THE FLD EXECUTIVE BRIEF SERIES

ACTIONABLE INSIGHTS. KEY TOPICS. VIEWS YOU CAN USE.

By Richard Mallek, Director of Business Development/FLD Remarketing

Key Insights Into Important Fleet Topics

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FLD Remarketing

Remarketing Without Risk.

Remarketing vehicles and equipment is a risky process. One often fraught with enough hassles and headaches to slow down an operation, muck up its systems, and burn time, money and resources that could better be spent elsewhere. From consigning vehicles to managing the remarketing process to waiting to see what the final sale price will be, the whole process is tedious and cumbersome.

Wouldn't it be nice if there was a vehicle remarketing process that ended on the same day it started?

One where you knew the exact sales price upfront so you could make an informed decision before you sold the vehicle. One where you could calculate the exact total cost of ownership and your fleet's return on investment without having to go through a traditional remarketing process?

At FLD, we've been pioneering exactly that kind of process for almost 50 years. Instead of being left at the mercy of the process, fleets can take control, minimize their involvement, and completely eliminate remarketing risk.

Find that hard to believe?

Trust us, it's not. In fact, here are 5 ways FLD Remarketing helps fleets make remarketing risk a thing of the past:

1 WE TAKE AN OWNERSHIP STAKE IN YOUR VEHICLE

When it gets right down to it, the dynamics of vehicle ownership are simple.

Whoever holds title to the vehicle is responsible for that vehicle's cost. Which means that as long as you hold a title to a vehicle, you're on the hook for all associated costs – even while it's meandering its way through the remarketing process. Lease payments, maintenance, insurance, taxes – all of it – is on your dime until a vehicle sells and the title is transferred. A process that can take weeks – or stretch months – all while the meter continues running, racking up costs and rapidly diminishing your return on investment. Something that can end up costing your fleet hundreds of thousands of dollars depending on how many vehicles you remarket in a year.

But not when you remarket vehicles with FLD.

Why?

Because at FLD, we make the remarketing process fast, easy and super simple more by taking an ownership stake in your vehicle before it goes through a traditional remarketing process. Freeing you and your team to move on to more important things sooner. Getting you paid faster and eliminating the need to waste time and effort managing the remarketing process.

2 A GUARANTEED SALE ON ANY ASSET IN ANY CONDITION, ANYTIME

How does the old saying go?

“Nothing in life is guaranteed.”

Well, when it comes to traditional vehicle remarketing, that old adage definitely rings true. Especially at a time of so much uncertainty, especially when it comes to the variables associated with the fleet world.

Covid, supply chain breakdowns, EV integration that never took. Global strife. High interest rates. Tight credit.

That’s a lot for any industry to weather but it’s been especially hard on fleet, transforming an industry that had stayed basically the same for decades.

This holds true for remarketing, a process for which nothing is guaranteed and virtually anything can go wrong. Damage, theft, and too often, a selling price that’s nowhere near what you’d hoped it would be.

Wouldn’t it be nice if you knew you could sell any vehicle, any time in any condition?

And better yet, wouldn’t it be great if the whole process took about a week?

If that sounds good, maybe it’s time to partner with FLD for your remarketing needs.

At FLD, you’re guaranteed to sell every vehicle or piece of equipment regardless of where your asset is located, no matter what time of year it is, and – believe it or not – even what kind of condition it’s in. Even if it is totally inoperable.

3 AN UPFRONT OFFER THAT PUTS YOU IN CONTROL

Remarketing vehicles can be a virtual crap shoot. That's because the truth is you have absolutely no idea how much your assets will eventually sell for at auction, and worse:

What's left over from the sale proceeds once everyone has taken their cut – making it impossible to calculate total cost of ownership. Until a vehicle sells and you finally get paid.

The whole process is basically designed to take control away from fleets and cast it to the netherworld of uncertainty.

Hardly the ideal situation for maximizing the return on your valuable vehicle investment and making it hard to project your total cost of ownership - adding another layer of unpredictability to the remarketing process.

But not when you partner with FLD.

With FLD, you always know the price your vehicle will sell for because you agree to it right up front. No hassles. No haggling. Just one simple, straightforward offer with no hidden fees – ever. If you're not completely satisfied with the offer we give you just decline with no cost to you. You won't even pay for having the vehicle picked up and assessed by our world-class Condition Report Team. If you're not happy with our offer, we'll be happy to have your asset transported to wherever you want, all at no cost to you.

What could be simpler than that?

Maybe the fact that to make the whole process easier, we get you a quote in just a few days and paid in just a couple of hours from the moment you accept.

4 MINIMAL RESOURCES. MAXIMUM RESULTS.

Traditional remarketing is time consuming - and tedious.

And the process?

Often clunky, with more moving parts than you want to keep track of. From having vehicles recovered and transported - to dealing with title and paperwork -everything about the remarketing process requires time that could be better spent running other parts of your fleet.

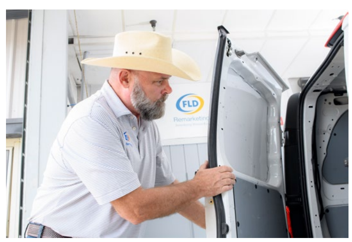
Even more disheartening?

The reality is that you – or someone in your organization – needs to monitor the remarketing process even when you're using a third-party remarketing partner to do the heavy lifting. A problem you'll never have when you partner with FLD.

No more keeping track of your assets. No more expenses. And no more wondering what price a vehicle will sell for. All of those concerns disappear, minimizing the time to sale and freeing you to focus on other things.

Even better?

With our proprietary online app OVRView, a single person can manage the entire remarketing process in real-time on any device, anytime, anywhere in the world. Saving you time and putting the valuable data you depend right at your fingertips at a moment's notice.



5 PAYMENT IN HOURS

In today's business world, cash flow is essential. Especially if you're a small to medium business. The longer you are without access to funds, the more risk you assume. A real problem if you're waiting weeks and months for a vehicle to sell and you to get paid.

That's not only unsettling, it's not a great way to do business, a risk FLD can help you avoid on every vehicle you remarket from this day forward.

How?

Because at FLD you receive payment for the full amount you agreed to within just a few hours of accepting our offer. Minimizing your risk, getting your money back sooner, and making it easier to determine the return on your investment. An increasingly important factor for sustainability focused fleets while helping you better plan for capital expenditures in the future.

COUNT ON THE PIONEER. COUNT ON FLD

Approaching 50 years as fleet's remarketing pioneer and leader, we know how important it is to help our customers reduce risk while taking control of their business operations. In fact, remarketing is all we do or have ever done. Count on FLD to make your life easier and your fleet better!

-Richard Mallek is Director of Business Development for FLD Remarketing and can be reached at richard.mallek@fldinc.com.

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.

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