

www.truckbroker.co.uk - a brief overview

www.truckbroker.co.uk - a new approach

www.truckbroker.co.uk - trade and retail sales

www.truckbroker.co.uk - trucks and vans

www.truckbroker.co.uk - pro-active re-marketing

www.truckbroker.co.uk - a low cost solution

Welcome to www.truckbroker.co.uk

Who are we?

Truckbroker has been established by people with over 30 years experience of remarketing plant, commercial vehicles and cars.

What do we do?

We are an on-line business, operating solely within the UK to promote the trade sale of trucks and vans on behalf of primarily leasing companies, daily rental business's, asset finance houses and dealer groups. However, due to demand the site also has a retail outlet for those wishing to sell in either or both the trade or retail markets

Why do we do it?

There are a substantial number of companies who deal in commercial vehicles as suppliers of added value finance rather than the vehicles per se and the remarketing of these vehicles is a function of the services they offer rather than their raison d'être.

For instance leasing companies specialise in the provision of alternative methods of finance and vehicle support services based on a fixed term agreement. The disposal of these vehicles at the end of the agreement tends to be directed to trade outlets rather than complicating their product offering with non-core activities such as retailing. They also recognise there is a specialised dealer network in existence specifically designed to meet end user needs.

There are also many companies who dispose of their end of term vehicles through both trade and retail channels in order to maximise residual values where possible, usually at some added stocking and premises cost

The trading of commercial vehicles is still a very fragmented market, making it difficult for dealers and retailers to easily source stock. Nearly, every company disposing of vehicles has its own web page advertising its own offerings, resulting in dealers having to trawl through many sites to find what they may be looking for

Truckbroker is designed as a portal for dealers to easily establish the existence of current stock, quickly strike a deal and move on.

Matching supply with demand adds value for both the seller and the buyer.

How does truckbroker work?

Registration

Trade sellers and buyers must register to use this site – you can register as a seller, buyer or both and update or delete your registration at any time

You must be a dealer in commercial vehicles to register

There are two ways to register

Firstly the standard 'log on' registration which is a pay-as-you-go facility that allows you to list one or several trucks at once, but requires payment to be made prior to the vehicles being added to the on-line site. Once payment has been confirmed the vehicles will be added to the database usually within an hour.

Truckbroker does not hold any banking or credit card details and you will be diverted to a secure site to complete your purchase.

Secondly, as a major user of the site you may be invited to become a 'house account' and hence be entitled to list directly to the site and pay on credit terms.

Unless you have been invited to do so please use the 'log on' registration.

You can apply to become a house account which will be subject to status and usage.

Registration is not required to view the retail area of the site

Once registered - Truckbroker puts the seller in total control.

Sellers list the vehicles and photographs (recommended) for periods of up to 45 days. The listing can then be updated at any time, photos can be added or deleted and sellers can de-list their vehicles as and when they chose.

In the event there are similar vehicles to be listed a 'list similar' function exists which completes the majority of the listing automatically.

All the above result in a confirmation e-mail being sent to the sellers

A facility exists for buyers to e-mail questions to sellers – to sort by make or type of vehicle and to place sealed bids for consideration by sellers.

All bids will be recorded on the site for sellers to monitor, but only those which represent at least 95% of the trade price will be e-mailed to the sellers

The listing will expire at the end of the period of listing but remain within the sellers' area for a further 10 days to allow them to automatically re-list the vehicle, should they wish, before dropping off the database altogether

Obviously sellers can only change and monitor their own vehicles

How much do we charge?

The only charges we make are to the seller for listing and re-listing vehicles – there are no premiums or added charges

The charging structure is very simple

Duration of Listing	Cost per Vehicle plus Vat
5 days	£5.00
10 days	£5.00
15 days	£5.00
22 days	£7.50
30 days	£7.50
45 days	£10.00

Obviously the 15, 30 and 45 day rates are the best value options the other listing periods have been built in for customer flexibility. The site defaults to 30 days as this is the most popular

Should the seller de-list a vehicle prior to the end of the listing period there are no pro-rata refunds available

These are industry leading rates equal to the costs of maintaining in-house websites but with the added benefit of increased exposure of your vehicles to a much wider audience

Depending on volumes and usage discounts may be available

How do we do it?

Truckbroker is designed to work on 5 levels

Level 1 - in its most simple format it is an introductory service or put another way "a dating agency". The seller places attractive vehicles on the site – we actively market them to a database of over 600 handsome suitors and by using the details on the site an introduction hopefully takes place and a deal is struck between the seller and buyer

Level 2 - in addition to the above the seller can use the site to collect sealed bids and monitor activity. This does not make Truckbroker an auction site for the following reasons: -

- Trade buyers never know your trade price or the current best bid
- Sellers are not obliged to sell
- Sellers can withdraw the vehicle at any time for any reason
- Buyers can place a sealed bid that sellers are not obliged to accept
- Buyers are not obliged to buy
- Buyers can place a bid, which only when accepted closes the deal
- There is no sellers or buyers commission

If sellers chose to offer their vehicles through several channels they can review the bids they receive on-line and those tendered through other sources and decide their own course of action.

Depending on the discipline imposed by sellers this option represents either 'just another way to collect offers' or the 'only way for a buyer to tender'. By choosing the latter sellers can substantially reduce the overhead costs of dealing with traders by fax or phone and run a continuous sale based upon 'an on-line first come, at an acceptable price, first served'

This option requires the sellers to deal with the buyers to their satisfaction prior to closure.

Sellers and buyers risk being suspended from Truckbroker if there is evidence that either continuously renege on valid deals or abuse the system

Level 3 - A sealed bid sale

For those companies who prefer to sell vehicles in batches at fixed intervals rather than as part of a continuous process Truckbroker can arrange an exclusive sealed bid sale, whereby: -

- Vehicles are loaded on to the site ready for release on a specified date for a limited period
- At an agreed number of days before the sale date we will market the vehicles to our database of dealers (and dealers specified by the seller) to give them advance warning of the sale
- The sale will then last as long as determined by the initial limited period
- When buyers place a bid they will be told if their sealed bid is better or worse than any other bid, but not by how much
- Reserve prices can be fixed at the outset and buyers advised as to whether their sealed bid matches the sellers expectation, but again, not by how much

- When the sale closes after a fixed period sellers can then finalise the deal with the buyers where expectations have been met, negotiate or withdraw the vehicle and place it in another sale or disposal channel

Unlike an auction there is no buyers and sellers commission nor is there any disclosure of the final price achieved for the vehicle

Truckbroker can prepare management information with regards to performance versus expectations as part of this option

Listing fees for this option would remain consistent with all other options, but depending on complexity there may be an initial set up fee for a personalised sale

Level 4 - Linked web page

Truckbroker is one of the most flexible commercial vehicle sites on the web allowing the seller total control. For companies requiring the maximum exposure for their vehicles they can be listed on Truckbroker and link placed on their own site to take them to their own exclusive page on www.truckbroker.co.uk

Please e-mail info@truckbroker.co.uk for details

Level 5 – Outsourcing

Truckbroker offers an outsourcing option whereby we will load your listings for you from electronic data supplied by sellers and monitor activity on your behalf, thus freeing up valuable time.

So if you want additional exposure, but do not have the resources we would be delighted to provide this for you

For further details and costs please e-mail info@truckbroker.co.uk

Future Developments

We are currently working on two enhancements to the site

- A separate section for semi-trailers
- An “I want” database for dealers and end users to list their requirements to see if it can be met by any seller where similar stock is not currently showing on the site

Conclusion

Thank you for taking the time to read this brief overview and we look forward to welcoming you to www.truckbroker.co.uk. Registration is free so why not take a look at this exciting new site designed by people with a deep working knowledge of the industry.