

CASE STUDY

1027173 ALBERTA LTD.

OWNER-OPERATOR

IRMA, ALBERTA

In June 2008, Dale Firkus was ready to get back into being an Owner-Operator for the first time in several years. He already owned a truck, but was concerned about its reliability. Dale contacted Markel SIMPlus to discuss his financing options and started looking for a new unit.

Originally, Dale had his eye on more expensive units, particularly an older Peterbilt. Dale's Markel SIMPlus representative wanted to make sure Dale made the best decision for his start-up business

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and informed him that the more expensive units would require a rather large down payment, in comparison to a more reasonably-priced vehicle. The Peterbilt that Dale wanted to buy required a down payment of \$35,000. With advice from Markel SIMPlus, Dale decided on a 2003 Kenworth W9000 that required a down payment under \$7,000, a difference of more than \$28,000 in down payment, and a large interest savings over the term as well.

Three months after the deal was finalized, Dale was so busy that he financed a second truck. The cost savings on his first unit enabled him to save a down payment for the second unit. With the additional unit added to his business, Dale was able to dramatically increase his freight capacity. Most recently, in November 2008, Dale purchased a new trailer. He attributes the ability to buy the trailer outright to the money he saved financing his trucks with Markel SIMPlus.

Guided by his Markel SIMPlus representative, Dale made a smart equipment-purchase decision that better positioned his business for future growth.

