

The Biggest Difference Between New Brokers and Industry Vets

Discover the approaches and tools
that help industry vets stand out
from the competition



Introduction

Brokers are a vital part of the trucking industry. They serve as intermediaries between shippers and carriers, helping match shippers' loads with qualified carriers, handling logistics, and more. Shippers can get reliable and cost-effective carriers for their loads quickly when working with brokers, while carriers can haul freight without dedicating hours to researching loads or developing direct relationships with shippers. However, not all brokers are created equal.

Noticeably, there's often a significant difference between those [just starting out](#) and their more experienced peers. It can be challenging to pinpoint exactly what's different between new and seasoned brokers (we'll dive into that in a minute!), but the right tools can help close the gap, giving old and new brokers alike the information they need to connect with shippers and carriers, negotiate well, take advantage of seasonal opportunities, appear more knowledgeable to clients, and more.



The biggest difference between new brokers and industry vets

Anyone new to life as a broker may look at industry vets in awe. They've built a successful business and kept it running for years. They enter negotiations confidently and have rates that satisfy both carriers and shippers. They may appear to be operating on a completely different level, but what really sets these industry vets apart from newcomers? Not as much as you may think.

The most significant difference between new brokers and industry vets is that veteran brokers understand the greater market trends and how those trends impact shippers and carriers. In short, they have a much better idea of the bigger picture of the trucking industry than newer brokers. After all, newcomers are so neck-deep in building their shipper and carrier networks that they often don't take the time to look at larger market trends or think about how these trends affect shippers, carriers, and the prices they're willing to accept. As a result, new brokers generally can't take advantage of seasonal opportunities or pull off negotiations in the way that veteran brokers do.

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How to succeed like an industry vet

Aside from experience, the main difference between newcomers and veterans is that industry vets already have shipper and carrier contacts — and they know the importance of keeping up with market trends when it comes to pricing and negotiations. This means that it's 100% possible for a new broker to succeed just like a vet as long as they focus on those same key elements: building connections in the industry and tracking accurate market data.

Enter DAT. DAT has been the go-to [load board](#) for carriers and brokers for decades, but it's so much more than a place to find loads. In addition to having the most comprehensive load board in the trucking industry, DAT offers a wide array of tools that will provide brokers with key industry data and trends, enabling them to better understand carriers, shippers, and the market. With DAT on their side, newcomers will be thriving like pros in no time!



DAT Tools to Turn New Brokers Into Industry Vets



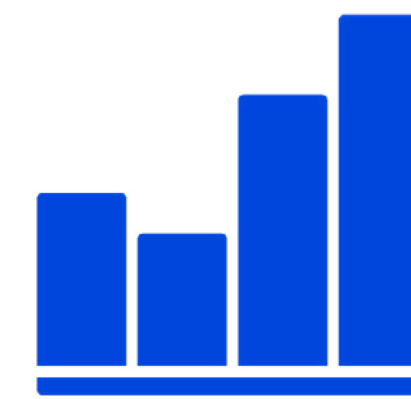
The DAT Directory

Build your network with access to details on existing DAT customers you can partner with.



DAT Trendlines

Access the broadest and deepest data on the trucking industry to inform your negotiations.



DAT's Market Updates

Whether through articles or videos, learn about the trucking market at large to better support partners, improve pricing, and stand out from the pack like an industry vet.



Discovering new carriers and shippers to do business with is a must for new brokers, but it isn't always easy. Finding reliable partners that are looking for brokerage services is a time-consuming task that often involves networking with other freight brokers, going to industry events or trade shows, relying on friends and family for introductions, meeting with local businesses, or even making cold calls — and mistakes can be costly! Working with the wrong shippers or carriers can cause chaos, which is the last thing you want as a new broker. Fortunately, the [DAT Directory](#) is a game changer for new brokers.

The DAT Directory was designed to make forming partnerships simple. You'll be able to see a list of companies that use DAT as well as valuable information, such as their phone number, address, docket number, and DOT number.

Not only can you view a comprehensive list of DAT's customers, but you can also see exactly who you're working with before you initiate contact. You can read reviews on potential partners and even write your own, letting other brokers know who is trustworthy and competent versus who they'd be better off avoiding.

Just remember that finding potential partners and making the initial contact is only the first step. To turn shippers and carriers into long-term partners, you'll need to communicate well, follow up when necessary, and generally be pleasant to work with.



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DAT Trendlines

[DAT Trendlines](#) can also make a big difference for both new and veteran brokers. Not only does DAT Trendlines provide the broadest data in the trucking industry, but it also provides the deepest data. As a result, brokers can understand current trucking industry trends and even see where freight rates might be heading at a glance.

With DAT Trendlines, you can see updates on capacity, demand, fuel prices, and average spot market rates and view the weekly, monthly, and yearly trends. More specifically, DAT Trendlines provides data on van spot rates, flatbed spot rates, and reefer spot rates. DAT Trendlines also sheds light on the volume of spot load posts, the volume of spot truck posts, and the load-to-truck ratios for vans, flatbeds, and reefers, enabling brokers to see where they may have more negotiating power and take action to make their business more profitable.

DAT's Market Updates

DAT's weekly [market updates](#) can also make a big difference for brokers. Our experts write about everything that's new in the trucking industry, from the housing market to the commercial warehouse market to produce season. You can also find near-term outlooks, regulation information, and articles on how the weather might affect the trucking industry.

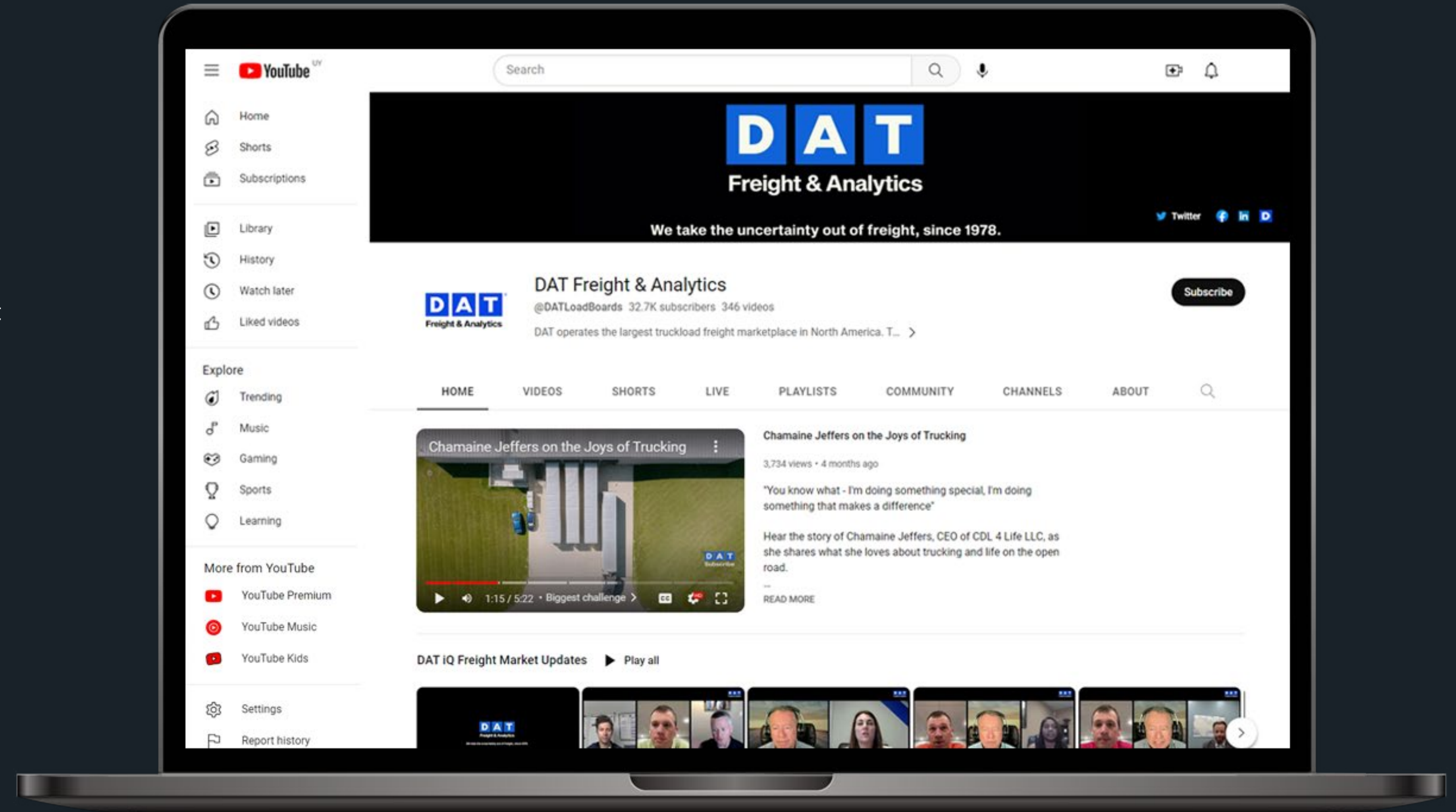
With information from DAT's market updates, new brokers will have a much better grasp on the overall industry, specific short-term trends to watch out for, and more. They'll be able to understand exactly what carriers and shippers are looking at and can improve their negotiation tactics, appear more knowledgeable to customers, and ultimately build stronger relationships and a better freight brokerage business.





DAT's YouTube Channel

If reading isn't your preferred way of consuming information, don't worry! DAT also posts informational videos to its [YouTube channel](#). Every week, we post our [DAT iQ freight market updates](#). Members of our data analytics team convene to discuss the latest trends and news impacting our industry. Most of our videos last between 30 and 45 minutes, hitting that sweet spot between providing plenty of information on the current state of the freight market without wasting your valuable time.





Find success no matter your experience level with DAT

As a new freight broker, the industry can seem intimidating. However, it's possible to have the success of industry vets, no matter how much experience you have. You just need the right approach and the right tools to connect you with carriers and shippers and provide up-to-date insights on the current market. Luckily, DAT has everything you need.

Not only does DAT help brokers connect to shippers and carriers through the DAT Directory, but we also have DAT Trendlines, which offers a weekly snapshot of current rates and capacity in the trucking industry. On top of that, we provide freight market updates through our weekly written updates and our DAT iQ freight market YouTube videos, helping keep brokers informed so they can make better business decisions, level up their negotiation game, and develop strong, lasting relationships with carriers and shippers.

[See what else DAT can do for your brokerage!](#)

