Margin up $4,700 on the week, led by reefer loads into the Southeast

Last week the team booked 120 loads for $56,450 in gross margin, up $4,700 from the prior week and $7,150 from the same week last year. Reps booked 120 of 201 quotes. Dana carried the week with $18,450 in margin, including four produce reefers out of Salinas. The thing shippers raised most was tight reefer capacity into the Southeast: six asked for reefers into Atlanta or Charlotte, and three said other brokers had already turned them down.

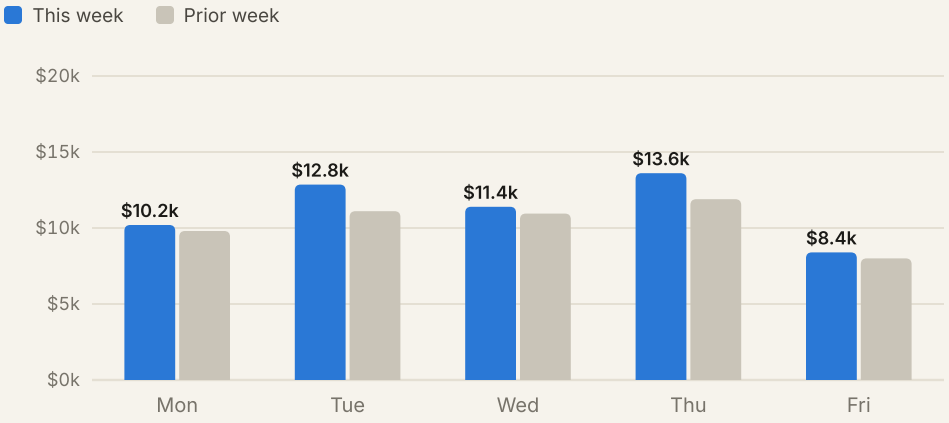
$56,450
gross margin, prior week $51,750

120
loads booked from 201 quotes (60%)

730
rep calls, 386 inbound from shippers

93%
of inbound calls answered; 27 missed, 11 at noon or after 4 PM

Gross margin by day



Reps

Ranked by gross margin booked this week.

Rep	Calls	Quotes	Booked	Win rate	Margin	vs prior week
Dana Kowalski	212	64	38	59%	**$18,450**	+$2,550
Marcus Webb	188	51	29	57%	**$14,200**	-$750
Alicia Torres	176	47	31	66%	**$13,960**	+$2,180
Ben Ostrowski	154	39	22	56%	**$9,840**	+$720
Team	730	201	120	60%	**$56,450**	+$4,700

Heard on the phones

Themes that came up on two or more calls this week, in the callers' own words.

Reefer capacity into the Southeast is tight

> *"I need a reefer out of Salinas Thursday and two brokers already told me no."*

Six shippers asked for produce reefers into Atlanta or Charlotte. The team covered four of them on the Salinas to Atlanta lane for $6,140 in margin. The two it could not cover were lost because no truck was available on the day asked.

Shippers want updates without asking

> *"I shouldn't have to call you to find out where my truck is."*

Nineteen inbound calls this week were shippers asking where a load was. Arlo Building Products called four times about one Columbus delivery that arrived a day late.

Lunch and late-day calls reach voicemail

> *"I tried you at noon, got voicemail, and gave it to the next broker on my list."*

11 of the 27 missed calls came at noon or after 4 PM, when the desk is covering carriers or at lunch. Two of those callers named a load they then gave to someone else.

Why quotes did not book

81 quotes this week did not turn into loads. The reason comes from the last call on each quote.

Another broker was cheaper	29
No truck at the time asked	17
Shipper covered it in-house	14
No answer after the quote	12
Load cancelled by shipper	9

Top lanes by margin

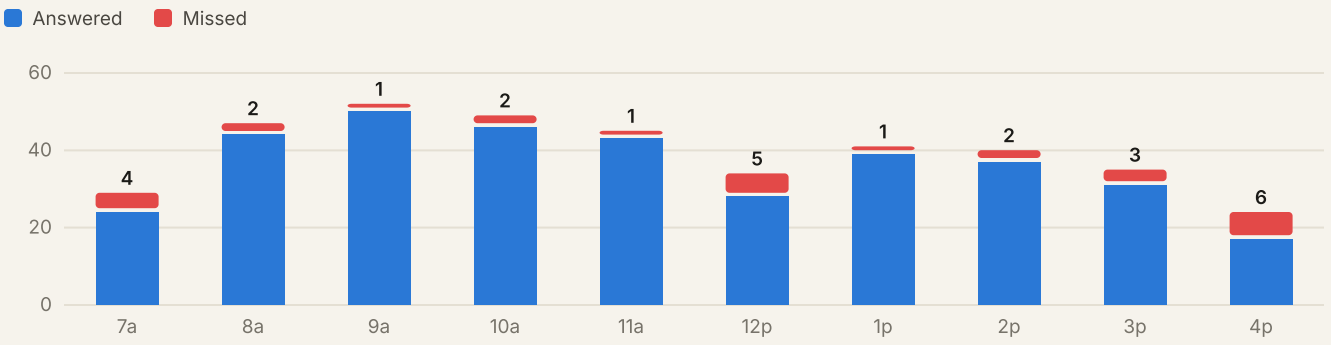
The four lanes that earned the most margin this week.

Lane	Quotes	Booked	Margin
Laredo, TX to Chicago, IL (dry van)	14	9	$7,930
Salinas, CA to Atlanta, GA (reefer)	9	4	$6,140
Chattanooga, TN to Columbus, OH (flatbed)	11	8	$5,210
Savannah, GA to Charlotte, NC (dry van)	12	7	$3,460
Top four lanes	46	28	**$22,740**

The other 92 loads ($33,710 in margin) ran on 61 other lanes.

When inbound calls went unanswered

All 386 inbound shipper calls by hour, with missed calls stacked on top and counted.



Shippers at risk

Accounts where a call this week gave a reason to worry, with their margin over the last 90 days.

Account	90-day margin	Volume	What we heard
Pembrook Foods Dana	$21,480	Down 40% since August	Shipping manager said another broker offered a dedicated reefer lane at $2.85 a mile.
Arlo Building Products Marcus	$16,220	Down 3 loads a week	Late delivery into Columbus on Oct 14; the buyer asked twice for a service review.
Kestrel Paper Co. Alicia	$12,940	Flat	A new logistics manager starts Nov 2 and is reviewing their broker list.
Sandoval Produce Ben	$8,710	Down 25% since September	Said our Laredo rates ran $150 to $200 higher than last month.
Wexford Metals Dana	$6,380	Down 2 loads a week	Asked twice for tarped flatbeds on short notice and we passed both times.

$65,730 in 90-day margin across 5 accounts. Pembrook alone is 33% of it.

Follow-ups for this week

Each one is tied to something promised or left open on a call.

Dana **Pembrook Foods**
Send a counter on the Salinas to Atlanta reefer lane before Thursday; the shipping manager decides on the dedicated lane by Nov 6.

Marcus **Brightline Plastics**
Promised a rate on three dry vans to Memphis by Monday at 10 AM. No quote is in the system yet.

Alicia **Halden Cabinetry**
New shipper quoted for about six flatbeds a month (~$2,700 in monthly margin). Send the credit application they asked for on Tuesday's call.

Ben **Sandoval Produce**
Call Monday with an updated Laredo rate before they assign the November loads.

Marcus **Arlo Building Products**
Book the service review the buyer asked for and bring on-time results for their last 30 loads.

Win rate, last eight weeks

Loads booked as a share of quotes given, by week starting.

