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HOW A TRUCKING COMPANY USED LENDEAVOR TO KEEP TRUCKS ROLLING AND FLEET GROWING

LENDEAVOR
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Customer: Marcus T
Industry: Trucking & Freight
Buyer Persona: Mid-size trucking and freight companies seeking funding to cover fuel and payroll gaps, expand fleets, and take on larger hauling contracts
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Introduction

Marcus T built his trucking company from three trucks and a dream of running a full regional freight operation. Like most carriers, he knew the math of the business better than anyone, the loads paid well, but the money always showed up 30, 45, sometimes 60 days after the diesel, tolls, and driver payroll went out the door.

By partnering with Lendeavor, Marcus accessed $4,200,000 in funding across 4 strategic rounds, each one timed to a different pressure point in his growth. With capital that moved as fast as his trucks did, Marcus built a fleet that could keep up with demand.

The Story of Marcus T

Marcus started out owner-operating a single rig before growing into a small fleet serving regional shippers. The freight was there. The contracts were there. What wasn't there, consistently, was cash on hand between the day a load was delivered and the day the invoice cleared.

In early 2024, Marcus secured his first $1.5 million from Lendeavor to cover fuel, maintenance, and payroll while waiting on receivables from a handful of large shipping clients. That single round kept his trucks moving instead of parked. Later that year, he came back for $1 million to add five new tractors to the fleet after landing a contract that required more capacity than he had. In 2025, a $1 million round helped him weather a slow freight season without cutting driver hours or falling behind on truck payments. By early 2026, with freight volumes picking back up, a final $700,000 round let him bid on and win a multi-year regional distribution contract that had been out of reach the year before.

Across four rounds totaling $4.2 million, Marcus turned the cash-flow whiplash of the trucking business into a growth engine instead of a constant scramble.

Results after First Investment

Within months of his first $1.5 million round in 2024, Marcus's company saw real, measurable change:

- Eliminated the fuel-and-payroll gap that had forced late invoicing and rushed factoring deals in the past
- Kept all trucks on the road with zero idle time due to cash shortages
- Paid drivers on time, every time, which cut turnover almost immediately
- Rebuilt trust with vendors and fuel suppliers, unlocking better terms
- Freed up mental bandwidth to plan growth instead of firefighting cash flow

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Strategic Investment and Growth

Covering the Fuel-to-Invoice Gap

Before: Marcus was routinely floating fuel, tolls, and driver pay for weeks before shipper invoices cleared, sometimes dipping into personal savings to make payroll.

Solution: His first $1.5 million round in end of 2024 covered operating costs while receivables caught up.

Impact: Trucks stayed on the road, drivers got paid on schedule, and Marcus stopped losing sleep over Friday payroll.

Marcus's words: *"I used to lay awake doing math in my head about which invoice would clear before payroll hit. Lendeavor took that stress off the table completely."*

Expanding the Fleet

Before: A major shipping client wanted to hand Marcus significantly more volume, but he didn't have the trucks to take it on.

Solution: A $1 million round in late 2024 funded five additional tractors and the drivers to run them.

Impact: Marcus took on the expanded contract without missing a beat, and that client has since become his largest account.

Marcus's words: *"That funding round is the reason we didn't lose our biggest client to a bigger carrier. We grew into the opportunity instead of watching it walk away."*

Surviving a Slow Season

Before: A seasonal dip in freight volume in 2025 threatened to force layoffs and missed truck payments.

Solution: A $1 million round bridged the slow months without touching headcount or falling behind on equipment financing.

Impact: Marcus kept his full team intact, and when volume rebounded, he was already staffed and ready to move.

Marcus's words: *"Other carriers I know had to park trucks and lay off drivers that season. We didn't lose a single one, because we had the cushion to ride it out."*

Results After Funding

Thanks to Lendeavor, Marcus's trucking company achieved:

- **$4,200,000** in total funding across 4 deals
- Zero missed payroll cycles despite long shipper payment terms
- Fleet growth from 3 trucks to a full regional operation
- A multi-year distribution contract secured through added capacity
- Driver retention well above industry average, driven by payroll reliability

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Looking Ahead

Marcus is now eyeing expansion into a second region and evaluating whether to add a dedicated maintenance shop to keep his growing fleet running lean. With Lendeavor as a funding partner, he's able to say yes to opportunities the moment they show up instead of waiting on receivables to catch up.

Ready to Build Your Future?

Just like Marcus, your trucking company can access the capital needed to cover fuel and payroll gaps, grow your fleet, and win bigger freight contracts.

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