

Globia Transit LLC Stays on the Steady, Successful Trucking Company Path

An Apex Client Success Story



Christopher Muriuki, Owner
Globia Transit LLC
Wylie, Texas



Smart Efficiency Leads to Trucking Company Success for Globia Transit LLC

Smart efficiency can be the difference between success and failure – especially in the trucking industry. Haul the big loads, work hard, but do it smartly and efficiently. That's what Christopher Muriuki, who owns Globia Transit LLC with his wife Florence, learned soon after forming his Wylie, Texas-based trucking company in 2011. Muriuki realized that factoring would be key in keeping the cash flowing at Globia Transit LLC, an [Apex factoring](#) client for eight years. Today, Globia Transit LLC is two-trucks strong with a variety of hauls including cattle feed, medical supplies, oil, lockers, and dairy products.

We recently sat down with Muriuki and his Apex Account Executive Jeremy Martin. At Apex, all our clients have dedicated account executives that help manage their accounts, develop a relationship with the client, offer advice as needed, and troubleshoot challenges or potential risks. The conversation traveled through cash flow, our [Apex TCS Fuel Card](#), [Apex credit checks](#), and some words of wisdom about starting a trucking company.



Jeremy Martin

Managing Cash Flow Like a Pro

[Cash flow](#) makes or breaks a trucking company. There is no two ways about that. It is always one of the top issues in keeping a trucking company successful. So, we asked Muriuki about cash flow, specifically how he has managed cash flow at Globia Transit LLC for eight solid years.

“One of the very important things that we discovered about the trucking business...is that I don't have to pay myself,” he says. “But if I get a driver or owner-operator, then paying them weekly is very important. I did an analysis looking at how long it takes to factor my bills and I made that predetermination that I can pay my drivers or an owner-operator weekly because I know by factoring, I'll have money on Friday. I have the cash flow, which is the backbone of any business.”

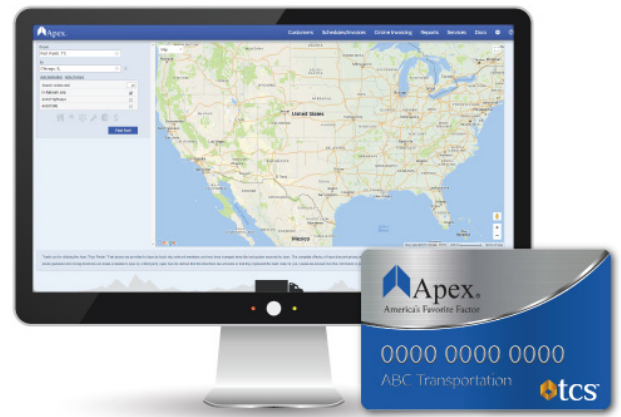
“ I can pay my drivers or an owner-operator weekly because I know by factoring, I'll have money on Friday. I have the cash flow, which is the backbone of any business. ”

Apex's Martin adds that Muriuki sends in his invoices for factoring like clockwork, “so the consistency helps, obviously, and being able to fund him quickly and get his drivers paid like that.”

Using the Apex TCS Fuel Card Means Saving Big Money

Muriuki takes full advantage of the Apex TCS Fuel Card benefits, namely saving an average of 35 cents per gallon at more than 1,000 in-network locations. He also enjoys \$0 transaction fees on fuel purchases at in-network truck stops.

“One of the obvious things about truck fuel unlike small vehicle fueling is once you get there you are going to see that if you use a credit card, they charge you a different price. They charge you the credit price. But with the Apex Fuel Card, then I'm able to get the cash price and I know where I'm going to fuel.”



Martin marvels at how strategically Muriuki uses the Apex TCS Fuel Card, as well as all the Apex services. “He's really using the tools. He has a credit line that we offer to many of our clients, but he funds his account well beyond that credit limit. By the time his statement day comes around he still has a credit on there. So, he's running with positive cash flow, too. On top of that, Muriuki's almost factoring for free when you consider these fuel discounts he's utilizing.”

“ On top of that, Muriuki's almost factoring for free when you consider these fuel discounts he's utilizing. ”

Apex Credit Checks Provide Protection for Hard-Work Hauling

No one wants to haul goods for customers with a shady credit history and risk not getting paid for your hard work. That's why Apex clients get the protection of our credit checks on more than 100,000 brokers, shippers, and freight forwarders. Muriuki makes it a habit to check credit on potential customers so that his bottom line is secure.

“Oh yeah, I use the credit checks, which is very important to me because credit checks tell me whether somebody is capable of paying,” he says. “I call Jeremy and sometimes he tells me this customer doesn’t have enough credit, so we end up looking at them and we discuss it.”

The mission of an Apex account executive, or an AE, is to always help trucking company owners succeed. They guide, advise, and remain flexible to any necessary client accommodations. AEs are there to make sure that Apex clients have the tools they need for long-term success.

“We base our credit checks on actual relationships and payments,” Martin adds. “It’s a really robust system with a large quantity of brokers and shippers and he recognizes the value of that.”

“*The mission of an Apex account executive is to always help trucking company owners succeed.*”

Words of Wisdom After Eight Years of Successful Trucking

With eight years of trucking company success under his fingertips, Muriuki offers words of wisdom to people starting a trucking company.

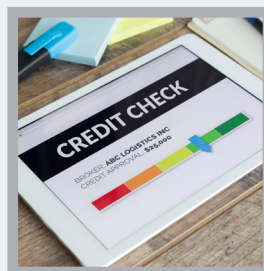
“I’ll go back to when I started, one of the things most important to me is the cash flow,” he says. “Because one of the largest factors in the trucking business is fuel. If you can get fuel with a savings of at least 35 cents per gallon, it’s going to make you some money. Then you can pay other bills later. Once the cash flow comes, you can even pay yourself.”

Globia Transit’s Tools for Success:



Learn More:

Apex TCS
Fuel Card



Learn More:

Apex
Credit Checks



Learn More:

Apex
Factoring