

HOW TO CHOOSE THE RIGHT FREIGHT CARRIER

With so many freight carriers to choose from, it can be difficult to determine the right one for your needs. Unishippers made this handy tip sheet to simplify the process!

Consider these factors when choosing a freight carrier to ensure you get the most for your shipping dollar:

1 PRICING

Cost is one of the most common concerns when choosing a freight carrier — and for good reason! When comparing carriers, make sure to not only review your initial quotes, but also the carriers' policies for accessorial fees (charges for additional services not included in your standard shipping rate) — these fees vary between carriers, and can add up quickly!

2 COVERAGE AREA

Depending how far your freight needs to travel, you'll have to decide between a national or regional carrier. While some of the top carrier names offer national delivery, many smaller carriers can only provide regional pickup and delivery services. By understanding carrier coverage areas, you can make sure to choose a carrier that meets your specific location needs.

3 TRANSIT TIME

It's important to consider how quickly you need your freight to get to its final destination. Some carriers may be able to deliver your freight faster than others, but it's important to note that the faster your freight needs to be delivered, the higher your rate will be.

4 RANGE OF SERVICES

Depending what type of products you ship, you may have certain service requirements that need to be met by the carrier. Additional services may include things like hazmat shipping or sealed divider service. By understanding the services you'll need — and which services each carrier offers — you can ensure you have everything covered before you ship.

5 COMMUNICATION & RELIABILITY

Even if a carrier offers low freight rates, it means nothing if your shipments are consistently delayed. To keep your business running smoothly, you need a reliable carrier to deliver your freight on time — and keep you updated on your shipment's status in transit.



When you partner with Unishippers, you get access to myUnishippers™ — an easy-to-use tool that lets you quickly compare reputable freight carriers. Contact us today to get started!