



Auctioning assets for the highest return through a customized sale - onsite and online

Retaining a personal approach while working on an international basis has enabled Joseph Finn Co. to earn the solid loyalty of its clients and customers. Our commitment to your satisfaction is framed by several important concepts.

Flexibility Following a thorough assessment of your machinery and equipment, we provide three proposals for an auction sale to best satisfy your objectives. They include:

- ▶ An outright purchase of assets
- ▶ A guaranteed minimum dollar amount with a share of proceeds generated above that minimum
- ▶ A sale on a commission basis with expenses as agreed

Creativity Our experienced team of marketing personnel produce visually effective brochures, which are mailed to similar plants and other potential purchasers of the assets regionally, nationally or globally. Advertisements in trade publications and newspapers, combined with telemarketing, email and fax create an effective campaign to heighten interest in the sale.

Customization Our in-house staff produces highly-refined mailing lists of proven and potential buyers within specific industries. Thorough research and preparation ensures that the greatest number of buyers compete for the assets.

Preparation Equipment and site preparation are a significant aspect of every sale. This becomes important to the appeal of the equipment and the tempo of the sale. Proper display, arrangement and order assure the greatest interest and maintain attendance throughout the sale.

Synergy Hosting an auction involves weeks of preparation including cataloging equipment, supervising inspections, and registering of buyers. On the day of the auction, informed buyers arrive and the auction begins. Our auctioneers' knowledge, speed and rhythm creates a buying atmosphere fostering competitive bidding to assure the highest potential return for your assets.

Joseph Finn Co. Inc.'s affiliations include the Massachusetts State Auctioneers Association (MSAA), the National Auctioneers Association (NAA) and the Industrial Auctioneers Association (IAA)

"Closing a facility is a difficult and challenging experience. The Joseph Finn Co.'s professionalism and attention to detail minimized our involvement.

The successful auction was the icing on the cake.."

Jim Scott, Director of Operations
Comcast