

Load Negotiation Breakdown

3 Major Equipment Type Case Studies

1. 53' Dry Van



2. 53' Reefer (or Refrigerated Trailer)



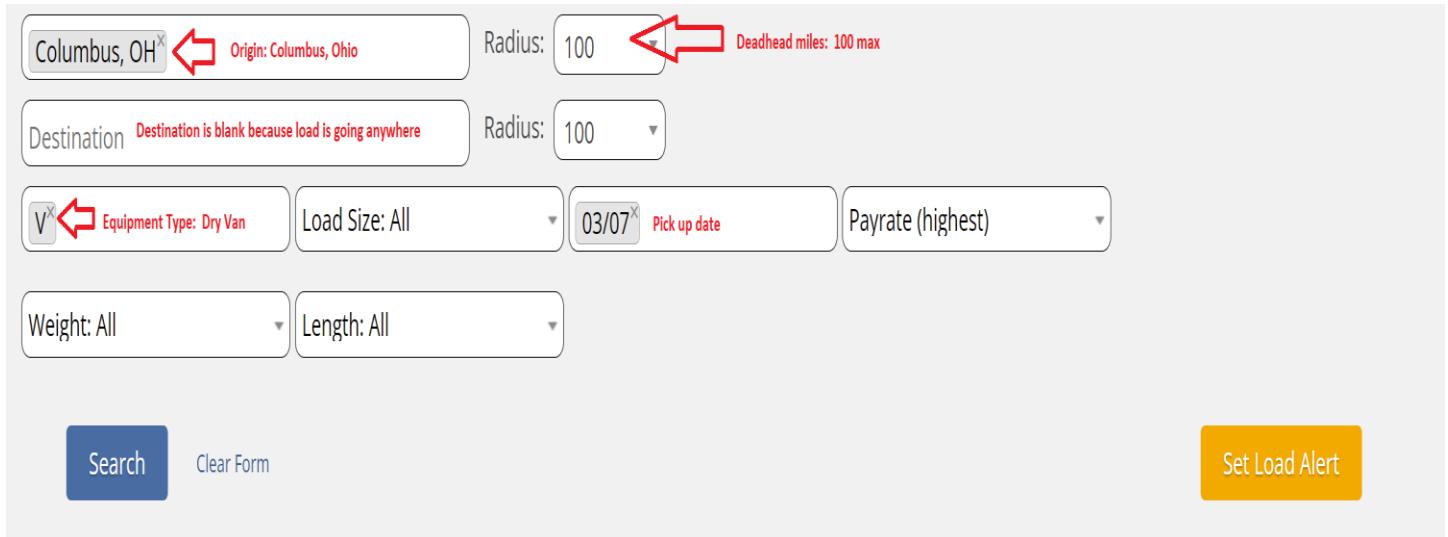
3. 48' or 53' Flatbed



Case Studies

1. 53' Dry Van

Load picking up in **Columbus, Ohio** going **anywhere decent**. Your driver stated on their carrier profile that they wanted **\$3.50 per mile** for every load you find for them. No more than **45,000 pounds**. Your dispatch service percentage fee is **8%**.



Search filters and buttons:

- Origin: Columbus, OH
- Radius: 100 (Deadhead miles: 100 max)
- Destination: (blank - Destination is blank because load is going anywhere)
- Radius: 100
- Equipment Type: Dry Van
- Load Size: All
- Pick up date: 03/07
- Payrate (highest)
- Weight: All
- Length: All
- Buttons: Search, Clear Form, Set Load Alert



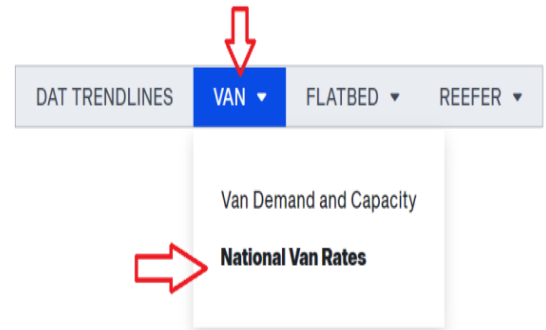
Hide	Age	D/H Miles	Trip Miles	Origin	ST	Destination	ST	Trailer Type	Load Size	Length	Weight	Payrate	Est. Rate per Mile	Ship Date	Quick Pay	Credit Report	TIA	Company
x	>10h	31	2293	Lancaster	OH	Moses Lake	WA	V	FULL	53	15000	\$6800	\$2.97	3/7	🟢	90		TREK TRANSPORTATION BROKERAGE, INC. (800) 882-2661
x	>10h	112	2511	Wurtland	KY	Portland	OR	V	FULL	53	2000	\$6000	\$2.39	3/7	🟢	94		COYOTE LOGISTICS (773) 904-9709
x	>10h	92	1887	Franklin	OH	Goodyear	AZ	V	FULL	53	44000	\$4300	\$2.28	3/7	🟢	94		EPES LOGISTICS (888) 674-1238
→	>10h	99	1056	Sidney	OH	Arcadia	FL	V	FULL	→	43200	\$4000	\$3.79	3/7	🟢	88		ENGLAND LOGISTICS (866) 771-7013
x	18m	105	1257	Fremont	OH	Aurora	CO	V	FULL	53	46000	\$3686.09	\$2.93	3/7	🟢	94		COYOTE LOGISTICS (773) 904-9709
x	>10h	107	1852	Cincinnati	OH	Casa Grande	AZ	V	FULL	53	39000	\$3500	\$1.89	3/7	🟢	94		COYOTE LOGISTICS (773) 904-9709

Next, Dispatcher would research and check the **national cents per mile (CPM) averages** compared to their carrier's profile cents per mile. The resource we have available in our **Dispatcher 101 Members Portal** is called **DAT Trendlines**, located under our **Tools and Resources** column in our main menu area.

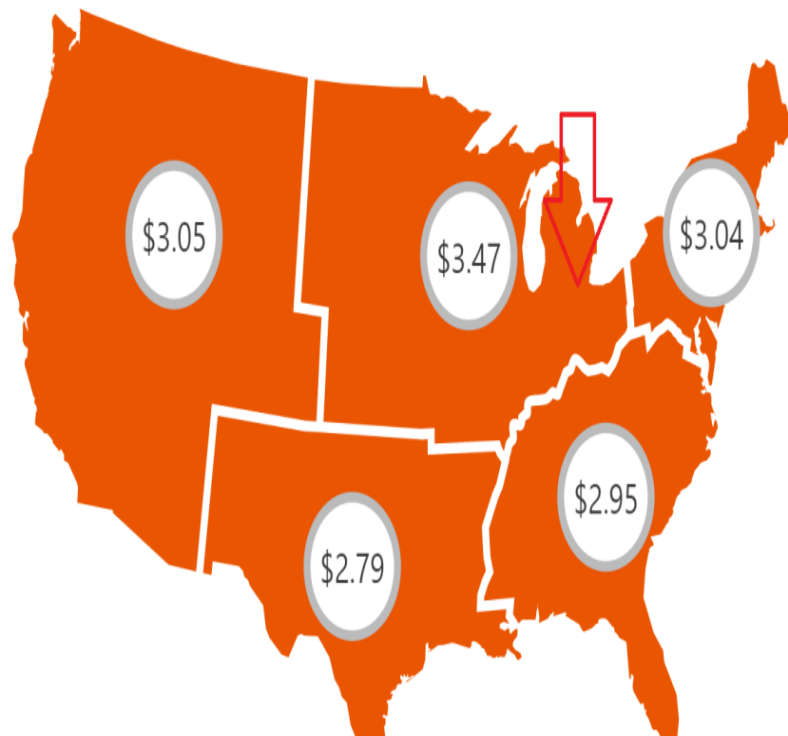
DAT Trendlines™

powered by DAT iQ

National Van Rates



This resource is called DAT TRENDLINES, which is under the TOOLS & RESOURCES button in the MEMBERS PORTAL! It gives the national cpm averages!



The screenshot above comes from the **Direct Freight Services load board**, which is one of the load boards in our **Dispatcher 101 Members Portal, under Module 2 – Load Boards**. The load we chose as a Dispatcher is illustrated in the above screenshot: Pickup in **Sidney, OHIO (99 miles deadhead from Columbus, OHIO) going south to Arcadia, FLORIDA, weighing 43,200 pounds, paying \$4,000, at \$3.79 cents per mile and finally leaving out on Monday, March 7, 2022**. Now let's do our dispatcher numbers to determine what we are going to tell the broker when we call about this load.

\$4,000 (posted rate) * 8% (Dispatcher service fee) = \$320 (This is what Dispatcher invoices carrier for)

\$4,000 + \$320 = \$4,320 (This number is your "Threshold" amount, in which you can't go below)

\$4,500 to \$4,600 = this will be your starting negotiated number you give the broker for consideration

2. 53' Reefer

Load picking up in **Milwaukee, WI going anywhere for a decent rate**. Your driver stated on their carrier profile that they wanted **\$4.00 per mile** for every load you find for them. No more than **44,000 pounds**. Your dispatch service percentage fee is **8%**.

←

Radius: 100

Destination City or State(s) or Zipcode

Radius: 100

←

Load Size: All

←

Payrate (highest)

Weight: All

Length: All

Search

Clear Form

Set Load Alert



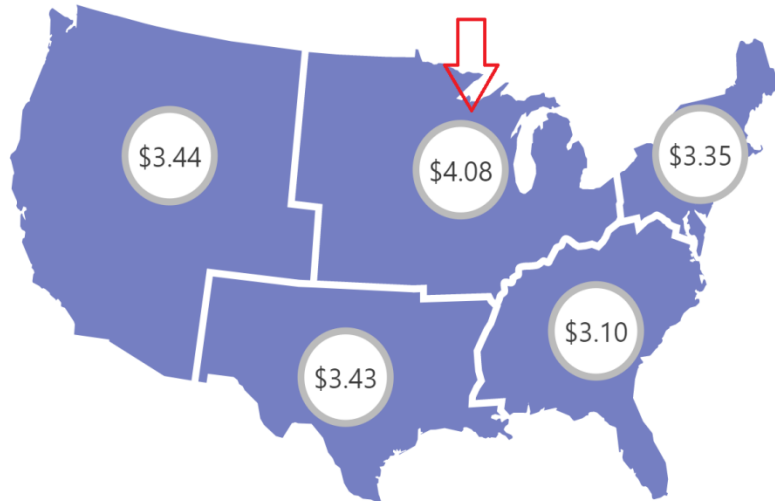
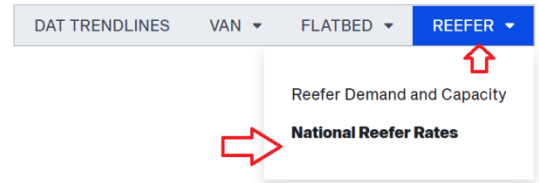
Available Loads +1 226
 Play Sound Alerts

Hide	Age	D/H Miles	Trip Miles	Origin	ST	Destination	ST	Trailer Type	Load Size	Length	Weight	Payrate	Est. Rate per Mile	Ship Date	Quick Pay	Credit Report	TIA	Company
x	>10h	200	1019	Coloma	MI	Dover Foxcroft	ME	R	FULL	53	42500	\$7200	\$7.07	3/7		94		CHOPTANK TRANSPORT (410) 673-1240
x	>10h	200	994	Coloma	MI	Ipswich	MA	R	FULL	53	42500	\$5175	\$5.21	3/7		94		CHOPTANK TRANSPORT (410) 673-1240
x	>10h	90	509	Addison	IL	Burlington	ON	R	FULL	53	22000	\$5000	\$9.82	3/7		94		EPES LOGISTICS (800) 888-9604
x	>10h	93	1392	Chicago	IL	Syracuse	UT	R	FULL	53	40000	\$5000	\$3.59	3/7		94		SHRAM LOGISTICS SOLUTIONS (859) 963-3019
x	>10h	25	1987	Hartland	WI	Rialto	CA	R	FULL	53	25000	\$4900	\$2.47	3/7		94		COYOTE LOGISTICS (773) 904-9709
x	>10h	116	1047	Rochelle	IL	Pembroke	NH	R	FULL	53	20000	\$4850	\$4.63	3/7		91		SURGE TRANSPORTATION (844) 591-6090
x	>10h	128	1008	De Pere	WI	Perth Amboy	NJ	R	FULL	53	36557	\$4697	\$4.66	3/7		94		CHOPTANK TRANSPORT (410) 673-1240

DAT Trendlines™

powered by DAT iQ

| National Reefer Rates



The screenshot above comes from the [Direct Freight Services load board](#), which is one of the load boards in our [Dispatcher 101 Members Portal](#), under **Module 2 – Load Boards**. The load(s) we chose as a Dispatcher is illustrated in the above screenshot: Pickup in [Coloma, MI \(200 miles deadhead from Milwaukee, WI\) going to Ipswich, MA, weighing 42,500 pounds, paying \\$5,175, at \\$5.21 cents per mile and finally leaving out on Monday, March 7, 2022.](#)

OR: Pickup in [Rochelle, IL \(119 miles deadhead from Milwaukee, WI\) going to Pembroke, NH, weighing 20,000 pounds, paying \\$4,850, at \\$4.63 cents per mile and finally leaving out on Monday, March 7, 2022](#)

Now let's do our dispatcher numbers to determine what we are going to tell the broker when we call about this load.

\$5,175 (posted rate) * 8% (Dispatcher service fee) = \$414 (This is what Dispatcher invoices carrier for)

\$5,175 + \$414 = \$5,589 (This number is your "Threshold" amount, in which you can't go below)

\$5,800 to \$6,000 = this will be your starting negotiated number you give the broker for consideration

\$4,850 (posted rate) * 8% (Dispatcher service fee) = \$388 (This is what Dispatcher invoices carrier for)

\$4,850 + \$388 = \$5,238 (This number is your "Threshold" amount, in which you can't go below)

\$5,500 to \$5,700 = this will be your starting negotiated number you give the broker for consideration

3. 48' or 53' Flatbed

Load picking up in **Houston, TX** going **anywhere decent**. Your driver stated on their carrier profile that they wanted **\$3.00 per mile** for every load you find for them. No more than **48,000 pounds (max weight)**. Your dispatch service percentage fee is **8%**.

Houston, TX^x

Radius: 100

Destination City or State(s) or Zipcode

Radius: 100

F^x

Load Size: All

03/07^x

Est. Rate per Mile (highest)

Weight: All

Length: All

Search

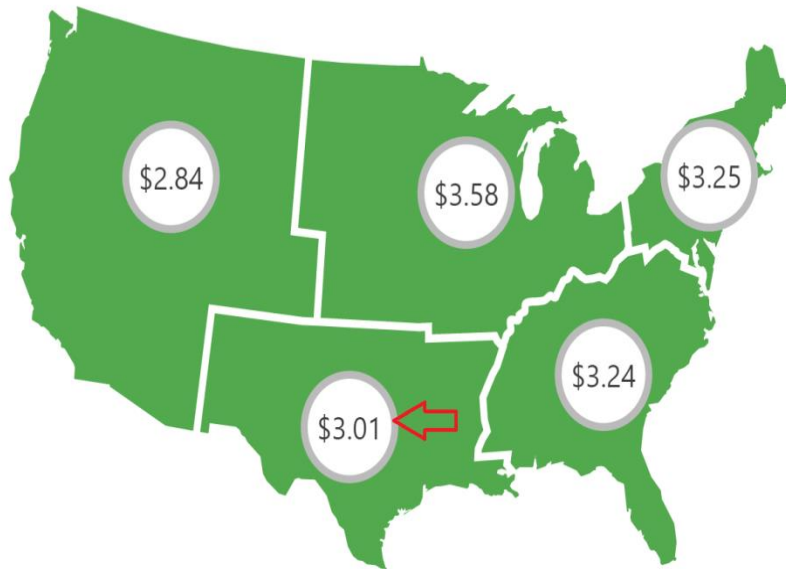
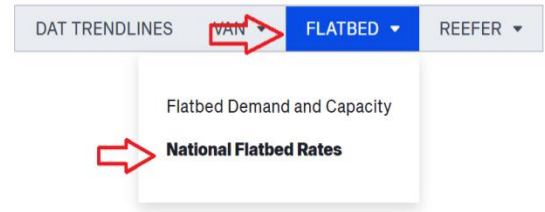
Clear Form

>10h	108	203	Camden	TX	Dallas	TX	F	FULL	48	48000	\$625	\$3.08	3/7		87	SHIPPING CONNECTIONS, INC. (866) 271-2070
>10h	0	1867	Houston	TX	Meridian	ID	F, V	FULL	53	45000	\$5900	\$3.16	3/7		97	GILTNER LOGISTICS SERVICES INC. (208) 293-9613
>10h	0	1162	Houston	TX	Delta	CO	F	FULL	48	48000	\$3680	\$3.17	3/7		87	SHIPPING CONNECTIONS, INC. (866) 271-2070
>10h	34	503	Alvin	TX	Meeker	OK	F	FULL	48	47500	\$1600	\$3.18	3/7		98	SOMERSET LOGISTICS (405) 692-0070
>10h	108	365	Camden	TX	Fort Smith	AR	F, SD	FULL	48	48000	\$1175	\$3.22	3/7		85	FUZE LOGISTICS SERVICES USA (763) 432-3680
>10h	02	665	Port Arthur	TX	Lubbock	TX	F	FULL	48	48000	\$2160	\$2.25	3/7		87	SHIPPING CONNECTIONS

DAT Trendlines™

powered by DAT iQ

National Flatbed Rates



The screenshot above comes from the [Direct Freight Services load board](#), which is one of the load boards in our **Dispatcher 101 Members Portal, under Module 2 – Load Boards**. The load we chose as a Dispatcher is illustrated in the above screenshot: Pickup in **Houston, TEXAS going to Delta, COLORADO, weighing 48,000 pounds, paying \$3,680, at \$3.17 cents per mile and finally leaving out on Monday, March 7, 2022**. Now let's do our dispatcher numbers to determine what we are going to tell the broker when we call about this load.

\$3,680 (posted rate) * 8% (Dispatcher service fee) = \$294.40 (What Dispatcher invoices carrier for)

\$3,680 + \$294.40 = \$3,974.40 (This number is your "Threshold" amount, in which you can't go below)

\$4,150 to \$4,300 = this will be your starting negotiated number you give the broker for consideration