Status Transportation Plans Aggressive Marketing for Owner Operators

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With the number of owner operators averaging 350,000 as of today, it is of no wonder that trucking companies are luring them with all manner of lucrative deals. Status Corporation for instance, which is a leading trucking company in the US, now aims at working with the best of owner operators with their revised deals.

According to the company?s spokesperson, Mr. Erik Chavez, ?Status Transportation has a long standing policy that ensures all their owner operators are treated with respect and that they receive all the essential needs they require. However, with the number of owner operators increasing day by day, Status operation has seen the need to offer more competitive deals and lure the best of the upcoming drivers.?

?At Status Transportation, we are offering some of the most competitive cuts per mile. In fact, we look forward to increasing the earnings to about 67% per mile. Still, we have the wishes of owner operators prioritized over everything else. All drivers registering with us for instance will be allowed to pick their own freight rates and will also decide on when to take time off,? Erik said.

Statistics also show that the demographics of drivers joining the industry are changing. There are at present more women and non-white owner operators than there were about ten years ago. This however has been a trend in all careers across the country, and is mainly contributed by tolerance and general job diversification. Ms. Jane Gustavo for instance, has been an owner operator for only two years, mainly working with Status Transportation. She says ?joining this profession was always here dream job after having been in the military for over fifteen years.?

?I?ve always wanted to be an owner operator, and when I met Status Transportation, I knew these were the partners I wanted to work with,? Ms. Gustavo said in her blog while doing Status Transportation reviews.

As for the ease of registering with Status Transportation and the changing demographics of owner operators, Eric added ?they owe it all to their current crop of drivers and owner operators. It is not all because of our lucrative allowances that hundreds of upcoming truck owners wish to come work with us. These partners have been our biggest campaigners in the outside world. Most of the people coming to ask if they can work for us have been referred to us by either one of our owner operators or by someone who once worked with us.?

However, Eric note that ?choosing to not ?bleed owner operators dry? and instead focusing on ways to make them feel comfortable working for Status is what?s driving the big interest among new owner operators.? The company is also not leaving anything to chance while targeting the best of owner operators. They are showcasing their best arsenal; including the ASE certification.

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