

# WE ARE TECHNOLOGY NOT FREIGHT BROKERS.

An in-depth look at the differences between Sleek Technologies and a typical freight broker or DFB.



BROKERS

## Pricing

Charges a hidden margin per load, which can be as high as

50%

of total truckload cost.



SLEEK TECHNOLOGIES

Charges a fixed, annual licensing fee, which means

0%

transactions fees or hidden margins.

## Automation

Process is very manual. Uses humans to source carriers via calls, emails & load boards. Each broker makes over 120 calls a day.

manual

vs.

Uses artificial intelligence and machine learning to dynamically source the best, compliant carriers based on configured load attributes set by shipper.

dynamic

## Favoritism

Selects carrier from small pool of favorites, or looks for cheapest carriers, which doesn't always provide most optimal truck for shipper's needs.

bias

vs.

Eliminates bias because it sources from large carrier pool & doesn't care which carrier is used as long as they're compliant & qualified.

unbias

## Transparency

Doesn't share carrier rates because of hidden margin. Doesn't share carrier name because it could eliminate broker from equation. Doesn't share updates because they take loads without assets in-hand.

secrets

vs.

Provides 100% transparency. Shipper knows which carrier is hauling load & exactly what carrier is paid to understand true-market cost. Plus, real-time analytics provide updates & insight into individual carrier performance.

transparent

## Cost & Service

Offers shippers below-market truckload pricing to lure them in, which leads to below average coverage & service (OTD).

unbalanced

vs.

Offers shippers fair market cost [based on current supply & demand] along with best carrier for job which leads to above average service (OTD).

balanced