



LINK AUCTIONS

Global Auctions
Machinery Appraisals
Industrial Asset Remarketing
Buy / Sell Assets
Plant Liquidations
Turnkey & Digital Solutions

linkauctions.com

about.

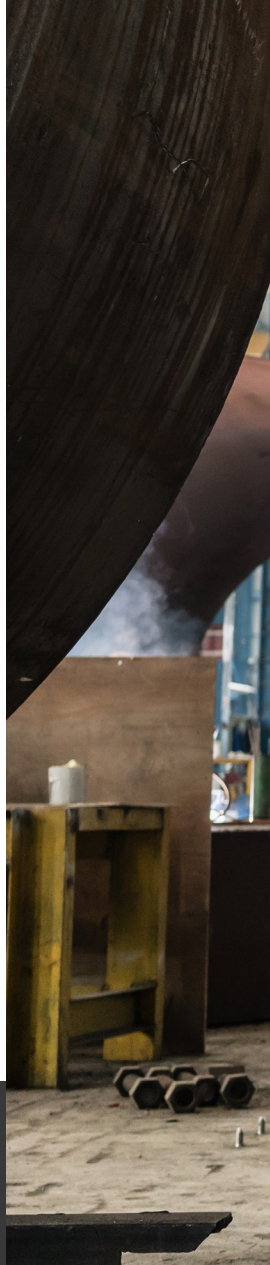
Link Auctions

With offices in New York, Chicago, Connecticut and the UK, as well as a network of affiliates around the world Link Auctions is well-placed to provide global auction services.

Our team of professionals has more than 100 years combined experience of asset valuation and auction sales, being among some of the first pioneers to leverage online auction technology in the early 2000s.

Experience

- The latest industry knowledge
- \$500 Million+ of assets sold
- \$ Billions of machinery appraised
- Licensed auctioneers & accredited appraisers
- Demonstrated ability to execute successful online and on-site auctions
- Strong database of trusted buyers across the globe
- Capability to generate new demand and build new audiences





Our Services

Our approach matches qualified buyers (including end-users and resellers) to high-quality assets using the latest marketing and advertising techniques (ensuring compliance with local regulations) to ensure success.

We can offer Cash Offers, Commission Sales, and Guaranteed Scenarios.

Machinery & Equipment Appraisals

Our team of accredited and experienced machinery & equipment appraisers specialize in evaluating assets & inventory across the industrial manufacturing space.

Our appraisers are all AMEA accredited and strictly follow the Uniform Standards of Professional Appraisal Practice.

Our clients range from Fortune 500 to privately owned companies.

Liquidations & Turn Key Solutions

We can support dispositions from single machines to entire facilities on a liquidation basis. We can also buy equipment in-bulk to provide price and execution certainty.

services.

Global Auctions

With offices in New York, Connecticut, Chicago and the UK, as well as a network of affiliates around the world Link Auctions is well-placed to provide global auction services.

Our on-site field representatives handle every aspect of the project from inception to completion:

Pre-sale

- **Asset inventory & organization**
- **Cataloging & marketing**
- **On-site Inspections**

Our teams complete an initial inventory and begin preparations for advertising and marketing across a number of channels.

We coordinate the logistical organization in parallel with lotting, tagging, cataloging, and photographing assets.

Sale Execution

- **Overseeing Inspections**
- **Registrant Management & Enquiries**

Through the sale process, there may be inspections or interactions with potential buyers required.

We handle these enquiries, coordinate inspections and validate the legitimacy of registrants throughout the sale.

Post-sale

- **Billing & Payment**
- **Removals**
- **Transparent Documentation**

We oversee removal and collections, working with machinery movers and buyers to ensure all parties are following EHS guidelines.

Ensuring the seller's property is left in good order is a primary concern.





Our focus on transparency and compliance makes us stand out from the rest

Know Your Customer & Anti-Money Laundering Screening

Export Control & International Traffic in Arms Regulations

Intellectual Property Management Procedures

Environmental, Health & Safety Best Practices

We develop leading practices designed to maximize proceeds while ensuring you meet fiduciary responsibilities.

Upon sale / project completion our team provides complete and transparent accounting, reporting and settlement documentation.

services.

Marketing

Our Approach

Link Auctions employs a team of marketing and graphic design professionals as well as industry experts to deliver maximum exposure at the lowest cost for our customers.

Our marketing team makes use of the latest technology and data analytics to create a targeted demand generation campaign for each project.

The multi-phase approach to our marketing campaigns ensures delivery of our message to the correct industries from individual operations to large worldwide corporations. Our metrics demonstrate a proven formula.

Let us show you how we can maximize your return on assets through our comprehensive marketing plans.

Typical Strategies

- **GDPR & CCPA compliant HTML email campaigns**
- **Database segmented by industry interests, with hundreds of thousands of qualified buyers**
- **Additional segmentation available to target by SIC code / NAICS code to enhance our reach**
- **Relationships with leading industry-specific trade publications and newspapers**
- **Ability to execute targeted calling campaigns on a global basis**
- **Strong auctioneer and industry specific associations**
- **Growing social media presence, strong social advertising toolkit**

Machinery & Equipment Appraisals

Our team of accredited and experienced machinery & equipment appraisers specialize in evaluating industrial assets & surplus inventory.

We can provide the following appraisal values:

- Forced Liquidation
- Orderly Liquidation Value
- Fair Market Value
- Fair Market Value In Use / Place
- Uninspected (Desktop)

We closely follow trends in the industrial marketplace, enabling us to effectively evaluate assets.

Our goal is to deliver a competitively priced and detailed appraisal on time. Our attention to detail and wealth of expertise make us stand out, this is what our clients expect.

Clients include financial institutions, consultants, PE / VC firms, insurance companies, corporations, and private individuals.

services.

Liquidations & Turnkey Solutions

Not every situation lends itself to an auction and in some cases a liquidation sale over an extended period of time is another option.

A liquidation is often the best method when a client has specialized equipment or items that might have a very limited resale marketplace.

The liquidation gives ample time to find the appropriate buyer for the equipment to maximize the sales price. It also gives us the opportunity to try to sell a clients facility in its entirety as a going concern.

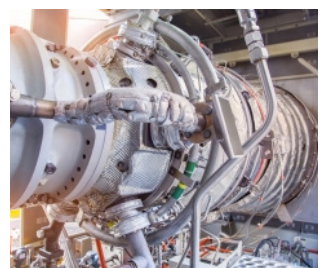
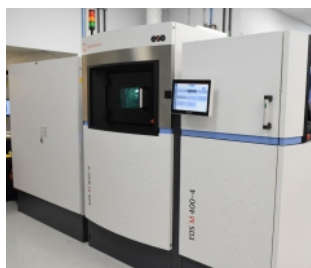
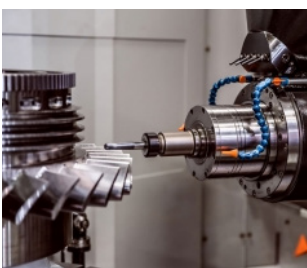


Industries & Asset Classes Served

Market leading experience

Our wealth of experience and relationships with a number of leading industrial OEMs has allowed us to develop a leading presence across the following areas.

- 3D & Additive Printing
- Aerospace
- Automotive
- Aviation
- Chemical & Process
- Construction & Mining
- Fabricating
- Food & Pharmaceutical
- Foundry and Casting
- Heat Treatment
- High Tech
- Inspection & Measuring
- Lab & Metrology
- Material Handling
- Machining - CNC & Conventional
- Metalworking
- Oil & Gas
- Packaging
- Plastics
- Power Generation
- Printing
- Pulp & Paper
- Renewable Energy
- Robotics
- Rubber
- Stamping & Press
- Structural Steel & Ornamental Ironwork
- Railroad & Transportation
- Trucks & Trailers
- Warehouse & Distribution Centers
- Woodworking





**Are you a larger
organization?**

Corporate Programs

Global Leasing

**Equipment
Finance &
Portfolio Mgmt.**

Certified Appraisals

**Net Book Value &
Fair Market Value
Assessments**

Manage assets from cradle to grave



CHAIN
ASSET MANAGEMENT SOLUTIONS

Our strategic partner, Chain Asset Management Solutions provides a holistic approach to lifecycle asset management, used by numerous Fortune 250 organizations.

Our partnership positions both companies to improve speed of execution and maximize equipment returns while ensuring complete lifecycle coverage and maximum compliance for larger organizations and operating businesses.

Learn more about Chain AMS, and our Corporate programs for Global Leasing and Surplus Asset Management at chainams.com

We are trusted lifecycle asset management providers across the globe for:



Surplus Asset Management

**Identify &
Redeploy
Surplus Assets**

Global Remarketing

**Compliantly
Dispose via Global
Marketplace**

Link Auctions

**315 Walt Whitman Road, Suite 309,
Huntington Station, NY, 11746**

**+1 (475) 273-0268
auctions@linkauctions.com
linkauctions.com**

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