

# SIX THINGS TO CONSIDER WHEN CHOOSING A BROKER

## Keep these factors in mind when selecting a Customs Broker

Selecting a Customs Broker is a big decision for your business and is a choice that should not be made without careful consideration. The right Broker can save you time and money by keeping you protected from delays and penalties.

### ❑ 1. Technology

In today's digital world, your broker must be on top of the technology of trade and provide useful tools to customers to gain supply chain insights. Electronic Data Interchange (EDI) capability is a must and you should ask to see examples of what Brokers have to offer in regards to their technology and reporting abilities.

### ❑ 2. Knowledge + Experience

When selecting a Customs Broker, ensure that they have experience in your industry and a depth of knowledge to handle the complexities of your imports and exports. In addition to having this knowledge, be certain that your Broker will share updates on regulatory matters that could impact your business.

### ❑ 3. Availability + Accessibility

Be sure that your Customs Broker operates 24/7/365 and that it will be simple for you to reach a central point of contact to handle your account. A good Broker will give you a list of dedicated contacts to ensure that help is close at hand when you need it most, whether it is during regular business hours, or after hours.

### ❑ 4. Related Logistics Services

A Customs Broker becomes a trusted business partner when they can offer a full suite of related services. Trade compliance consulting services, transportation, freight forwarding, warehousing and distribution are all part of optimizing your shipments and ensuring you are covered from start to finish.

### ❑ 5. Value

An obvious topic to consider in your search will be price, but also be sure to keep *value* in mind. While some Brokers may offer a tempting low price, remember the old adage 'you get what you pay for'. An initial cost savings can quickly turn into added expense through poor service leading to lengthy delays and costly penalties.

### ❑ 6. Flexibility + Customization

Be sure to ask potential Customs Brokers how their systems will work with your existing methods for importing and exporting. Your Customs Broker should find ways to tailor their services and technology to work best with your systems, not add new challenges to your day.

We hope that this guide has given you some insights into the process of selecting a Customs Broker as your trusted business partner. Please feel free to reach out to us if you have any questions regarding your Customs Brokerage needs.