

# Work Opportunity Tax Credits for Motor Carriers



TRUCKING COMPANY

**Goes from \$0 to \$100K+ in WOTC by using Clarus Solutions**



**Motor Carriers are leaving hundreds of thousands of dollars of potential Work Opportunity Tax Credit (WOTC) uncaptured.**

We've discovered that most motor carriers have either never heard of WOTC or don't fully understand just how beneficial it can be to their company. Because of this they are missing out on the chance to positively impact their operating ratio and cash flow.

“Clarus' WOTC Optimization Program is not even close to being the same product or service that other WOTC vendors provide.”

**- President of Manpower Franchise**

“Clarus is an incredibly easy company to work with and their process has helped us to capture maximum Work Opportunity Tax Credits ... the best part of working with Clarus is they really do care about your success!”

**- Corporate Tax Manager of  
\$500M Trucking Company**

## **CHALLENGE** Never heard of the Work Opportunity Tax Credit

The motor carrier is a \$150M+ trucking company that has roughly 1,100 employees made up of company drivers, office staff and technicians. This company hires approximately 600 employees per year and despite WOTC being an employment tax credit that has been in law since 1996, they had never heard of it.

The cause for this was due to:

1. They expected their CPA to keep them informed on all things tax.
2. The IRS does a poor job marketing tax programs that benefit businesses.

## **SOLUTION** WOTC implemented seamlessly through onboarding

After speaking with the WOTC experts at Clarus, they were shown capturing this credit could be implemented seamlessly into their onboarding process.

Clarus created a custom strategy which involved 3 major components::

1. An electronic WOTC form engineered to be easy on the job applicant to be able to be completed within a minute.
2. An integration of Clarus' WOTC survey with their ATS provider Tenstreet, so that all applicants would be screened.
3. A reporting system that measured results of metrics that the trucking company used to optimize performance.

## **WOTC RESULT** Trucking company generated a \$100K+ WOTC credit

Within 2 years of beginning WOTC with Clarus, this motor carrier worked to optimize performance resulting in their tax credit going from \$0 to \$114,400.