# 2550 Product The Vehicle Question

Product Fieldbook · https://kb.jeffreysummers.com/docs/2550-product-the-vehicle-question/

## The Demand

Before your next driver hire or delivery program review, name which model you are running — driver-owned or operator-owned vehicles — and check whether you chose it on purpose or defaulted to it because that is how delivery has always run. Pull your driver turnover and recruiting cost for the last quarter and trace them back to the vehicle cost stack, even though they show up nowhere on your P&L as a vehicle line. Decide this week, on purpose, which side of the table carries the auto cost — and whether your current choice can actually hold.

## The Work

Which model are you currently running — Driver-Owned or Operator-Owned vehicles:

Did you choose this on purpose, or default to it because that is how delivery jobs have always run — Design or Default:

Your driver turnover rate over the last quarter:

Your recruiting cost, in time or dollars, tied to refilling the driver seat over the last quarter:

Your delivery profit line as it appears on paper right now:

Where the true cost is actually landing — visibly on your P&L, or invisibly in the driver's wallet and your churn:

Rate whether your current model's math holds for both you and the driver, 1-5:

The decision you will make on purpose this week — stay Driver-Owned or move toward Operator-Owned — and why: