



Our Selling Process

WHAT TO EXPECT

US Equipment Co follows a unique, time-tested process that enables our clients to attain fair market value for Furniture, Fixtures and Equipment (FF&E). We employ the most effective marketing strategies and utilize a database of potential buyers that reaches into the millions. No other company in America facilitates this service.

1

CONDUCT A PHONE CALL.

We begin with some Q&A then discuss your situation, timeline and objectives. If you prefer, we can start this conversation via email. You can reach us at usequipmentco@aol.com.

2

DETERMINE FF&E VALUE.

To prepare for an FF&E sale, an accurate value must be determined. Often, owners overvalue or undervalue their FF&E. Our process begins with the seller providing some photos of the property and equipment. Secondly, and just as important, we will need a detailed description of the assets to be sold. Original Invoices are the very best support for this, and can save you valuable time. In order to determine an accurate value, we will then analyze the content based on several criteria and market conditions. In some cases, a site visit by our representative may be necessary to support our analysis. Our valuation process is highly accurate, comes at no cost, and is often more reliable than a "professional" appraisal. The process concludes with a quote for your expected net proceeds to be received at the completion of the sale. Sellers are informed of this quote prior to entering into our agreement.

3

SIGN AGREEMENT.

Once we've completed the valuation and fully discussed it with you, we'll answer any questions you may have about the entire process before moving forward. If you are ready to proceed, we will enter into an exclusive sales agreement to market and sell your FF&E assets. The agreement will be for a specified amount and designated period of time. Agreements typically span 60-90 days, but actual sell time could come sooner and we may even have immediate buyers. Our sales success rate is above 90 percent, but in the unlikely event this time period expires with no sale, there is no fee or further obligation on your part. You can renew if you like.



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4

MARKET TO SELL FF&E ASSETS.

We begin the marketing phase by assembling a portfolio of your FF&E, and then developing a plan best suited for your inventory, situation and timeline. Marketing will include various forms of targeted efforts deployed on a national scale to attract elite qualified buyers.

5

QUALIFY POTENTIAL BUYERS.

This “game-changing” step is vital to a successful sale. Potential candidates are assessed on their level of interest, ability to execute the sale, and proposed FF&E removal process. Much of our efforts involve the logistics of equipment removal and transportation. Our expertise in this aspect builds rapport, saves the buyer a tremendous amount of money, and is crucial to paving the way for a successful sale.

6

FINALIZE WITH BUYER & PREPARE FOR REMOVAL.

Once a buyer has committed to the purchase, we handle the Purchase Order, removal terms and closing details. We schedule and coordinate the FF&E removal plan with both the buyer and seller/lender (or alternate party as directed). Our team will meet the buyer at the location site, so the seller’s presence is not required. Expert coordination will ensure the sale and removal process is executed safely, smoothly and efficiently.

The US Equipment Advantage:

- There is no cost or risk to you.
- Know the true value of your equipment and expected net proceeds upfront.
- No need to relocate equipment. FF&E is sold directly from the location site.
- We handle the entire sales and expediting process, so you have fewer responsibilities and less stress.
- FF&E is sold as a package to one buyer, and our buyers are “end users,” not resellers.