



## CASE STUDY

REFERRAL PARTNER PROGRAM

# HARLESS LOGISTICS

# REFERRAL PARTNER



## Harless Logistics

Every minute truckers spend managing business tasks rather than behind the wheel costs them money. Thankfully, there are companies like Harless Logistics that can help them book loads, get permits, accelerate cash flow, and manage other business tasks to help them run more efficient and profitable companies. Crystal Harless, CEO of Harless Logistics, and her team of 17 employees understand the challenges truckers face, so they do everything they can to help keep them on the road.

## Their Trucking Clients Struggle with Cash Flow

The more loads Harless's clients take, the better both their businesses perform. And while her company is adept at keeping truckers busy on the road, the wait for payment after a load is delivered can create issues. Sometimes truckers can't even afford fuel to accept the next load, let alone cover maintenance, permits, licensing, and all the other things required.

Harless became established with a factoring partner to help alleviate the strain. Anytime her clients struggled with cash flow, she'd simply point them to her partner company. The truckers were happy and Harless Logistics' business boomed. But then, the unthinkable happened.

"My previous factoring company shut their doors overnight," Harless says, reflecting on the situation. Her team and the truckers were depending on her to find a quick solution, but she wasn't about to choose just any factoring company and risk facing the same problem again.



## Solved by Viva's Referral Partner Program

"We were referred to Viva Capital by another company," Harless explains. "We were looking for someone to have a relationship with — a company that didn't treat us like another number — someone that we could form a partnership with."

Harless explored her options and thoroughly vetted Viva. She was relieved to find that the team had more than 100 years of combined finance and accounting experience, and that Viva had funded more than \$2 billion in the transportation industry alone.





A year into Viva's Referral Partner Program and Harless hasn't looked back. "We can streamline funding and clients can focus on their business without worrying about their cashflow getting bottled up somewhere in the process," she says.

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- Crystal Harless CEO of Harless Logistics



She and her clients appreciate Viva's detailed reporting too. "Every time a load gets factored, our clients get alerts from Viva Capital. It helps them stay updated on their business and it's one less thing I have to worry about."

In addition to ensuring her clients are happy and taken care of, Harless also receives commissions as part of Viva's Referral Partner Program. When asked what advice she has for others considering joining the program, Harless offers straightforward advice: "Go for it. It's a smart decision if they're looking to grow and expand."

To learn more or get started, join the **Viva Capital Referral Partner Program.**