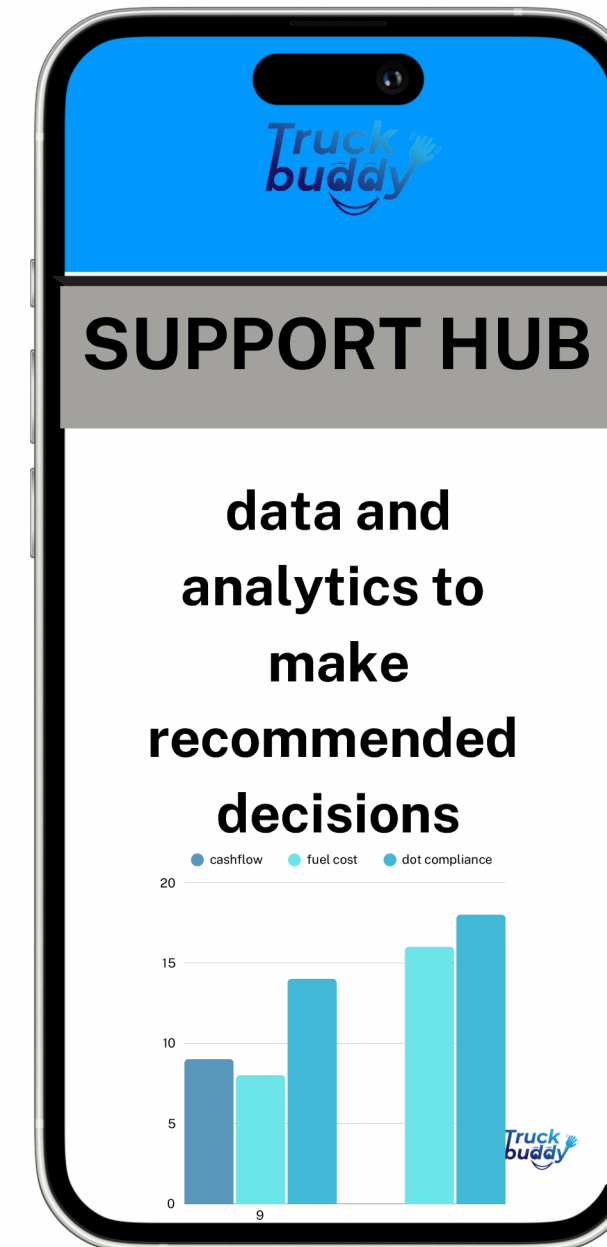




**BOOK LOADS**



**MANAGE YOUR FLEET**



**MAKE DECISIONS**





**\$3,000** (SHIPPER PAY \$3,050)



Valley, AL ● ● ● Nashville, TN

Friday, September 5th

VAN

43,000 LBS

**Pricing  
Transparency**



**\$2,000** (SHIPPER PAY \$2,050)



Huntsville, AL ● ● ● Nashville, TN

Friday, September 5th

VAN

43,000 LBS

**Instant  
Booking**



**\$2,500** (SHIPPER PAY \$2,550)



# FRIENDS WITH BENEFITS SUBSCRIPTION.

21- 32% - Small, Minority and Veteran Owner Operators and Carriers





# #TOXIC - FRIENDSHIPS



CarrierRelations<CarrierRelations@walmart.com>

To: Sam Smith



Wed 10/23/2024 1:39 PM

Good afternoon,

Right now we are looking to add carriers who have between 11 and 99 trucks and have authority of at least 5 years. Once/if you get to that point we would love to partner with you.

Thanks,

**Jeff Collier**

**Manager II- Walmart Transportation**

Office: 479.371.1968

311 N. Walton Blvd.

Bentonville, AR 72712

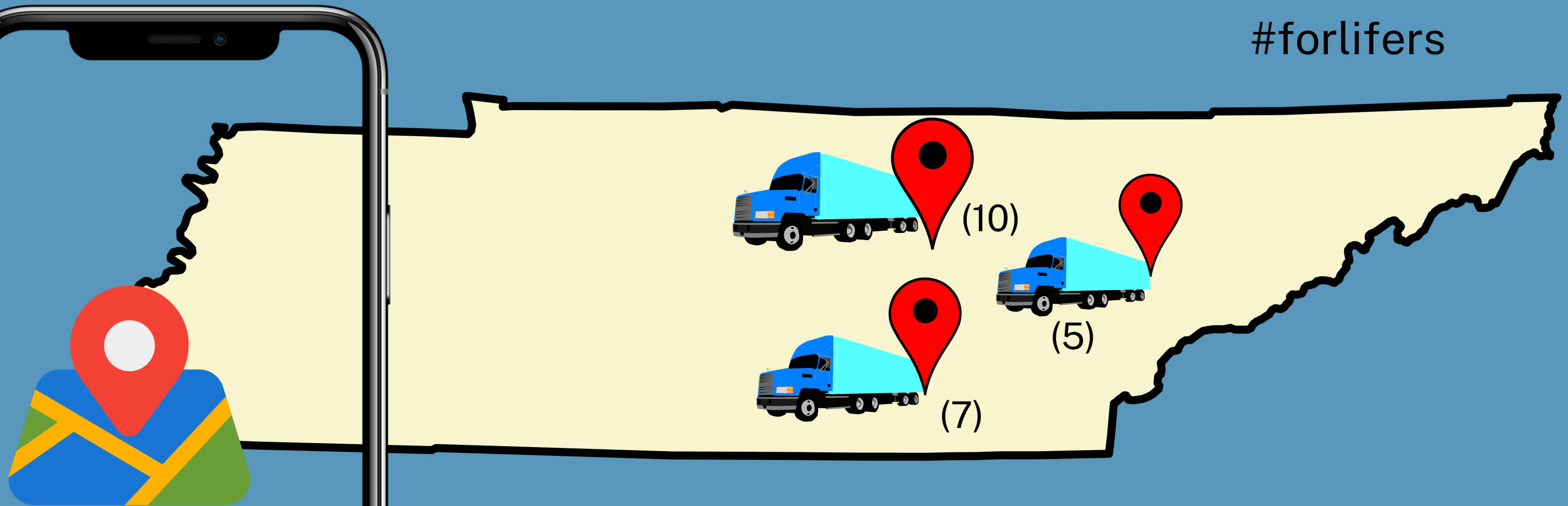
Walmart ✨ Save money. Live better.



# BUD HUB



#forlifers



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#COMMUNITY





You focus on skilled labor, and let us handle the rest. Let's beat the 90% insolvency rate for new trucking companies, and become buddies.



**Increase  
your  
revenue**



**Manage  
your  
Fleet**



**Make  
Decisions**

