



2025 Prep Checklist for Brokerages

As we gear up for the new year, here's a practical checklist to ensure your brokerage is ready for 2025:



Review Technology Stack

- Evaluate your current tools (TMS, load boards, analytics).
- Identify gaps where new tech can improve efficiency or visibility.
- Determine if there is a need or use case for AI in your operations.



Automate Operations

- Streamline back-office workflows like billing and document management.
- Ensure API integrations for seamless connectivity.



Data Strategy

- Analyze customer data for insights on trends and opportunities.
- Invest in tools for real-time tracking and predictive analytics.



Customer & Employee Input

- Talk to customers and employees to identify pain points they are experiencing.
- Engage your team to brainstorm solutions for solving operational challenges and ways to elevate your customer experience.



Customer Relationships

- Reassess contracts and nurture key relationships.
- Create tailored strategies for customer retention and acquisition.



Compliance & Risk

- Audit compliance with federal and state regulations.
- Strengthen cybersecurity measures.



Budget & Financial Goals

- Set benchmarks for profit margins and operational costs.
- Plan for tech investments to future-proof your operations.



Pricing Strategies for Loads

- **Review Current Pricing Models:** Analyze historical data to identify trends in profitability and ensure competitive rates.
- **Leverage Market Insights:** Use real-time market data and analytics tools to adjust pricing dynamically based on demand, capacity, and seasonality.
- **Understand Customer Needs:** Collaborate with shippers to offer tailored pricing that balances value and profitability.
- **Implement Technology Solutions:** Automate load quoting and pricing using advanced tools to reduce errors and save time.

As you prepare for 2025, Logistics Studio is here to help. From optimizing your tech stack to streamlining operations, our free audit can pinpoint where your business should focus for maximum impact.

Contact us at info@logisticsstudio.com to schedule your 5 audit and set your brokerage up for success!

