



The 5 things you need to know when choosing a local Los Angeles cartage company.

"Sure, everybody **might** know these already, but when you consider national security, complex geography and congested traffic, Los Angeles is a special transportation environment, so you have to know how to take advantage of the good characteristics of a cartage business as you make your decision."

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Dear Transportation Colleague,

You need a better Los Angeles Cartage Agent when...

...either (1) you are new to the LA market (and surrounding areas) and can't afford the risk of using shoddy unproven "mick@y mous@" operations, or (2) you've had enough of bad customer service, late pickups/deliveries, missing D.O.s and lost or damaged goods thanks to self-centered so-called "trucking" companies. You know who I mean... the ones that want to bill you more often than they deliver your shipments, or the ones that just plain leave you out-of-the-loop.

How can you respond to your customer's needs, if the cartage company can't even respond to yours?! Don't they get it? Without you, they don't even have a business!

Enough is enough, and you need a solution NOW - a cartage agent who "gets it" and appreciates your business as it should be appreciated.

You might be wondering who would be the ideal cartage agent and why. Who can really give your customers GREAT service and PROTECT YOUR REPUTATION (which, of course, is you're biggest asset)? Don't you want your D.O.s back quickly so you can charge your customers just as quickly? A good cartage agent is like a genuine and reliable business partner - they're there for you.

Now, I want to share with you how do you select the perfect cartage company for your business, but first let me highlight what's in this letter.

You will get TWO very useful things in this letter:

- (1) The criteria for selecting your ideal cartage agent which everyone thinks they understand but often overlook the subtle realities involved.
- (2) A FREE step-by-step fill-in-the-blank cartage agent assessment worksheet which you are free to copy and use in your decision process.

Before we begin, you should know upfront that FBA Logistics (a local Los Angeles cartage company) may NOT be ideal for you, and that's okay. We understand that (we've been around since the 1980s). We still like to help out our fellow transportation colleagues (such as yourself) with some practical and useful advice. It's this level of service that has carried us for over 20 years.

At the same time, I would personally hate to miss doing business with a company such as yours if there is a pretty nice fit. So if FBA Logistics meets the best of your criteria (and you should know by the end of this letter), you are invited to give FBA a test drive by calling for a no-risk no-obligation quote. To make it easy for you, there's a special offer for you at the end of this letter.

Before we get to the special offer, let's answer the question...

How do I choose a cartage agent in Los Angeles?

Trucking is a business that happens across many types of roads and various destinations. LA isn't a simple drive from A to B. There are security risks, storage issues, and many city and county regulations. **Experience is important, and yet there are a few more things that are sometimes even more critical.**

So choose a cartage agent that has the following features, and although you probably have a good idea of the benefits that come with these items, let's just highlight a few benefits along the way:

No. 1 – Great Customer Service

If there is no customer service, then business is a chore, hard, painful and messy, but with customer service – service to you as your agent (getting your D.O.s back to you as soon as possible, **representing your good name to the customer**, keeping you informed) and service to your customers with on-time deliveries – business takes care of itself.

We've picked up pallets from LAX many times where the other cartage agent put the cargo's "this end up" upside-down! And the stretch-wrap looked... well, let's just say we wouldn't want our name on it. **It's a cartage agent's duty to inform you of issues before they become major problems**, and they need to take the necessary steps to fix any issue ASAP.

Great customer service makes business run smooth (and, dare I say, even fun!). And if there is a hiccup along the way, the best customer service has been there and done that – which brings up the next thing to look for in a cartage agent...

No. 2 – Decades of Experience

Experience is the biggie. Beverly Hills is going to have different rules for trucking compared to other places. Your agent better know their way around the 88 incorporated cities in Los Angeles (and many unincorporated ones as well) and the 34+ cities in Orange county (and more in Ventura County, Riverside County, and I could go on and on).

Experience definitely includes knowing which roads to take and when. Traffic is a nightmare in LA, but there are ways around it for those who know.

Experience is also a strong measure of a cartage agents reputation. In this business, you can't be in business long (and keep long-standing customers) without being known to deliver shipments with minimal hassle and maximum ease, but you also have to deliver on customer service (as we noted above).

But sometimes, experience is NOT enough! **So make sure your agent has...**

No. 3 - Location, Location, Location

If the agents location is bad, experience sometimes doesn't matter. Specifically, **you want an agent that is extremely close to LAX and US Customs** (AKA: Homeland Security and Border patrol).

Here's why. On the busy highways of LA, moving shipments from A to B can take minutes or hours – and **experience can help navigate the shipments, but being close to major hubs of pickup and delivery cut down the time** it takes to get your shipment and move it to where you need it to go. Faster service means happier customers (and you can bill and get paid quicker). Your agent's location is your location in Los Angeles. **In LA, your reputation is tied to your location** (like it or not).

But there's another reason being close to LAX and US Customs is important. Not only should your agent have their own security system (that's obvious), but if they are close to US Customs and LAX they will have the LAX Airport Police and the US Homeland Security and Border Patrol patrolling the streets in and around your agent's establishment.

There are two benefits to having the government patrol around your agent's place of business. Who would you rather patrolling your agent's business - a fly-by-night security guard whose training may be substandard, or government agents? The second benefit is cost savings because the substandard security guard isn't necessary (and the proof will be that your agent has never had a break-in).

And that leads into the next thing your agent should have...

No. 4 – Safe and Secure Shipments

We already mentioned that having the right location near a major hub (like LAX and US Customs) will have uniformed government officers patrolling the streets near your agent, but your agent better also have a great track record of security despite such luxuries. And we eluded to this already.

So ask if there has ever been a break-in to your agents warehouse (I can't resist telling you that FBA Logistics has NEVER had a break-in).

Which reminds me, make sure your agent has...

No. 5 – Convenient Warehousing/Storage

What happens if you have a shipment that needs to be delivered in two days, but your agent doesn't have storage facilities? Does your cargo stay on a insecure truck for a few days until deliver can be made? Does it linger collecting charges at a line-haul company, the harbor or airport facilities?

No thanks! You need eyes, ears and hands in Los Angeles to take care of those things, and you need an agent that isn't putting your shipments at risk.

You better get an agent who has their own storage. So when you're searching for a great agent, ask upfront if they have storage.

But what's the last and...

probably the most important thing...

to find a great cartage agent you need to look for?...

All of the above!

Phenomenal Customer Service, Decades of Experience, Super Location, Tight Security, and Convenient Warehousing come together to be A GREAT PRESENCE FOR YOU IN LOS ANGELES.

Notice how location, warehousing and security work in a compound fashion - they support each other if you have the agent that has the right mix of those qualities. Then add great customer service and great experience, and your happy customers in LA.

Now we've been through the critiera, it's time for the second benefit I promised...

Free Cartage Company Assessment Worksheet

While we could go on talking about this and that scenario, you already know about (or have an intuitive understanding of) what a good cartage agent should do and be. I won't insult your intelligence! The above points were just to bring out some subtleties people often overlook that can effect the flow of business - both in service and profits.

So without further delay, here is the step-by-step cartage agent worksheet. I've taken the liberty to fill in FBA Logistics for you so you can compare our service with other businesses in the area. But don't take my word for it, call us and see for yourself.

Don't forget, there is a great offer at the end of this letter so you can try FBA at a discount and see how well we fit you.

CRITERIA	FBA Logistics	Other:	Other:
(1) Customer Service a. how long to answer phones? b. how long to answer emails? c. helpful? d. friendly? e. how fast to return D.O.s? f. how fast inform/handle problems?	Overall good. a. fast. b. quick. c. yes d. yes. e. ASAP. f. ASAP.		
(2) Years of Experience	Since 1986		
(3) Longevity of Customers	Decades!		
(4) Location a. how far from LAX? b. how far from Harbor? c. how far from Freeways? d. how far from Customs? e. describe location:	Very Desirable a. < ½ mile b. 15-20 min. c. < ¼ mile to 405, < ½ mile to 105 d. across the street from US Customs e. In the heart of the major LA counties: LA, Orange, Ventura, and San Bernadeno		
(5) Storage Facilities	2 locations, one near LAX, one near harbor, over 40,000 sq ft available		
(6) Assests	Own fleet of trucks and vans		
(7) Insurance	Multi-million dollar policies		
(8) Types of Items Shipped	Everything from artwork to industrial equipment to fish to clothing.		
(9) Costs	Sustainable Pricing***		
<u>FINAL ASSESSMENT:</u>	<i>GOOD CHOICE</i>		

**One ex-customer learned the hard way!
(please don't make this mistake)**

***The example that came to mind is a customer who chose pinching pennies over the quality of delivery. This customer, call him X, decided to hire a local unlicensed and uninsured "trucking company". Bad move, because...

This guy, X, ships boxes of high-end watches valued at around \$300,000/box, you'd think he'd appreciate the extra-man guarded service we provided with exclusive pickup from LAX delivered straight to his customers, but...

...no! He made the choice to pinch pennies over provide service. Guess what happened? One day the "mick@y mous@" truck picked up the box and never made it to the delivery point. I suspect they turned a good profit on the street and the pennies pinched by X couldn't equal the value lost in terms of merchandise or reputation.

Is FBA the cheapest cartage agent? No, but we aren't the most expensive either. We call our prices "sustainable pricing" - a living wage for business.

We ask you to please consider FBA Logistics as your cartage agent in Los Angeles

Many businesses, such as yours, for whom we provide service really love our service. If you need a testimonial, we can provide them, but would you like to be bothered with testimonial requests? We prefer to respect the time of our customers over using them to gain new business.

Don't you deserve the same experience as our happy customers? The pleasure of removing worries by having just the right cartage agent pickup and deliver your Los Angeles shipments knowing that everything is taken care of.

We've discussed the subtleties in choosing the best cartage agent for you in Los Angeles. We are confident that even if you don't go with FBA Logistics, you will benefit from this advice. And that is our goal - to benefit people. We hope you will consider FBA in your search, and to help you make that decision, there is a special offer at the end of this report.

→ So check out the special offer, → call us for a quote, → send us a pickup and delivery alert, and → let's build a great business relationship. We think you'll be glad you called us, and we'd be honored to be able to serve you.

For the team here at FBA Logistics, we wish you all the best in your search!

Talk soon? Hopefully so,



Randall Desmond
randy@fbalogistics.com

PS. Call me at 1-800-455-6616, but if I'm not in, ask for Frank - he's the man behind FBA and has been with it since the 1980s.

PPS. We're ½ mile from LAX. We've never had a break-in. We're on-time and we're friendly. We get your D.O.s to you ASAP, and we'd be honored to give you great service. Make your customers happy in LA. Lastly, take advantage of the great new client offer on the next page - we call it the "three at 25, must be satisfied!" offer.



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FBA Logistic presents...
"Three at Twenty-Five, Must be Satisfied!" Offer
for new customers exclusively

You get your...

First 3 shipments
(of any type of cargo)
at a 25% discount!

This Offer is Guaranteed! FBA Logistics will satisfy you by the very first shipment, and to prove it, if you're not completely and unconditionally totally satisfied after the very first shipment for whatever reason, **then we part our ways on good terms and you receive, not 25% off, but a comforting *** 45% Off *** instead.**

One Reasonable Condition... If you opt for the 45% discount, you need not use FBA ever again – that's your choice which you are free to change anytime, but if you do, you should know that the other 25% discounts mentioned within this offer for future shipments are off-the-table. And we do that to keep the penny-pinching fly-by-the-seat-of-their-pants businesses away from us. We give the best, so we only want the best as our customers.

Call FBA Logistics at 1-800-455-6616 and get started today!
Mention "Randall sent me!" or this offer, and let us take care of your next shipment so you can experience a cartage agent that cares.