

LOAD BOARDS EVERY FREIGHT BROKER SHOULD KNOW ABOUT



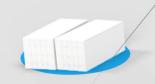
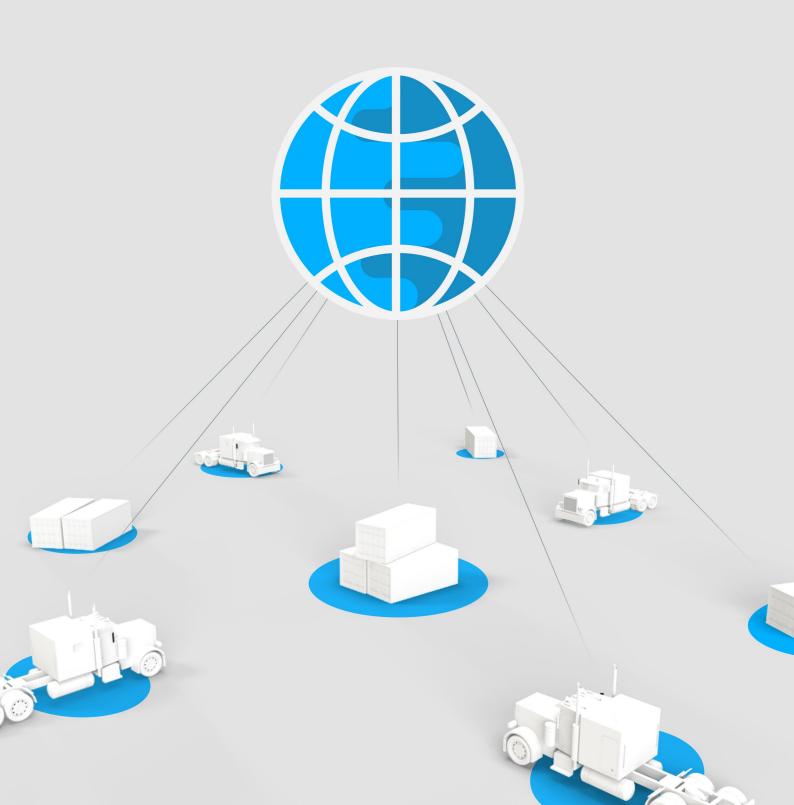




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INTRODUCTION



Developing a successful freight brokerage often depends on your connectedness in the industry. One of the basic prerequisites for making a name in the field is to sustain well-nurtured relationships with all parties involved in the transportation process.

Since the role of the freight broker is to function as the link between shippers and carriers, this means you should always stay ahead with good contacts in all aspects of logistics. Optimizing loads and finding the best trucking option for a client are often of the highest priority. For a thorough overview of freight brokering basics, do not miss our <u>Freight Broker Starter Kit</u>.

To improve business opportunities, many brokers turn to freight load boards. They represent online platforms that function like a matching mechanism. On one side, shippers and freight brokers can post loads that need to be moved. On the other side, motor carriers can post their available equipment for moving freight.

Besides providing more business venues, load boards offer a number of useful tools that can make your freight brokering processes smoother and easier. Many platforms provide some or all of the following capabilities:

- Load matching
- Load posting integrations
- Freight rate database
- Carrier verification and monitoring
- Organizational and management tools operations, documentation and accounting
- Freight factoring



There are both paid and free options for well-established load boards. In some cases, boards would set fees for finding loads, but would keep posting loads free.

We have thoroughly reviewed the options that prominent load boards present and have included the top 12 choices in this e-book. For each platform in our selection, you can review the tools and pricing plans, as well as reviews and sentiment analysis. Before you delve into choosing the right load board for your needs, you can learn more about the benefits that load boards offer for freight brokers, and what criteria to focus on when selecting yours.



THE BENEFITS OF LOAD BOARDS FOR YOUR FREIGHT BUSINESS

Load boards can be of great use for budding freight brokers, as well as for businesses looking to expand their partnerships. In essence, these platforms match the demand and supply in logistics and thus help optimize the processes in the field.

One of the greatest benefits of load boards is that they are available online 24/7 from any point of the world. The information they contain is regularly updated and is often gathered live. In addition, you do not need special technical training to use a load board. It is often a straightforward process to post the loads you need to move, or to search for the right carrier among the available options.

Beyond serving as a connecting point between the main players in the transportation industry, load boards can offer your brokering business additional benefits. Many platforms have developed practical features that can make operating as a freight broker easier and more efficient. Here are some of the tools that you can expect to find in the top load boards.

LOAD MATCHING

One of the most widely present and useful features of load boards is load matching, which can save you a ton of time and effort. It helps all parties in the logistics process - carriers, shippers and brokers - to better do their jobs. As a broker, you can benefit from the load matching functionality by getting access to a large number of qualified carriers. You can search through them on the basis of factors such as location (city, state, zip code and radius), rating, and equipment.

LOAD POSTING INTEGRATIONS

Many boards offer automated load posting, as well as various integrations through which you can post your loads faster. These include posting through FTP, email, web extraction, and manually, or even straight from your transportation management software (TMS). Typically, you can do bulk posting of multiple loads to save time. By using this board functionality, you can place your listings in a more efficient manner.



FREIGHT RATES DATABASE

It's crucial for brokers to stay on top of the fluctuations in freight rates. You have to know how to adjust your pricings, so that you remain competitive in the market. Many load boards offer freight rates databases which you can consult for your financial decision-making. They typically gather their data from their users, which means it is constantly updated. You can see industry averages, as well as use built-in calculators to determine your optimal rates and margins. This allows you to follow and analyze rate trends.

CARRIER VERIFICATION AND MONITORING

It's essential that each member of the transportation process adheres to the safety and licensing standards in the country, so that moving freight is seamless and secure. A number of load boards allow you to verify and monitor the safety data, insurance, DOT authority and even credit scores of carriers you work with. That's how you can make an informed choice about your partners, and ensure their credentials are active at all times.

The board platforms also typically provide shippers and carriers with information about your regulatory compliance, such as federal licensing and <u>freight broker bonding</u>.

ORGANIZATIONAL AND MANAGEMENT TOOLS

Many load boards offer freight brokers a range of features for better internal management. For example, a number of platforms will allow you to create, store and share necessary documents without exiting the website. Some will also provide invoicing and accounting tools to make your processes faster.

FREIGHT FACTORING

A number of boards offer motor carriers to benefit from their freight factoring services. They may also be useful for brokers as well, as factoring can help the carriers you work with better handle their processes.



For trucking companies and owner operators, freight bill factoring provides immediate payment on invoices when there is a cash flow gap due to pending payments. Factoring companies can pay motor carriers around 80%-90% of their outstanding invoices while awaiting customers' payments. The remaining amount is obtained after the invoice has been paid, and the factoring company retains a percentage for its services.



HOW TO CHOOSE THE RIGHT LOAD BOARD FOR YOUR NEEDS

Which load board is the best choice? Well, it all depends on the specificities of your freight brokering business. To help you out in your selection process, we have analyzed the top load boards on the market and have presented below the criteria we took into account. They can also guide your choice in case you decide to try out the benefits of load boards.

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PAID AND FREE LOAD BOARDS

First of all, you need to define whether you can opt in for a **paid load board**, or you prefer a **free option**. There are a number of well-established and useful load boards that do not charge a fee for all users. Others charge only for searching loads and not for posting them, which means that brokers can use them at no cost.

Paid options usually offer a range of features and tools that you may find valuable in your daily work. They may also connect you to a larger pool of shippers and carriers. The typical rates that you can expect are often between \$20 and \$30 per month. This means that even paid load boards would not present a heavy financial burden.

In the end, the choice between paid and free options depends on your budget and current needs.



THE FACTORS USED IN SELECTING THE TOP 12 LOAD BOARDS

We have carefully analyzed the top load boards on the market to make the current selection.

One of the factors we have considered is the **usability and design of the boards' websites**. Since you need to work with these online platforms on a daily basis, it is imperative that they are not overwhelming and difficult to interact with. We have selected boards that are easy to use and contain valuable information.

The **tools and features** offered by each load board are also a part of our selection process. Beyond being a matching system, your load board can help you save time and energy in your daily activities as a freight broker. Some load boards we have included here offer simple posting and searching functionalities. In other cases, you will be able to conduct a number of activities straight from the load board. You can even use a built-in TMS on some platforms, if you do not have an external one.

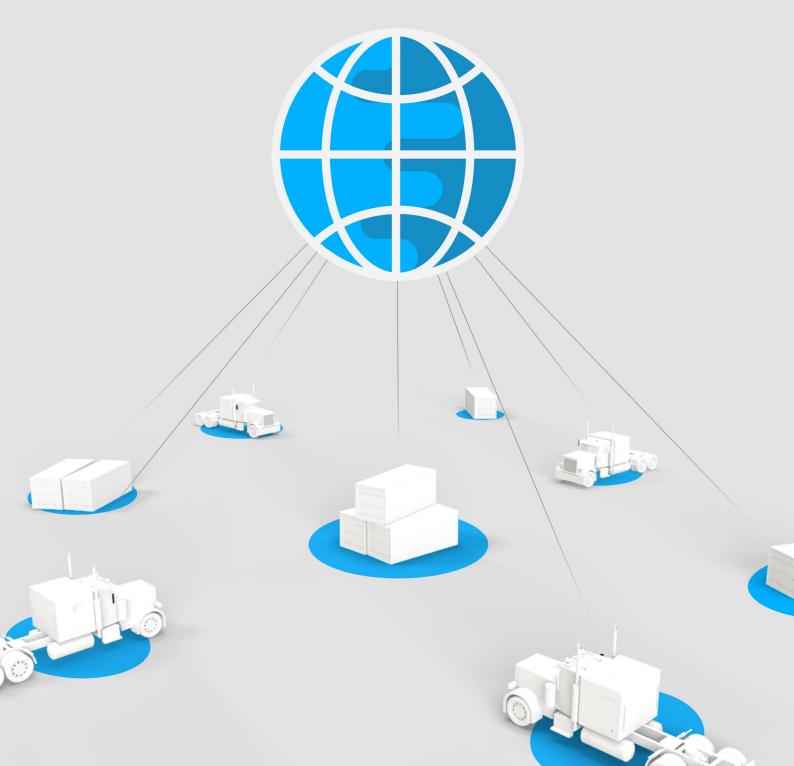
We researched thoroughly the **reviews and opinions** that professionals have shared online about each of the load boards included in the list. This sentiment analysis can help you get a deeper understanding of the benefits and even disadvantages of each platform. It also provides you with a firsthand rating of the board by your peers.

Brand mentions are another criterion we used in curating this board list. We included the websites where each board appears as signs of good reputation.

Last but not least, we included the **pricing** of each load board as a factor that can be juxtaposed to the benefits offered. In this way, you can make sure you are getting your money's worth, if you are opting for a paid board. You can also make a better comparison between the free alternatives.



THE TOP 12 LOAD BOARDS



#12 Loadup

Home Page	Find Loads	Sign Up	Services	Post Trucks
	Loadup Freight Load B	oard	User	
	Delivering The Goods Since April 2000		Pass	
			Driver Login	
			Lost Login?	
	Loadup load board matches available free	ght for delivery with haulers unused cargo space, avoid	ing deadheading.	
		Post Freight, House Moves		
		Post Loads Free, No Account Needed		
	House Moves	Personal Goods eBay Traders Truck	: Freight	
		Haulers & Movers		
	N	o duplicate loads :: No Bidding :: No Commissions		
		Register Post Trucks		
	Posting loads or trucks is free for anyone,	freight brokers, manufacturers, private users, house &	furniture movers	
	Freight Forwarders & Brokers Bulk Load	Posting		
	Post Haulage Freight			
	Post Trucks			
	Private User Delivery Quotes			

The Loadup load board is an established platform, which has existed since 2000.



Website

The website of Loadup offers basic search and posting functionalities but it can definitely benefit from a redesign.



Tools

On the Loadup platform, you can post loads via a web form. You can also use bulk posting for multiple loads. There is an additional option to manage the loads you have posted.



Reviews and brand mentions

The board is mentioned on USA Factoring.

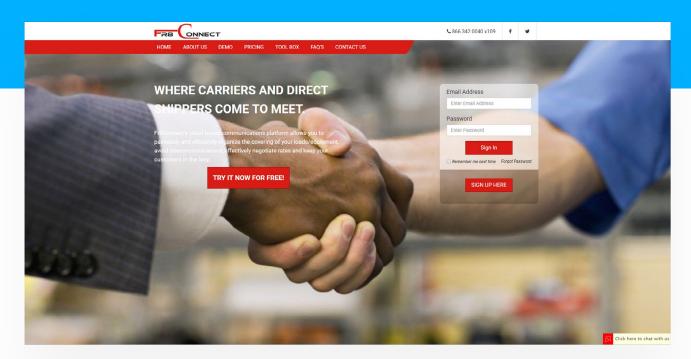


Pricing

Free for shippers, carriers and brokers.



#11 Fr8 Connect



Fr8 Connect is not a standard load board, but also a platform that provides better communication options for transportation professionals. It connects shippers with carriers directly, but also can be useful for brokers who want to run an independent business.



Website

The Fr8 Connect website is up-to-date and information rich. The structure can be improved to make browsing easier.



Tools

You can benefit from the board's equipment matching option when arranging the transportation of loads. The platform also offers 24/7 online network to communicate with your partners.



Reviews and brand mentions

There is a positive review of Fr8 Connect on <u>Bitcoin Exchange Guide</u>. The platform is also mentioned on <u>EZ Invoice Factoring</u>.

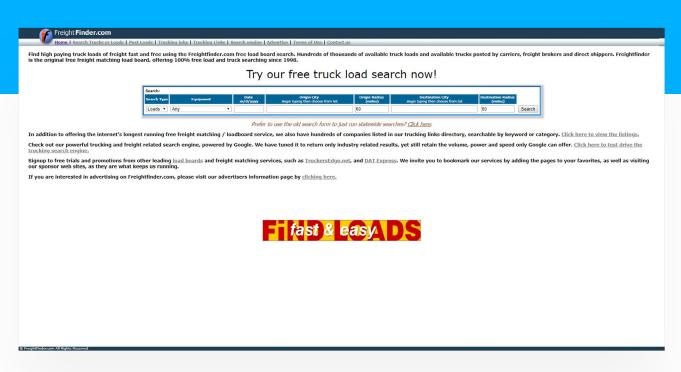


Pricing

Free demo with various carrier plans to choose from.



#10 Freight Finder



Freight Finder is one of the oldest freight boards, as it has been online since 1998. It is a good alternative for carriers, shippers and brokers alike.



Website

The website offers basic functionalities and simple usability. The design can be improved.



Tools

You can search through available trucks by using various factors, such as equipment, date, location, destination, and radius of the start and end points. The website offers a rich database with trucking links that you may also find useful.



Reviews and brand mentions

Freight Finder is mentioned in a forum thread on the Trucker's Report website.



Pricing

Free for brokers, shippers and carriers.



#09 LiveLoads' Trucking Planet

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View Post 🔹	Status ¢	Frequency	¢ Date ¢	Type 4	TL or LTL 4	Equipment	From State/Region Code	From City	To State	To City	Company	Phone	e Email
View Post	Open	This time only	03/09/2018	Freight	Truckload	Flat/Step	MO (R3)	St Louis	FL	ocala	great wide (MC 277164)	4177121276	karmakatcher.logistics@yahoo.com
View Post	Open	This time only	03/07/2018	Freight	Truckload	Flat/Step	MS (R4)	Shuqualak	NY	Blasdell	JRS Freight Service Inc	503-769-4405	kevin@jrsfreight.com
View Post	Open	This time only	03/10/2018	Need Rate	Truckload	Power Unit Only	AZ (R5)	Nogales	ID	WEIPPE	blains	2084354592	jb05255900@aol.com
View Post	Open	Weekly	03/07/2018	Freight	Truckload	Van	VA (R2)	Chesterfield	VA	Norfolk	The Shipping Emporium	7033048170	janeb@shippingemp.com
View Post	Open	This time only	03/07/2018	Need Rate	LTL-Partial	Flat/Step	MI (R3)	WARREN	TX	EL PASO	NATIONWIDE TRANSPORTATION LLC	888 815-0079	GSBELTRAN@YAHOO.COM
View Post	Open	This time only	03/07/2018	Need Rate	LTL-Partial	Flat/Step	MI (R3)	WARREN	MI	EL PASO	NATIONWIDE TRANSPORTATION LLC	888 815-0079	GSBELTRAN@YAHOO.COM
View Post	Open	This time only	03/06/2018	Freight	Truckload	Van	OH (R3)	Toledo	NC	Hendersonville	T's Transportation Services	2403026227	hr@ttranservicesilc.com
View Post	Open	2x a Week or more	03/09/2018	Freight	Truckload	Flat/Step	CA (R5)	camp roberts	WA	fort lewis	CMC Transportation	509 359 8047	rmfrench@cmctrans.com
View Post	Open	2x a Week or more	03/08/2018	Freight	Truckload	Flat/Step	CA (R5)	camp roberts	WA	fort lewis	CMC TRANSPORTATION	509 359 8047	rmfrench@cmctrans.com
View Post	Open	This time only	03/07/2018	Freight	Truckload	Flat/Step	OR (R6)	Lakeview	CO	Denver	Jr's Freight Service, Inc.	503-769-4405	kevin@jrsfreight.com
View Post	Open	Daily	03/07/2018	Empty Truck	Truckload	Flatbed	AZ (R5)	phoentx	NV	las vegas	JSL Family Trucking LLC	6232471576	valerle@jsltrux.com
View Post	Open	This time only	03/06/2018	Freight	Truckload	Van	KY (R3)	East Bernstadt	TN	Piney Flats	CHEF MINUTE MEALS INC	4239260092	dan@chef5minutemeals.com
View Post	Open	This time only	03/07/2018	Empty Truck	LTL-Partial	Hot Shot	VA (R2)	Hampton	LA	Ruston	KAB Hotshot Services	337-317-1443	kabhotshot@gmail.com
View Post	Open	This time only	03/07/2018	Need Rate	LTL-Partial	Hot Shot	VA (R2)	Hampton	LA	Ruston	KAB Hotshot Services	337-317-1443	kabhotshot@gmail.com
View Post	Open	This time only	03/06/2018	Empty Truck	Truckload	Van	FL (R2)	TAMPA	TX	HOUSTON	Caps	2819245649	foreverfreedom1@sbcglobal.net
View Post	Open	This time only	03/06/2018	Need Rate	Truckload	End Dump/Dump	AL (R2)	Sylacauga	AL	Loxley	Randy Mccoy Construction	251-230-1899	Jennifer@randymccoyconstruction.com
View Post	Open	2x a Week or more	03/09/2018	Freight	Truckload	Van	GA (R2)	savannah	FL	west palm beach	s&s brokerage inc	201-259-9923 extri 106	gpawar@sandsbrokerageinc.com
View Post	Covered	This time only	03/05/2018	Freight	LTL-Partial	Flat/Step	MO (R3)	Kansas City	CO	Denver	Jr's Freight Service, Inc.	503-769-4405	
View Post	Open	This time only	03/06/2018	Freight	Truckload	Van	PA (R1)	Pittston	IL.	Hanover Park	Paschall Logistics	888 543 6134	operations@paschall-logistics.com
View Post	Open	This time only	03/06/2018	Freight	Truckload	Van	PA (R1)	Pittston	IL	Hanover Park	Paschall Logistics	888 543 6134	operations@paschall-logistics.com
View Post	Open	This time only	03/06/2018	Freight	Truckload	Van	AR (R4)	McGehee	VA	Hillsville	Paschall Logistics	888 543 6134	operations@paschall-logistics.com
View Post	Open	This time only	03/05/2018	Freight	Truckload	Van	AL (R2)	Piedmont	GA	Port Wentworth	Paschall Logistics	888 543 6134	operations@paschall-logistics com

The LiveLoads platform is an online forum for logistics specialists. It offers a separate load board - Trucking Planet. The board is free for all transportation professionals.



Website

The Trucking Planet load board offers basic search functionality and a simple design. It is easy to use and finding the features is straightforward.



Tools

The Trucking Planet load board is a basic board where you can post loads and search empty trucks. You can also sign up to receive notifications by email.

In addition to the board, you can benefit from the networking opportunities offered by the LiveLoads website. You can connect with other members, send instant messages, join and create thematic groups, and post and read forum threads.





The Trucking Planet load board is mentioned on **EZ Invoice Factoring** and on Fueloyal.



Free for brokers, shippers and carriers.



#08 Free Freight Search



Free Freight Search offers two main options on its load board - one for motor carriers and one for freight brokers and shippers. As its name suggests, it is one of the board alternatives that you can use without paying a fee.

It is advertised as the largest free board which is used by more than 88,000 carriers and brokers.



Website

The website of Free Freight Search is clean and usable. It can do better in terms of design, but its main functionalities are easy to find and employ.



Tools

Free Freight Search offers advanced search options for brokers looking for available trucks. You can also post the freight you need to move and find carriers. The platform contains safety information about carriers, so you can conduct your checkups right away.

You can also benefit from the fuel advances and quick pay option, so that carriers get their payments faster. There is a signup option to receive email alerts whenever a truck that fits your location and freight gets listed on the board.





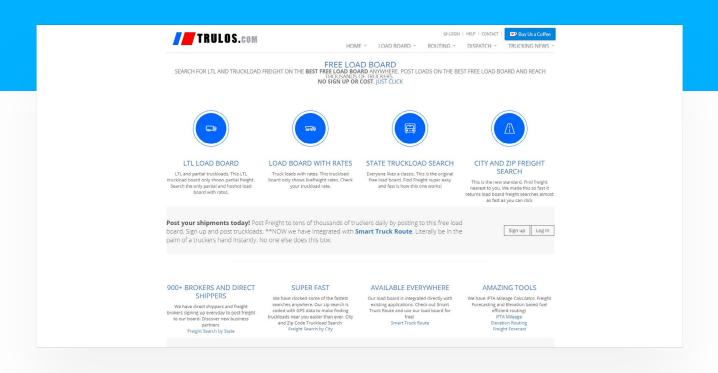
Free Freight Search is mentioned on <u>EZ Invoice Factoring</u>.



Pricing Free



#07 Trulos



Trulos is a free platform for truckers, shippers and brokers aiming to connect them and make the logistics processes faster. It boasts a number of useful features for truckers, including freight forecasting and invoice factoring. It also presents quite a few benefits for brokers.



Website

The website is information-rich, but the text can be improved. Its design and usability are satisfactory.



Tools

Brokers can use the free load board to post loads. You can review rates to catch up with industry trends. The board integrates with the Smart Truck Route map, which makes it easy to reach thousands of truckers within seconds.

You can benefit from <u>Dispatch</u>, the platform's free TMS. It allows you to seamlessly take care of dispatching, invoicing, customer management, payments, and tracking revenue. This tool has a simple interface, but is packed with useful features that you can use even on mobile.





Trulos is mentioned on <u>EZ Invoice Factoring</u>. The load board has a <u>positive</u> review on the Freight Brokers USA website.



Pricing

Free for truckers, shippers and brokers.



#06 Expedite Loads



Expedite Loads is an established player in the load boards field. It provides a load board for shippers, carriers, owner operators and brokers. There is also a social network for transportation professionals called Connections.

The platform has also developed an iOS app, EL mobile, which you can use on the go. It boasts more than 100,000 loads posted per day.



Website

Expedite Loads has a thorough and information-rich website. You can easily find your way around the site, so it definitely ranks well in usability.



Tools

You can post your loads on two boards - Expedite/Urgent Freight or General Freight/LTL Freight. The posting can be done via FTP, email, and Excel file.

You can use the Connections network to foster useful relations with transportation professionals. The platforms sends automatic load matching notifications by email.



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Reviews and brand mentions

The board is mentioned on <u>Commercial Capital</u>, <u>EZ Invoice Factoring</u> and <u>USA</u> <u>Factoring</u>.



Pricing

You can sign up for a free demo to try out all features of the platform. If you want to get a post-only account, you can use the website for free. Reviewing loads starts at \$1 per viewed load.

You can also use the 5-star plan for \$29.95 per month, which allows you to search through the database and connect with partners on the platform.



#05 Comfreight



Comfreight is a load board and freight marketplace that offers three types of services - for shippers, carriers and brokers. It is well-known for its advanced freight matching and bidding services.



Website

Comfreight's website is up-to-date and usable. It has separate menus for each type of transportation professionals who can use the board.



Tools

The Comfreight load board offers a number of useful tools for brokers. You can search for empty trucks and carriers, or alternatively, post your loads to receive bids from carriers. You can also bid on shippers' posted loads.

The platform provides you with information about trends in lane rates, so that you can adjust your pricing. You can store and share necessary paperwork straight from the board.





Comfreight has a positive mention on <u>EZ Invoice Factoring</u> and on <u>Cerasis</u>. It also has a <u>5-star review on the Capterra website</u>, as well as a <u>4.4-star review</u> <u>on Featured Customers</u>. Comfreight has also been mentioned on Overdrive, TruckingInfo, Fleet News Daily, Logistics Tech Outlook, Reuters, and Yahoo! Finance.

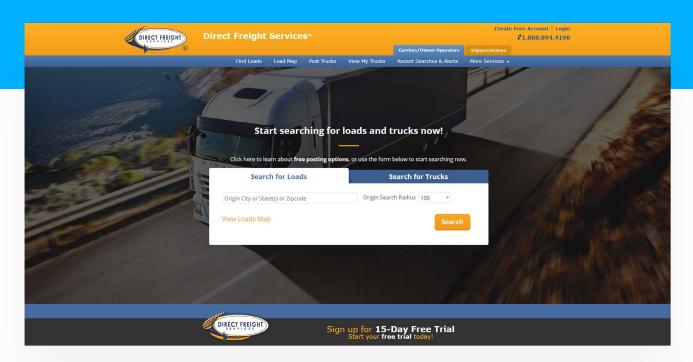


Pricing

The board offers a free trial period for brokers. Pricing options start at \$19 per month.



#04 Direct Freight Services



Another reputable load board worth considering is Direct Freight Services. It has two search options - one designed for carriers and owner operators, and another one for shippers and brokers.



Website

The website of Direct Freight Services is simple but functional. There are live loads and trucks maps available for all users.



Tools

uShip offers brokers looking to expand their business access to a large pool of shippers. The platform has a number of useful features for brokers, including tracking, secure payments, and insurance and claims. You can easily integrate your TMS with uShip for a seamless experience.





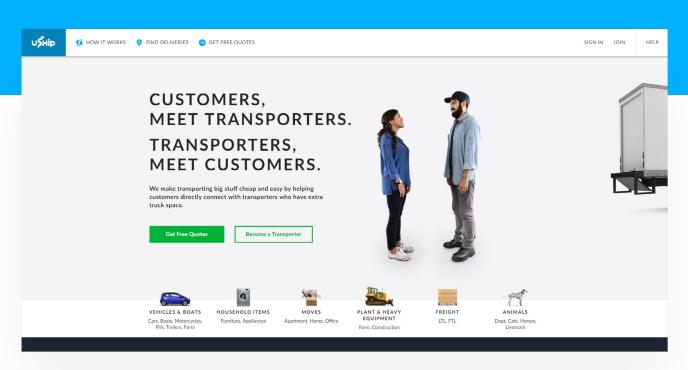
Direct Freight Services has a positive mention on EZ Invoice Factoring.



Posting accounts for brokers are free. There is a 15-day free trial with various pricing options for searching accounts.



#03 uShip



uShip is not only a load board, but a larger platform that connects shippers and carriers of all sizes. It has special solutions for individual customers and business shippers on one hand, and for brokers and carriers. The greatest benefit for brokers is that they can reach new customers by getting access to more than 150,000 commercial shippers who use uShip.



Website

The website of uShip boasts the most polished design among this selection of load boards. The information structure is intuitive, making the platform easy to use in addition to being aesthetically pleasing.



Tools

Brokers can search for trucks by city, state and zip code, as well as within a radius that they set. You can also review the clickable trucks map that updates the available trucks every five minutes.

There is a separate menu where you can review your loads, as well as your recent searches and alerts. The board also offers information about fuel prices and an option to calculate mileage.





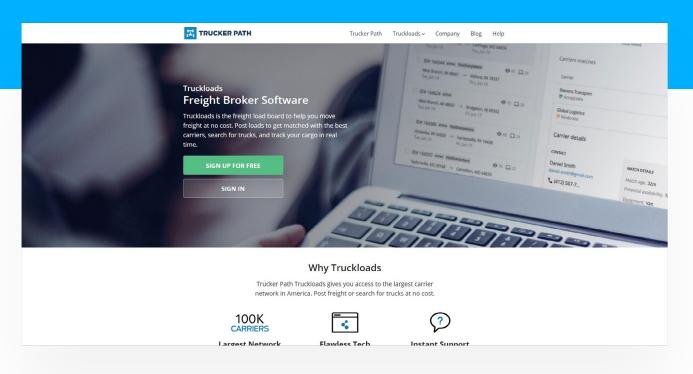
Uship is accredited by the **Better Business Bureau**. It is mentioned on Commercial Capital and has a 4-star review on Trustpilot.



The basic functionalities are free for brokers. A more advanced broker solution is in development, which will likely be paid.



#02 Trucker Path: Truckloads



Another popular and acclaimed load board option that you should consider is offered by Trucker Path. The app is well-known among truckers, as it provides a number of valuable tools for their work routine - truck stops, parking, weigh stations, fuel stations, rest areas, truck washes.

After its success, Trucker Path developed Truckloads - a load board for carriers and brokers.



Website

Trucker Path has one of the most usable and clean websites among load boards. In fact, the Truckloads app has been rated as the most popular load board app for carriers on the App Store.



Tools

Truckloads allows freight brokers to search within and reach a network of more than 100,000 carriers. You can use various search criteria, such as location, safety rating and equipment.

If you would like to post loads, you can do so via email, FTP, and website integrations, as well as through your TMS or manually. As more than 600,000 truckers use the Trucker Path app, you can also benefit from the freight tracking option.





The Truckloads app for carriers has <u>4.7 stars on the iTunes App store</u>. The Trucker Path app for truckers is well-known and valued, and has been featured in a number of tech media such as <u>TechCrunch</u> and <u>Crunchbase</u>.

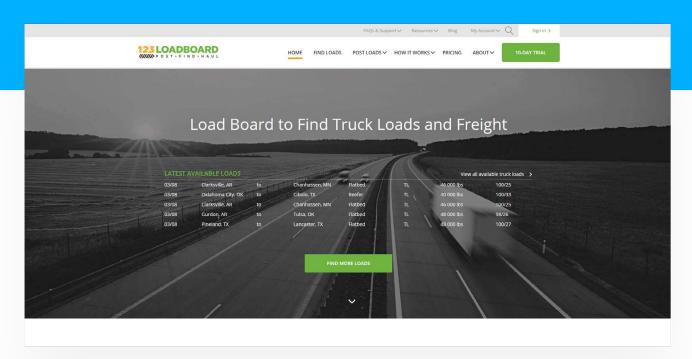


Pricing

The Truckloads board is free for brokers who want to post loads.



#01 123Loadboard



One of the most renowned load boards in the industry is 123Loadboard. Its slogan is "Post, find, haul," which illustrates that it serves the major players in freight moving. The platform offers solutions for brokers, shippers and carriers, which are being used by more than 325,000 professionals.



Website

123Loadboard boasts a well-designed and user-friendly website. The menus are intuitive and the text is clear and easy to follow. The load board app is available on Google Play and App Store.



Tools

The platform offers a number of useful features for brokers. You can browse through more than 100,000 qualified carriers and post your loads straight from your TMS, as 123Loadboard is integrated with more than 30 software solutions.

You can even post via FTP, API, email or manually. With the Truck Locator tool, you can check live capacity of more than 10,000 trucks and can reach out to them to take up your specific loads. At your disposal are also the unlimited truck search, carrier monitoring, and rate check tools.





123Loadboard has been rated <u>4 stars on Trustpilot</u>.

The board has been mentioned on a number of websites, including <u>RTS</u> <u>Financial</u>, <u>Commercial Capital</u>, and <u>EZ Invoice Factoring</u>.

It is also the load board of choice for a number of large transportation companies, such as TQL, DSV, Mercer Transportation Co., England Logistics, Knight Transportation, and J.B. Hunt, among others.



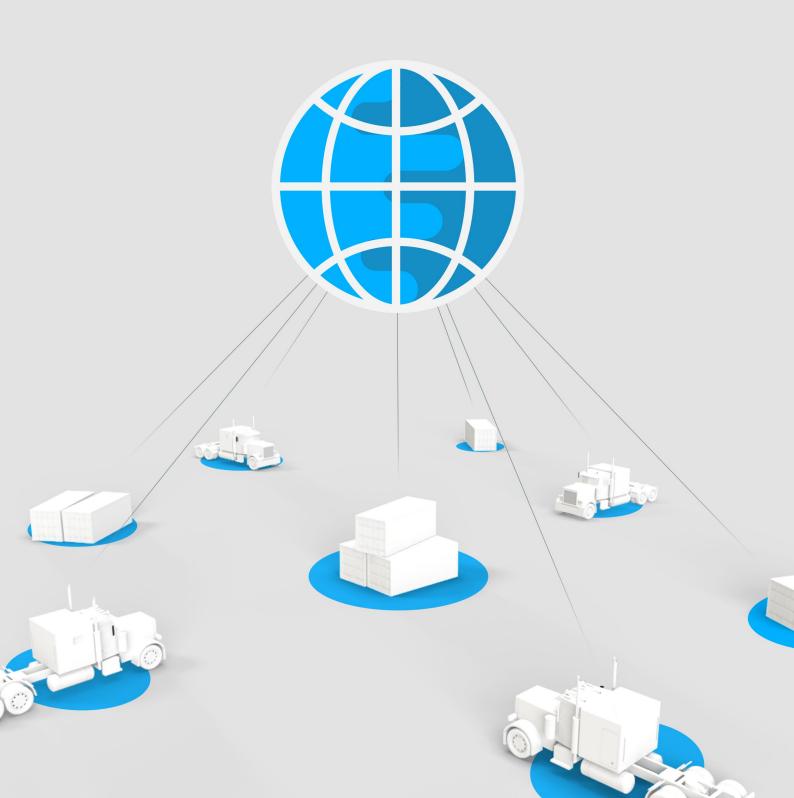
Pricing

The board is free for brokers who want to post loads. For carriers, there are three monthly plans - \$35, \$45 and \$55 that are for different number of users.

Sign up with 123Loadboard, and receive a \$5 discount on any plan you choose. <u>Click this link</u>, and enter the promo code "**18947**" to redeem your discount.



CONCLUSION



Using a load board can be instrumental in the development of your brokerage business. It can provide you with access to new customers and business partners and thus help you expand your professional network.

You can make an informed choice when selecting a load board to use by considering the factors noted in this e-book. You can also refer to our top list to see which features and tools offered by load boards match your needs, and decide on the pricing you can afford.

This list of top freight load boards is by no means exhaustive. If you believe your platform would be a good addition to our list, we would love to hear from you. Please contact us at <u>info@jwsuretybonds.com</u>.

If you would like to learn more tips on how to get started in the industry, make sure to check out <u>our Freight Broker Schools e-book</u>. If you need to get your licensing started, you can make the first step by obtaining your freight broker bond.



ABOUT JW SURETY BONDS



JW Surety Bonds is a family-owned agency established in 2003. Starting with just two people, we grew to become the largest volume bond producer in the nation. Since day one, our team focus has been on providing our clients low rates, an easy process, and the best in customer service.

