FORZA LOGISTICS GROUP



RATE vs. RISK

THE HIDDEN COST OF A LOWER RATE

Compare the rate with the shipment risk in view.

THE QUOTE IS ONLY PART OF THE DECISION.

A food manufacturer needs a reefer for a 6 a.m. grocery DC appointment. Two quotes: $2,450 and $2,300. The lower quote wins.

QUOTE A	QUOTE B	RATE DIFFERENCE
$2,450	**$2,300**	**$150**

WHAT THE RATE CONFIRMATION DOES NOT SHOW

01 MISSED PICKUP

A premium re-cover truck may erase the saving.

02 MISSED RECEIVER SLOT

Re-delivery and lost shelf life can add cost.

03 LATE ORDER

A chargeback may follow a missed commitment.

04 TIME CHASING ANSWERS

Your team spends time managing the exception.

The lower rate does not automatically mean a bad carrier. Compare the checks, service plan and exception response alongside the price.

$150 cheaper is not always $150 saved.

BRING US ONE LANE

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Scenario is illustrative. Additional costs are possible, not guaranteed.