



Specialist Valuers & Auctioneers

# About Us

- Launched in February 2003 by Mark Flynn and Simon Rose.
- Established in response to demand for a professional and affordable auction house.
- We specialise in selling plant and machinery, food processing equipment and assets from the hospitality sector.
- We offer our clients a consultative, problem-solving service that exceeds what traditional auction houses would generally provide.



# Our Founders

- **Mark Flynn**
  - Director of Pro Auction.
  - Responsible for managing all contracts and overseeing marketing and legal issues related to the valuation and disposal of capital assets.
  - More than 13 years experience in the capital assets valuation and disposal fields.
- **Simon Rose**
  - Director of Pro Auction logistics, setup, staffing and production of auction sales in the UK and Europe.
  - Directly responsible for field services, contract project managers and auction site management.
  - Background in the valuation of capital assets and in engineering application and process management.

# Why Choose Us?

- We have an in-depth knowledge of:
  - Auction Marketing
  - Selling Processes
  - How Machinery Works in a “live” Production Setting
- Our service includes valuation, appraisal, marketing, auction and site clearance.
- We oversee all auction projects from start to finish.
- We do the work so you can avoid all the hassle that can be involved with selling plant and machinery.



# Our Services

- Plant Appraisal/Valuation
- Insolvency
- Other Valuations
- Disposal
- Auction
- Private Treaty/Tender



# Lets Take a Closer Look

- Plant Appraisal/Valuation
  - We carry out valuations and appraisals of plant and machinery for business purposes, insurance needs or for conducting disposal sales.
  - We provide information based on facts not hunches.
- Insolvency
  - We understand the demands of the Insolvency Practitioner: fast response, accuracy and absolute objectivity.
  - We always assess potential problems that can affect the values of assets.
- Other Valuations
  - We value industrial plant and equipment for a wide range of needs – including mergers, acquisitions, flotations and insurance or banking risk reviews.





# We Offer

- Disposal
  - We have a thorough working knowledge of the manufacturing and processing industry.
  - We employ a competent team with extensive experience in all aspects of the disposal process from marketing to site clearance.
- Auction
  - Selling for the best possible price – every element supports this aim.
  - We offer 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 services.
- Private Treaty/Tender
  - We have the skills and experience to complete a successful private sale.

# Benefits of Our Standards

- We provide a comprehensive service based on the needs of our clients. Our expert ability to evaluate, market and sell surplus assets ensures confidence in our overall asset recovery process while securing maximum realisation values.
- Our international network enables us to conduct live auction sales around the world and include partnership firms in Canada, Europe, Southeast Asia and the Middle East.
- Our client attentiveness and results-orientated focus is synonymous with our integrity, expertise and professionalism.
- Unparalleled access to the most extensive asset sales database in the UK.
- Working across the entire range of industrial plant and machinery, from traditional to high technology. We're also clear about what we don't do. We are not dealer auctioneers (or principals). There are no conflicts of interest: we simply arrive at an accurate value and deliver the most cost effective way of realising it.



# Our Policy

- Clients only pay on completion of a successful project.
- No upfront charges or hidden surprises.
- We use an incentive-based fee scale to ensure the best possible results are achieved for each and every one of our clients.



# Contact Us Today



Telephone: (+44) 01761 414000

Email: [info@proauction.ltd.uk](mailto:info@proauction.ltd.uk)

Direct Mobile: 07903 018 331

Mobile #2: 07946 496 697

[www.proauction.com](http://www.proauction.com)