



FLEET SUCCESS STORY

BACKGROUND

A 1,000 owner-operator fleet (primarily dry van) came to us with an issue involving their driver retention. The majority of their turnover took place within just 10 weeks of contracting with a driver and every time a driver needed to be replaced it cost the fleet \$5,000. The fleet knew they needed to come up with a solution in order to improve their driver turnover, so they turned to ATBS for help.

The fleet came to ATBS with three goals in mind:

1. Increase retention
2. Reduce costs associated with driver churn (recruiting, onboarding, training, offboarding, etc.)
3. Achieve those results with no additional spend

HOW WOULD ATBS ACHIEVE THOSE GOALS?

BY HELPING NEW CONTRACTORS DO THE FOLLOWING:

Build their Business' Profit Plan → Give them a Roadmap to Success

- Anticipate Weekly Revenue & Expenses
- Identify breakeven point for production (miles needed)
 - Setting proper expectations up-front gives clients a clear roadmap of what they need to do to achieve financial success

Build monthly Profit & Loss Statements (P&L's) for clients and compare to their Profit Plan

- Accountability keeps clients on track toward their pre-set goals
- Allows us to compare their performance against not only themselves, but also their peers (other ATBS clients at the partner fleet) to see where they can improve

Provide unlimited business consulting & coaching on an as-needed basis

- Clients receive several ATBS-driven touch-points during their first 10 weeks as clients, but we encourage them to reach out as often as needed to address questions, concerns, & to offer guidance on how to succeed

Ensure clients are tax-ready

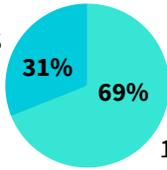
- Staying IRS compliant is a gaping hole in the owner-operator market that ATBS fills
- We ensure our clients properly mitigate, save for, & pay their taxes so they stay compliant with the IRS

RESULTS

THE FLEET DID A 10-WEEK ANALYSIS OF 215 NEW DRIVERS WHO CONTRACTED WITH THE FLEET:

#1. OF THE 215 NEW DRIVERS...

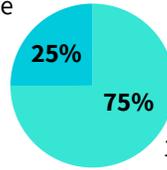
66 Drivers DID NOT utilize ATBS



149 Drivers DID Utilize ATBS

#2. OF THE 149 DRIVERS WHO USED ATBS...

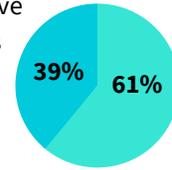
37 were not active after 10 weeks



112 were active after 10 weeks

#3. OF THE 66 DRIVERS WHO DID NOT USE ATBS...

26 were not active after 10 weeks



40 were active after 10 weeks

BOTTOM LINE...

# OF IC'S CONTRACTED PER YEAR:	1,000
RETENTION IMPROVEMENT:	14%
# OF IC'S RETAINED:	140
AVERAGE TURNOVER COST/IC:	\$5,000
FLEET \$\$ SAVED BY ATBS:	\$700,000
ATBS FEES INCURRED BY FLEET:	\$0
NET \$\$ GAIN BY FLEET:	\$700,000

KEY TAKEAWAYS

ATBS provides a Win-Win-Win situation:

- Our clients succeed
- Our partners increase profitability with \$0.00 spent
- ATBS gains valuable clients doing what we do best

Not only can we help with retention directly through our services, but we also offer proprietary and exclusive ICB "Independent Contractor Benchmarking" data to our partner fleets. This data shows you how your contractors (who are ATBS clients) are performing each year. We compare our partner fleets against similar fleets in our studies (anonymously) so they can see how their program stacks up against other fleets in their industry segment.

Fleets can only be included in this exclusive, proprietary study when they are partners with ATBS, and once we grow our number of clients in their fleet to a statistically significant level. If you'd like a preview of the data our partners receive from our ICB studies, click the link [here](#) to download a PDF with a few highlights from the 2019 ICB study.

WHO IS ATBS?

Since 1998, American Truck Business Services (ATBS) has helped over 150,000 drivers with their trucking businesses. As the largest tax and accounting firm for owner-operators, we take the complexity out of their lives. We handle the 'business of driving', including taxes, accounting, bookkeeping, and business consulting. This means that our clients are doing more of what they love to do, while they have less stress, make more money, and have more fulfilling personal lives.

- To see more content for ATBS fleet partners, please follow this link to our [website's content library](#).
- Finally, if you'd like to stay connected with ATBS, please visit & follow our [LinkedIn page](#).