

## Company background

As one of Europe's leading industrial auctioneers, under the directorship of auction experts, Mark Flynn and Simon Rose, Pro Auction is highly successful in catering for the food, hospitality, leisure and retail sectors. Year on year, its sales volume (in terms of lots and value) and the number of countries it serves have increased, with further development and growth predicted.

Pro Auction has 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.

Pro Auction runs traditional and online auctions throughout Europe, using the latest auction platforms and software, developed to meet the demands and needs of seller and purchaser alike. The company provides expert advice to insolvency practitioners, corporate recovery specialists and turnaround professionals. It is widely acknowledged as a leading provider of machinery and business asset advice - from initial valuation to exit strategy planning and implementation - helping clients through the whole process.

Pro Auction works closely with customers and provides a high quality service based on sophisticated, proven technologies and specialist staff. The company can conduct negotiations for the sale of businesses,

resolve title claims for stock and work in progress, asset redeployment and conduct effective asset realisation strategies.

Pro Auction acts for corporate, private clients and insolvency practitioners throughout Eastern and Western Europe, Africa and the Indian subcontinent. It conducts sales by auction, tender and private treaty, supported by web based marketing and conventional promotional campaigns that reach the trade press and active named industry contacts. It also maintains a powerful in-house database of potential buyers throughout the world.

With offices in London and Bath, Pro Auction actively maintains projects throughout the UK, following industry and regulatory guidelines in both valuation instructions and asset sale appointments. Its executives are well acquainted with the demands of the global market, and travel extensively worldwide. The company employs a full complement of dedicated staff and outsources its other functions to retained third parties that uphold the highest professional and industry standards.

Pro Auction focuses on customer service and has maintained many loyal, long-term clients, thanks to its personal approach and high standards of professionalism. Its relationships with clients are always partner-led and clients only pay on completion of a successful project: there are no upfront costs or hidden surprises.

## Services

### Valuations

Using a highly experienced team of experts, Pro Auction undertakes valuations of clients' machinery, stocks and business assets to depict an accurate picture of their total worth. Accuracy is paramount: the company's experience means it provides information based on facts rather than hunches. The majority of work in this area is usually conducted in accordance with the RICS Appraisal & Valuation Manual, and valuations are based on reliable sales data compiled over many years.

### Advice and consulting

Pro Auction uses its worldwide knowledge and presence to advise and assist companies, banks and insolvency practitioners in the event of insolvency or business sale.

### Internal Asset Redeployment

Pro Auction has developed a bespoke redeployment software tool that helps medium to large companies manage and distribute their surplus assets. This process of 'internal redeployment' can increase the value of a company's assets, as well as its efficiency, by making idle equipment visible to all relevant divisions or groups.

### Asset Disposal

Pro Auction offers a broad spectrum of programs designed to maximise the price of its clients' assets. These include live or online auctions, regular industry-specific online exchanges, live interactive webcast auctions, private treaty sales and sealed-bid sales.

### Fulfilment

Pro Auction helps its remote clients purchase and relocate assets with confidence. It provides detailed asset information; can answer specific questions about assets; and offers payment support services, including information on sales and export tax. Pro Auction also lists freight forwarders that can help move the assets, while complying with health and safety and tax regulations. All third party firms are audited annually to monitor their on-going performance.

### Real Estate

Pro Auction has pioneered auctions of property and commercial assets for large multinational corporations, investment companies and banks, insurance companies, private clients and government agencies.

### Webcasting

In partnership with BidSpotter, a leader in webcasting, Pro Auction can broadcast clients' auctions worldwide to attract bidders from a whole host of countries. This partnership has successfully broadcast over 10,733 auctions to date.

### Other Valuations

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

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 over 20 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 companies. He has an MBA, is a fellow of Chartered Institute of Marketing and is a member of NAVA. He holds positions on various bank panels in the capacity of a valuation service provider and expert witness.

Simon Rose, director



Biography

Simon Rose, co-director of Pro Auction, is responsible for running the company's auction department, having headed up agency department for the previous decade. He has a strong background in the valuation of capital assets and in engineering application and process management. Throughout his career, Simon has sold assets and evaluated plant and equipment for a wide range of food manufacturing companies.

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