

What Is a Load Board & Its Importance

Anyone who is in the trucking industry has probably heard about the load boards. But does everyone know what a load board is and why it is so important?

Ships are an essential part of our society, and no one can deny that. Almost every sector of our economy depends on shipping goods from one place to another.

As you know, online marketplaces have existed for a long time, and their sole purpose has always been to connect buyers with sellers. But times have changed, and many, many old-fashioned markets have turned into online digital markets where you can easily buy things from.

In this article, our primary focus is on trucking markets in the digital age. The purpose of this article is to answer the question, “What is a load board?” and explore the benefits and importance of using them.



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What Is a Load Board?

[Load board](#), also known as freight board, is an online marketplace that allows shippers and carriers to connect and negotiate freight rates.

These freight marketplaces are convenient tools and make the freight journey smoother for everyone. They also save you a lot of time and effort. One good thing about them is that they provide valuable information you can hardly find elsewhere, such as spot rates, lane density, etc.

Types of Load Boards

There are different kinds of load boards, each of which serves a different purpose.

- **Traditional Load Boards:** These load boards allow freight brokers, truckers, and shippers to share the necessary information like destination, weight, amount, etc.
- **LTL Load Boards:** You might be wondering what LTL means. LTL is short for "Less than truckload," which applies to any freight that is not large enough to be considered the entire load and will probably be shipped with other freight.
- **Miscellaneous Loads:** Miscellaneous loads are basically the type of freight that don't fall into the other two categories. They are unconventional loads that only very few trucking companies would accept to haul.

Brief History of Load Boards

It may be shocking to hear that load boards have been around before World War II and are an essential part of the trucking industry for both carriers and shippers.

Traditionally, load boards used in the past were paper boards on which companies would bid on trucking routes trucks, and trucks would pick up paper copies.

Some companies, such as FedEx and UPS, chose loads from the board, but still, costs weren't going down because this was still a very new industry.

How Do Load Boards Work for Brokers/Shippers?

Now that we covered the question of "what is a load board," we need to see how a load board works for brokers/shippers.

However, you might first want to know [how you can find shippers as freight](#) brokers. In that case, make sure you also read our blog post.

Brokers and shippers use load boards to set rates and find trucks to move the goods. Here below are some other features that load boards provide.

Setting Rates

When brokers get loads from shippers, they should come to an agreement on the price of moving the freight. The rates have some criteria to be set. For example, if we don't have many trucks willing to haul cargo, the rates would appear to be more than usual.

Finding Trucks

Brokers can't ask around truck stops to find out if they're available to haul their cargo or not. Instead, they use load boards, and once they enter the destination, cargo weight, and the amount of money they're willing to pay, they will get a list of available and on-board vehicles that go there and are ready to haul the cargo.

Posting Loads

Sometimes a broker can have so much on their plate that they are unable to do the tedious truck search. Instead, they post them on the load board, and other carriers see them and ask for better pricing, inquire about the shipment, and hopefully accept the job.

Use Load Boards Easily

Now that we know the answer to the question "what is a load board," we need to know how to use it. But first, it's best if you first learn [what freight brokers do and how you can hire them](#).

Using load boards is an effortless task. You can simply log into the website or the app on your phone and search for trucks (if you are a freight broker or shipper) or search for available loads (if you are a carrier).

You can post your preferred destination and other specific details if you are a carrier.



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How Do Carriers Use Load Boards?

First, they can search for loads. It will be up to the carriers to select and accept the loads that match their rate preferences.

The load board also allows them to bid on loads. The load board facilitates the process for both carriers and brokers, allowing them to choose the loads they wish to take with them according to their personal preferences.

Listing Your Load Criteria

Posting your truck requires careful consideration of all the load criteria to ensure you're getting the best loads.

It would be best if you were very clear and specific about the truck you're posting, what its capabilities are, what you offer, what kind of loads you are looking to book, etc.

This is a list of some of the criteria we will be considering. Be sure to list it when you are posting a truck so you can find the most suitable freight.

- The full name of your company alongside contact information.
- Your wanted pick-up location.
- Your wanted a drop-off location.
- The type of load you prefer.
- The time your truck is available.
- The weight of the shipment you're comfortable with hauling.

Carriers Tips: Things to Keep in Mind

Using load boards is a wise and safe choice, but there are some things to keep in mind as a carrier. When you answer the question of "what is a load board," you need to know what to keep in mind as a carrier.

Do your research

Not every load board is like the other. Sure, they offer the same service but have different features and options. To ensure that the load board you're choosing is the right one for you or not, do your research. Check their customer satisfaction and reviews to see if it's a reliable platform to use or not.

Look out for the scammers.

Sometimes you will come across a load board that has great features, but you may find yourself interacting with people who are trying to rip you off.

Run credit checks and demand identification from them. If their rates seem to be way lower than average, it could be a fraud, and you may be in trouble if you don't proceed with caution.

The Importance of Building a Customer Base When Using a Load Board

Everyone who has a business related to trucking knows that the industry goes through cycles. Sometimes it's possible to get loads at reasonable rates, but it's not going to stay like that forever. In some cases, you will be offered higher rates; in others, the reverse may be true.

[How freight brokers can build their business](#) is one thing, though. Keeping the business alive is what matters the most.

It's no secret that load boards can be a great resource for carriers who are new to the game and are looking for freight loads to move. Some use the strategy of free load boards, which don't make you pay for it.

This can be a perfect strategy for those who have recently started a business using load boards. This strategy can help you find your first few new customers and grow your business from there.

It's important to not forget that while this strategy can make your new business grow more prominent, it's not considered an excellent long-term strategy for your trucking business.

What you need as someone who is in the trucking industry is reliable, regular customers who will always have loads for you to ship. That foundation is what you can count on.

What You Should Be Looking for in a Load Board

People often ask, "what is a load board?" first, and ask about the load board's features once they get the answer.

The simplest of load boards only allow you to search for loads and empty equipment. However, good, sophisticated load boards offer more than just the basic features. Some of these features include:

- **Instant bidding:** This feature lets carriers bid on the loads they feel they want more money in return. It is designed for those who hate back-and-forth phone calls negotiating the price over the phone.
- **Integrations with other tools and facilities:** Best of the load boards in the market use help from other tools like TMS (Transportation Management System) or in-transit tracking software.
- **Good searching options:** Advanced search tools with filters that let you search details such as freight type, size, weight, and other things are a necessity for knowing what's the best load board.
- **Reviews section:** Reading and also leaving reviews for your experience with the website is a necessary part of having a load board. It is vital to have a review section where you can read what other people think about the services and facilities.
- **Safety:** Good load boards should guarantee safety with their website/app. A lack of compliance is a huge red flag! Every load should be thoroughly monitored with strict requirements.

Load boards: Are They Worth The Money?

Once people get familiar with load boards and their question regarding "what is a load board" is answered, they begin to wonder whether they are worth the investment.

Load boards have many benefits for shippers, freight brokers, and carriers. So, in short, yes, they are worth it. We will see their importance and a list of benefits they can offer you.

These are some of the benefits you can achieve with load boards.

Get Clients

Once you have a load board, it will help you find regular clients you can trust. Having a load board will also allow you to cut out the middleman. Your margins will increase noticeably as a result.

Find Trustworthy Brokers

Many companies work with shippers and freight brokers directly. A load board will help you find reliable and trustworthy brokers you can earn money through.

A Low-Cost Investment

Luckily, load boards don't require any type of big investment. Some load boards may even be free or charge you something between \$150-\$200 a month and not more. You don't need to hand over all your money to unlock the great features!

Accept Loads That Work for Your Business

The fascinating thing about load boards is that you will get the best-suited freight when you decide to post your truck to load boards. You can surely search for loads manually.

Nevertheless, there are many ways to set your preferences and create alerts so you will get new loads that align with your criteria.

Grow Businesses

When you open up a new small business, the success rate may not be that high, and your business may not be profitable in the first few years.

New small businesses that are creative use different kinds of strategies to stand out and do something, so their business grows bigger. Load boards will bring an increase in business efficiency for your new small business.

Forget About Paperwork

Suppose you have a very expensive cargo like a car that needs essential documentation and paperwork. Using pen and paper, fax machines, printers, and other stuff may result in human errors, and those mistakes can ruin your credibility. Load boards don't require you to keep track of everything on paper and manually.

Say No to Status Calls

With an advanced load board, you can get updates on the location and progress of shipments which is terrific news to carriers.

This feature lets shippers and carriers see how a job is progressing and being done. When shippers get exact updates, they will be more satisfied with the load board; therefore, this feature is considered customer-friendly.

What Else Can a Load Board Help With?

Some think that the only purpose of load boards is to facilitate freight transportation. However, a load board can provide you with useful data for a better freight-matching experience. Those are the exact data points that can earn you more money. How? Here's an example.

Suppose we have two people named Suzan and Marshall.

Suzan is completely aware of the rates in his load-board account. Therefore, when Marshall offers him a lower rate for the Toronto to Vancouver shipment, she can point to the data she has from her load board account and negotiates a better price.

And the same goes for Marshall too. If Suzan wants a high rate, Marshall can decline the rate, point out his data, and negotiate a better price.



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Final Thoughts

Using [load boards](#) can prove useful in many ways you might not have thought of. The most important function of these boards is to create an atmosphere for carriers and shippers to connect and negotiate rates in order to meet both parties' expectations.

In this article, we tried to explain what load boards are and what their importance is. Load boards have a number of benefits, some of which we briefly explained above. Hope you got your answer about load boards and now have a better idea of what to expect!

Access the best load boards here at We Load Trailers and get better results immediately. Contact our sales team at (609) 388-9430 for further inquiries.

