



TRUCKERS SHIELD - WHITE PAPERS

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Vol 8

The \$46.6M Blind Spot

Why the Most Expensive Freight Corridor in America Is Running on the Wrong Numbers

"Drivers lie. Brokers lie. Numbers don't."

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Written and researched by Darius Goins | 25 Plus Years In the Industry |

Every seat in the industry | Founder of Truckers Shield
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25

Cost Inputs Tracked

11

Gary's Cost Inputs

\$1.75M

Est. Monthly Gap

The Core Illusion — Cash Flow vs Profitability

This is the fundamental disconnect.

Cash flow and profitability are not the same thing. They feel the same when you're inside the operation. They are completely different financial realities. The problem is the money coming in is covering costs that can be see — and slowly being consumed by costs you can't see.

The bank account doesn't tell you why it's lower than it should be. It just tells you the number.