

THE FLD EXECUTIVE BRIEF SERIES

HOW FLD MAKES REMARKETING ASSETS AS EASY AS 1-2-3

Key Insights Into Important Fleet Topics



SUMMER 2025 Q2



Remarketing
Remarketing Without Risk.

REMARKETING: THE RISKS ARE REAL

Asset remarketing – especially remarketing vehicles – has always been an inherently risky process.

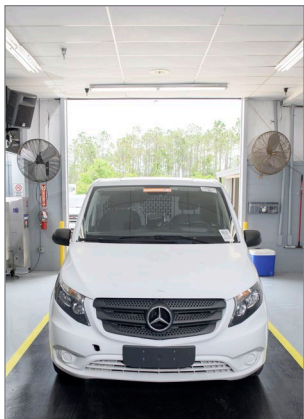
For decades, fleets have taken assets out of service. Sent them to auctions or dealers. And waited for their cut of the proceeds after their asset finally sells. Reducing their return on investment and often leaving them on the hook for lease payments or fees until a sale finalizes and they get paid.

Making matters worse, remarketing assets is not always the easiest process, sapping valuable time, money and resources that could be better spent elsewhere. A tough proposition at a time when everything about the fleet industry is hard enough already.

But what if there was a better way to sell used assets? One where sellers had absolutely zero risk and transactions took about a week?

Better yet, what if the process was as fast and easy as three simple steps? Letting the seller get back to more important things faster after spending less than a few minutes assigning their assets, accepting an offer, and getting paid in one super simple, streamlined process?

Well – stop wishing. Because at FLD – keeping things simple and risk free is what we're all about.



Instead of forcing sellers to accept a cut of whatever their asset sells for at auction, we completely eliminate risk by giving customers an upfront offer and – if they accept - pay them the full price they agree to in a couple of hours. Any vehicle. Any condition. Any time.

How easy is that?

An important factor at a time when fleet managers are doing more with less of everything – staff, budget, resources. And getting battered by rising costs, tariffs and mounting uncertainty. It's enough to make any fleet manager crazy, putting a premium on products and solutions that save time, money and resources.

AT FLD, OUR GOAL IS TO MAKE REMARKETING AS EASY AS



HERE'S HOW IT WORKS

1 ASSIGN ANY ASSET IN ANY CONDITION and GET AN UPFRONT OFFER IN DAYS

One of the biggest reasons asset remarketing can be so risky is the lack of visibility during the remarketing process.

After all, when a fleet takes an asset out of service and sends it to a third-party remarketer or auction, they are usually hundreds – and sometimes thousands - of miles away with little real time data on the asset they are selling. That lack of information can make it challenging to know what condition an asset is in or to accurately assess its true resale value.

But at FLD, we've streamlined the intake process to make it easy to assign any vehicle, in any condition, anytime. And, to get an accurate snapshot of a vehicle's true condition so they can best assess our purchase offer.

At a time when so many fleet assets are likely well past their prime, fleets can take comfort in knowing that when we say we'll buy any asset in any condition, we truly mean it. Operable. Inoperable. Even salvage. If you accept our offer to purchase your asset upfront, we'll get you paid quickly and make the process hassle free. And for fleets lucky enough to be remarketing low mileage, high quality assets, our experience and expertise - coupled with the ability to accurately assess an asset's condition - means customers receive the highest offer possible.



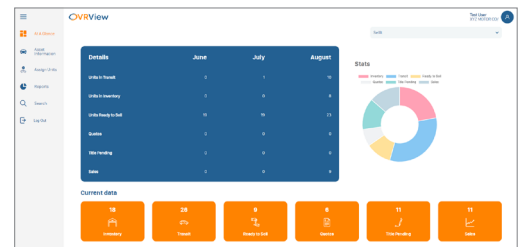
Here's how easy it is to assign any vehicle or piece of equipment to FLD:

- When your fleet is ready to take an asset out of service, simply assign it to FLD using our free OVRView app. Once you do, we'll have it recovered quickly and assessed by our world class Condition Report Team (CRT) – the best in fleet. It's their expertise and ability to accurately assess your vehicle that makes FLD the only independent remarketer that can make an upfront offer on used assets.

- Once your asset has been assessed, we'll upload all the documentation into our OVRView app and provide an offer that's good for up to 14 days. You'll even have access to our Condition Report Team's findings and photographs, so you have the relevant information you need to make an informed decision. If you're not completely satisfied with the offer we make, we'll return the asset to wherever you want at our expense, making the transaction completely risk free.

- If you prefer, you can also upload photos of your asset to the OVRView app, answer a few simple questions, and receive an offer in back in a couple of days.

- Making things even easier, you can manage the entire remarketing process in real time in the OVRView app – where we even store all of the information from every transaction in perpetuity so you can quickly and easily access it any time you want, for as long as you want.



OVRView

2 ACCEPT OUR OFFER and GET PAID THE FULL AMOUNT YOU AGREE TO IN HOURS

Selling used assets can be a complicated process. One with a lot of moving parts. But the truth is most fleets are pressed for time these days. And most fleet managers – they didn't get into the fleet industry to sell used cars so the faster they can dispose of their used assets, the better.

The problem with traditional remarketing or sending assets to auction is that fleets can often wait weeks – and sometimes months - for an asset to sell and a transaction to finally settle. And – even longer to get paid - reducing ROI and often wasting valuable time and resources to keep track of the process.

But not when you remarket assets with FLD.

Once a customer accepts our no-risk, no-obligation offer that's it. They're done.

Within hours, we wire payment for the full price sellers agree to. No waiting for the process to unfold. No wondering what an asset will sell for at auction.

And remember, with FLD there's never any fee or hidden charges. The offer you agree to is the amount you will be paid – guaranteed.

And to make the remarketing process even easier, our experienced title team can even help customers get title work in order, ensuring a fast, smooth transaction every time. It's a valuable service we offer to customers on every asset they remarket with FLD.



3 ACCELERATE BACK TO MORE IMPORTANT THINGS FASTER

The business world has changed dramatically over the past decade, no one argues that.

But the fleet world – it's changed even faster. A challenging development for an industry that stayed basically the same for decades leading up to the Covid pandemic.

At FLD, we know fleets are under pressure. And facing challenges that most couldn't have imagined a few short years ago. That's why our goal is simple:

To make the remarketing process fast and easy so our clients can accelerate back to more important things faster.

And to always be there for them and dedicated to helping them run the best fleet they know how!

If your fleet is ready to give risk free remarketing a try, it's time to call FLD.

Helping customers get the most out of their assets is what we do and at TeamFLD, we're anxious to help. And - waiting to hear from you. For more information, go to our website at www.fldinc.com, or feel free to reach out to richard.mallek@fldinc.com and let us show you just how fast and easy 100% risk free remarketing can be.



ABOUT FLD REMARKETING

FLD has been a leader and pioneer in the vehicle and equipment remarketing space for more than 40 years. We're the only remarketer that totally eliminates risk for our customers by purchasing their vehicles up front, before they go to auction or dealers, saving them time, money and hassles. Plus, sellers can manage the entire remarketing experience online from any device, anytime, anywhere – it's just that easy. Give FLD 5 minutes, and we'll tell you how we can totally eliminate your remarketing risk in one easy process that takes less than a week and leaves them free to move on to more important things.

FLD's Executive Briefs are developed and released every quarter and help our clients, partners and friends in fleet better assess current market forces to make decisions that help keep their fleets running smoothly, profitably and in the know. To find out more or to register to receive our quarterly executive briefs, quarterly Market Report or for a free 5-minute remarketing assessment, email marketing@fldinc.com or check out our website at www.fldinc.com.

