

Not all Rate Increases are Equal

In freight, rising costs almost always lead to rising rates. But not all increases are created equal.

Fuel prices fluctuate. Insurance costs climb. Equipment, labor, and maintenance all continue to trend upward. These are real pressures, and many carriers adjust their rates responsibly to reflect the true cost of doing business. Rightly so, but in volatile markets, something else can happen.

When pricing becomes less transparent, the gap between necessary increases and opportunistic ones starts to widen. Some rates reflect real operating costs. Others go well beyond what conditions justify, using market uncertainty as cover.

From a shipper's perspective, that creates a serious challenge.

This is where market visibility becomes critical.




How do you know the difference?

If you're relying on one or two quotes, or working through limited channels, you're not seeing the market, you're seeing a snapshot. And a snapshot can be misleading. A higher rate might be justified. Or it might not be.

Without context, there's no way to tell.

This is where real-time market visibility becomes critical. On platforms like Evotrux, every shipment you post opens the door to multiple carriers competing for your freight. That competition naturally reveals the range of pricing available in the market at that exact moment.

No More Guesswork. With **Evotrux** you can see:

-  Where rates are clustering
-  How wide the spread is between quotes
-  Which offers align with current conditions

Visibility: When you know more, you can do more.

You can quickly identify when a rate increase is justified by market conditions, and when it stands out as an outlier. You're no longer negotiating in the dark or relying on assumptions. You're making decisions based on live market feedback. And importantly, this doesn't mean pushing rates down to the lowest possible number.