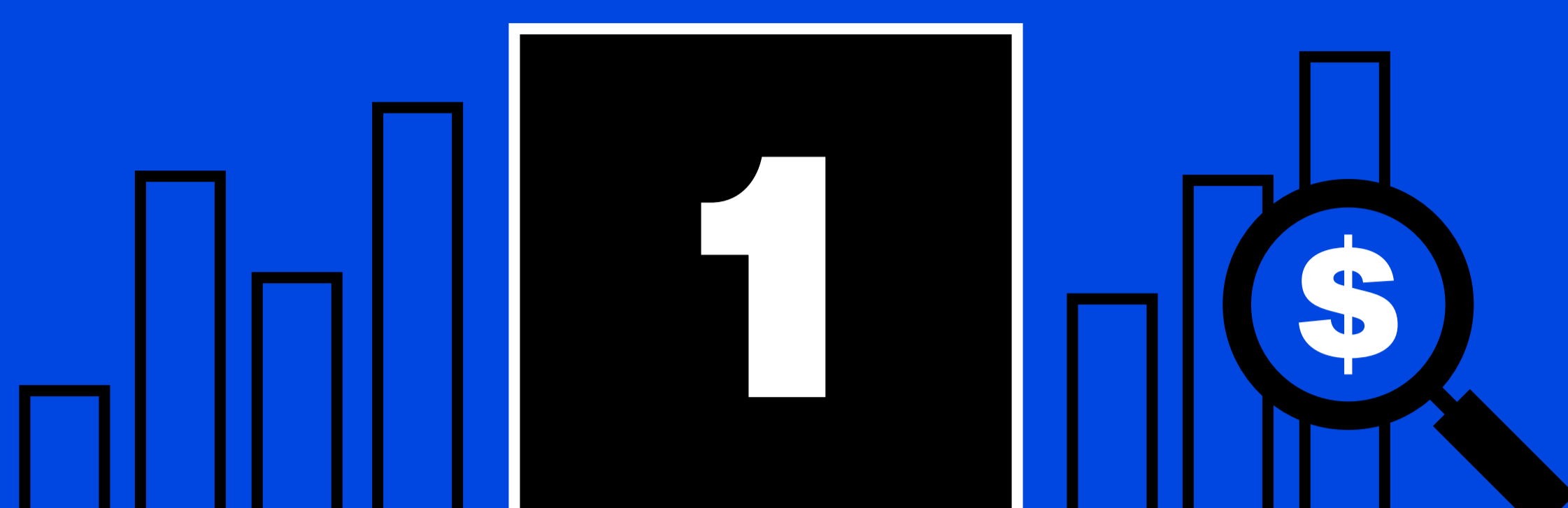


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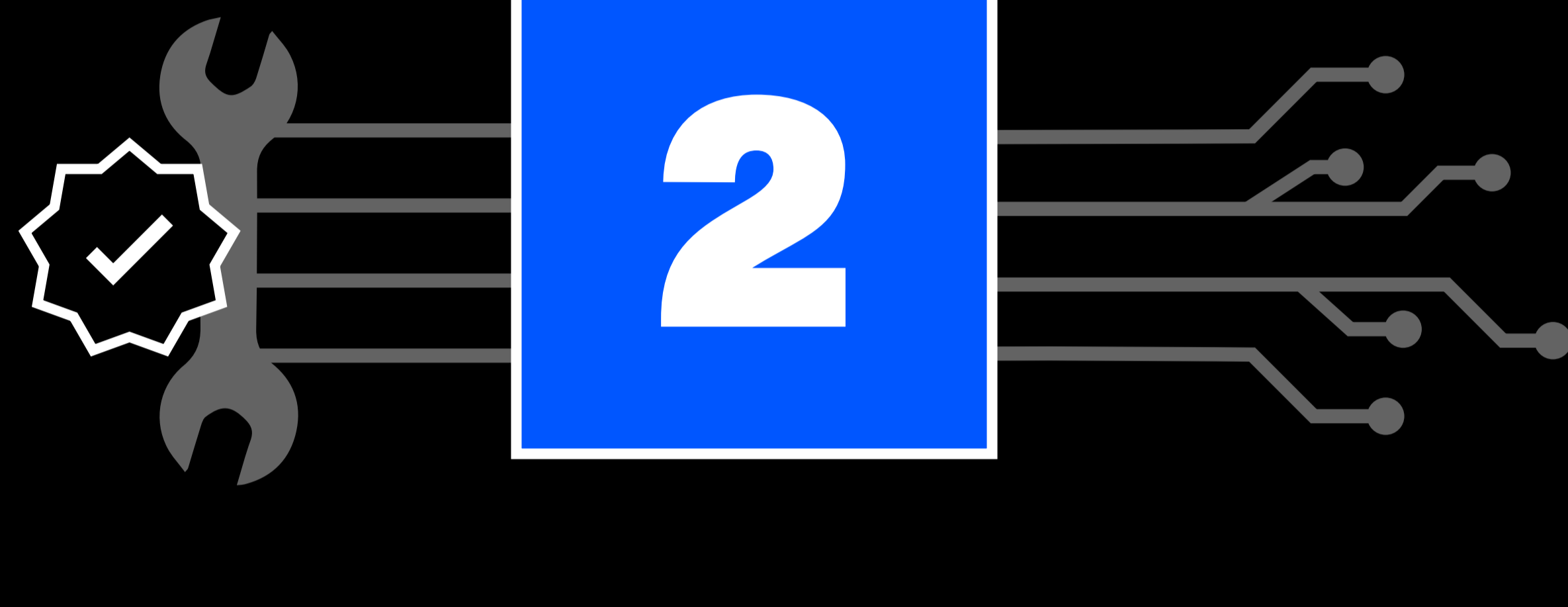
## Steps to starting a successful freight brokerage

You've done the hard part – starting. What's next? Here's how successful brokerages thrive.



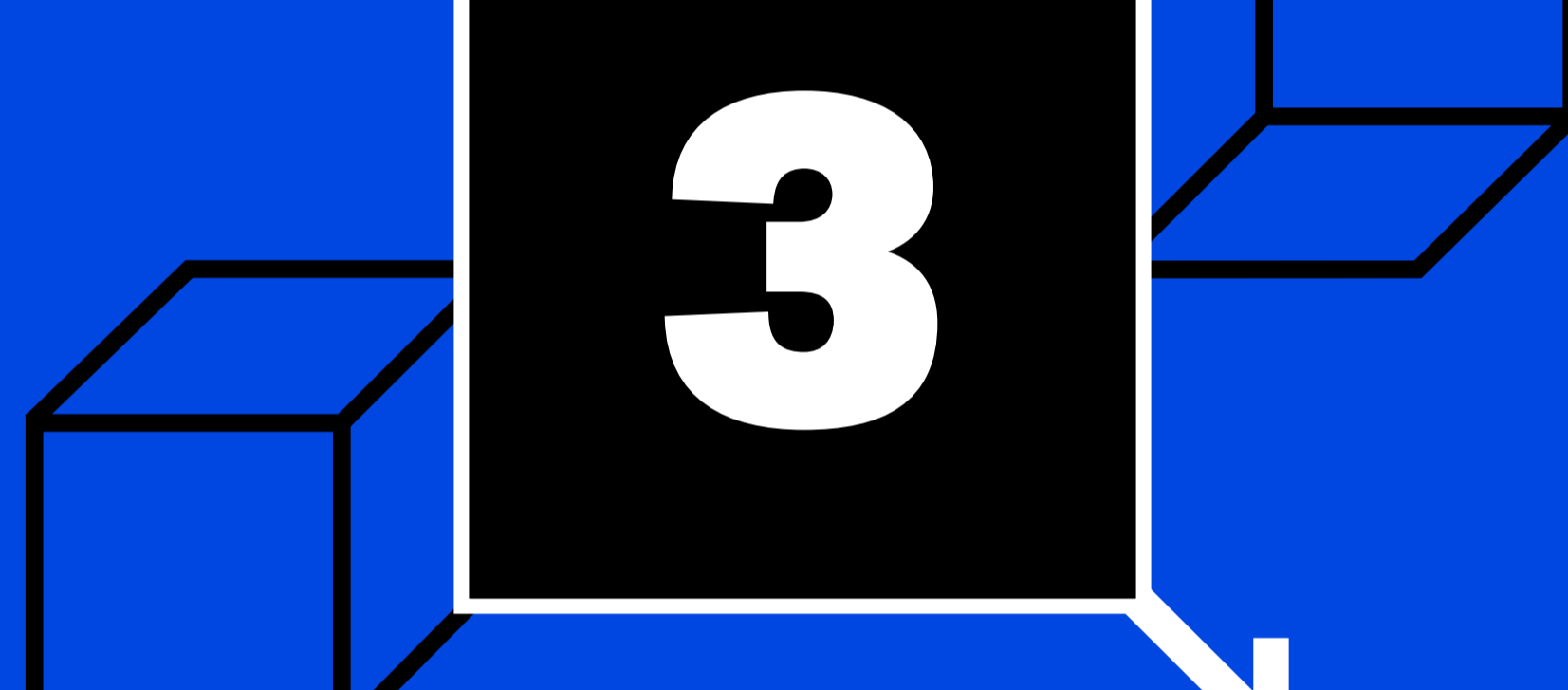
### Understand your financial situation

You won't be profitable on day one. Successful brokers know their budget, required capital, and when they expect to break even.



### Source the right tools

What do you need to be efficient? Top brokers have tools for pricing and winning business, factoring, tracking, invoicing, and carrier network building in one place.



### Begin building scalable processes

Organization and processes keep everything running smoothly. The best brokerages have fine-tuned processes and efficient workflows.



### Focus on customer acquisition

Find your sweet spot and target audience before attracting new customers. Successful brokers know their strengths and have a strong pitch for what makes them stand out from competitors.



### Build a reliable network

Sustainable brokerages are built on a reliable, trustworthy, and diverse group of carriers. A stable carrier network allows you to service your customers and unlock future business opportunities.

Learn how DAT empowers brokers. Connect with an expert today to learn more.

[DAT.com/Brokers](https://www.DAT.com/Brokers)