



# Strum Trucking

Ira Strum, like many in the industry, became an independent owner-operator after several years of driving for larger companies. He entered the trucking industry in 2017 to provide for his family and has since hauled a variety of goods from beer to potatoes. Ira works with a few brokers as “regulars” and enjoys being able to see the country, meet interesting folks along the way, and earn a living for him and his loved ones.



## ✘ THE PROBLEM

Prior to trucking, Ira graduated from Syracuse University and worked in sales. When he and his wife learned they were going to have their first child, Ira decided to switch careers as a way to increase his income. He quickly became an owner-operator to maximize revenue and now drives throughout the country, working with various brokers and shippers. As an owner-operator with one truck, Ira keeps a close eye on his expenses and “chases rates” however he can, knowing it all adds up and affects his take-home income.

*I first learned about Relay when I was a company driver using it for lumper payments. Now, as an independent owner-operator, I use Relay’s fuel codes at truck stops. With the cost of fuel going up, every cent of savings adds up, and Relay’s discounts make a big difference.*

IRA STRUM  
STRUM TRUCKING, LLC

## PAIN POINTS

- ✘ Ira started as an owner-operator in late 2019, just before the pandemic, which caused a slow down across the industry
- ✘ In the past year, rising fuel and maintenance costs placed additional strain on Ira's hard-earned revenue
- ✘ Load rates were historically low during 2020, resulting in tighter margins and fewer opportunities
- ✘ It costs Ira \$1.30 per mile for standard operation, so he’s always looking for ways to cut costs and maximize revenue per load

## ✓ THE SOLUTION

Ira is unabashedly “all about the Benjamins” and uses Relay because it offers lower rates at many of the independent truck stops he likes to visit. He also loves that he can double-down or even triple-down with the cost savings – receiving up to \$1.00 off per gallon, earning cash-back savings from his credit card, and loyalty points from the truck stop!

## 🔗 RELAY BENEFITS

- ✓ Ira can tap into Relay’s extensive fuel discount network for significant savings at the pump
- ✓ Easily log, store, and manage electronic receipts for fuel payments
- ✓ Fuel up quickly with an easy-to-use mobile payment app
- ✓ Connect a variety of credit cards to his Relay app, many of which offer additional savings or rewards points
- ✓ “Double-dip” with loyalty and rewards programs, saving per gallon at the pump and building up rewards points he can use for further financial benefits



*When it’s just you and your truck, you monitor all the expenses really closely. You learn how to play some of the games and maximize rewards. I love using Relay because I can earn savings a few different ways.*

*I would absolutely recommend using Relay to others. For people who keep track of sales and expenses like I do, it’s a no-brainer.*

**IRA STRUM**  
STRUM TRUCKING, LLC

## 📊 THE RESULTS

Relay’s fuel codes add to Ira’s bottom line and enable him to better provide for his family. With a 200-gallon tank, he’s been able to save hundreds of dollars at the pump and compound those savings further with additional rewards.



Call us today to get started! (877) 735-2910

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