

Company background

Pro Auction Ltd was launched in February 2003 by Mark Flynn and Simon Rose - two established experts in the auction field - in response to demand for a professional and affordable auction house specialising in selling plant and machinery within the food processing sectors.

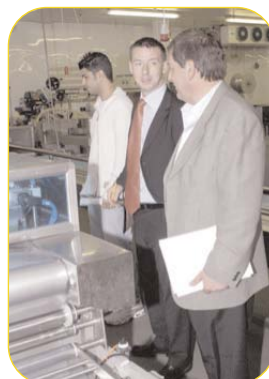
Operating solely within the food industry with no associated 'side' businesses, Pro Auction has an in-depth knowledge of the auction marketing and selling process and how the actual machinery works within a 'live' production setting. The company offers its clients a consultative, problem-solving service that exceeds what traditional auction houses would generally provide. It is not a dealer auctioneer (or principal): it simply arrives at an accurate value for the items it sells. The service comprises valuation, appraisal, marketing, auction and site clearance, avoiding the hassle that can be involved with selling plant and machinery.

Pro Auction oversees auction projects from start to finish. As standard, the company provides professional and technical management, a skilled auctioneer, credit risk and management, porters

and use of an extensive, bespoke database. Furthermore, its aggressive marketing activities, which draw upon specialist knowledge, include careful targeting of the trade press and extensive use of email and fax campaigns that reach over 200,000 named industry targets / decision makers within the food manufacturing and ancillary sectors.

With offices in London and Bath, Pro Auction is active on client projects throughout the UK and Europe. Its executives are well acquainted with the demands of the global market and travel extensively world-wide. The company employs a full compliment of dedicated staff and outsources its other functions to retained third parties which uphold the highest professional and industry standards. Pro Auction is a member of the National Association of Valuers & Auctioneers (NAVA).

It is Pro Auction's policy that clients only pay on completion of a successful project: there are no upfront charges or hidden surprises. The fee scale is incentive-based to ensure the best possible results are achieved for clients. This explains why Pro Auction has so many loyal customers using its services time and time again.



Services

Plant Appraisal / Valuation

Pro Auction carries out valuations and appraisal of plant and machinery for business purposes, insurance needs or for conducting disposal sales. Accuracy is paramount: the company's experience means it provides information based on facts rather than hunches.

Insolvency

Pro Auction understands the demands of the Insolvency Practitioner: fast response, accuracy and absolute objectivity. Plant and machinery are auctioned as a going concern or on a break-up basis, with documentary evidence to support the final figures. Valuation is about more than accurate pricing and Pro Auction always assesses potential problems such as environmental issues, land contamination, title challenges, waste disposal and other legal obligations that can affect the value of assets.

Other Valuations

Pro Auction values industrial plant and equipment for a wide range of needs - including mergers, acquisitions, flotations and insurance or banking risk reviews.

Disposals

Unlike traditional auction houses, Pro Auction has a thorough working knowledge of the manufacturing and processing industry and employs a competent team of people offering hands-on management and sales backgrounds. Equipment is appraised from a technical and alternative market stance to determine how and where best realisation can be achieved. If necessary, the Pro Auction team can undertake work on the equipment prior to marketing.

Auction

If an auction is about selling, a Pro Auction, auction is about selling for the best possible price. Every element - from the professional auctioneers through to layout and video links - supports this aim. The company offers a full service package encompassing the marketing of the sale, preparation of the site, the actual auction and follow through with full site clearance and dismantling service.

Private Treaty / Tender

If an auction isn't appropriate or the desired route to dispose of an item, Pro Auction has the skills and experience to complete a successful private sale.

Mark Flynn, Director



Biography

Mark Flynn, director of Pro Auction, is responsible for managing all contracts and overseeing marketing and legal issues relating to the valuation and disposal of capital assets. Mark has more than 13 years' experience in the capital asset valuation and disposal fields, combined with several years' experience in marketing. He has previously worked in director-level positions for international

Simon Rose, Director



Biography

Simon Rose manages Pro Auction's logistics, setup, staffing and production of auction sales in the UK and Europe. He is directly responsible for field services, contract project managers and auction site management. Simon has a strong background in the valuation of capital assets and in engineering application and process management. He has sold assets and evaluated plant and equipment for a wide range of food manufacturing companies.

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