

1961
Shoreham
Vehicle Auctions

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SVA

Fleet Operator's Guide
to Vehicle Disposal

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Welcome

Fleet vehicles and plant equipment represent millions of pounds worth of assets across local authorities, public sector organisations and emergency services. As such, meticulous management of the disposal of these assets is vital.

Best practice in the public sector requires stringent adherence to corporate social responsibility (CSR) policies to provide accountability, openness, traceability and transparency. Along with this, when it comes to de-fleeting and remarketing, those responsible for fleets need to ensure that the most cost effective, efficient and user-friendly channels are employed to maximise returns.

From experience, we know that strong partnerships form the cornerstone of this process. At SVA we satisfy each of these necessities, all supported by our personal approach, to ensure our business partners receive the most appropriate bespoke service.

We have produced this guide for those responsible for the disposal of ex-fleet vehicles and plant, to highlight the key criteria involved in the process of remarketing. We certainly hope it helps to clarify and support your de-fleeting and remarketing activity and would encourage you to contact us directly with any queries or to discuss your specific requirements.

We very much look forward to ensuring you get the best value for your vehicle and plant equipment assets.

Alex Wright FIMI
Managing Director
Shoreham Vehicle Auctions

Working in partnership with



The synergy of online bidding and public auction



About us

Established in 1961, Shoreham Vehicle Auctions (SVA) is the south coast's leading independent vehicle auction operator with a dedicated utility and local authority sale taking place every other Tuesday and car sales every Monday and Thursday.

Our team of dedicated, personable and highly experienced individuals provides us with an in depth understanding of the intricacies of the market which enables us to respond promptly to meet the needs of both buyers and sellers – maximising value for both parties.

Combining physical auction operations with highly detailed online cataloguing and live bidding, we work with a wide range of vendors, as well as specialising in the sale of end of life vehicles for local authorities. We concentrate maximum effort on constant development of our ever-growing buyer base in order to achieve optimum competitive bidding in physical and simultaneous online auctions, to maximise the value of assets sold.

By location we benefit substantially from the fact that a very high percentage of buyers and retailers operate in the south and south east of the UK. Our business is also supported by 62% of the country's wealth which is in the same region. Our overall sales performance and business growth reflect these strong underlying territorial market advantages.

Annually we host an auction in support of a children's hospice, Chestnut Tree House. Since 2011 SVA has raised over £270,000 for this charity.

We have been working with SVA for many years now, in relation to the disposal of our used vans and cars.

We continue to use SVA as we feel we get the exceptional levels of service expected from an independent auction coupled with the high sale returns expected from a national auction.



Mark Hooper - RSPCA National Fleet Manager



Benefits

With over 60 years experience in the auction industry SVA has earned a reputation of trust and integrity. The Company has a respected credit rating and financial status. We are registered and fully compliant with the Financial Conduct Authority (FCA) regulations.

The business is also registered with The National Association of Motor Auctions (NAMA) and abides by its Code of Practice (see NAMA pledge).

We are dedicated to providing the highest market values for vendor assets and the best available stock profile for our buyers. We offer competitive fees for both buyers and sellers.

We invest in staff, recruiting the right people with motor industry and auction experience.

We also continue to advance our technology portfolio which includes a focus on high impact website marketing and advertising to ensure we remain front-of-mind with buyers, who can easily and quickly tap into our comprehensive vehicle specification data and high-resolution images of stock online.

Buyers can also bid online prior to or during live auctions. This encourages high stock turnover – assuring the most optimum market returns for vendors and fast, seamless payment.

NAMA Pledge

- To promote best practice in the industry
- To be fair to both seller and purchaser
- To protect the purchaser against defect in title
- To commit to the NAMA Code of Practice
- To ensure all staff are familiar with customers' rights under the Code
- To have an easily identifiable procedure for handling complaints
- To provide access to an independent arbitrator facility



'When it comes to Fleet vehicle disposal and service Shoreham Vehicle Auctions has the technical knowledge and marketing expertise to ensure that best prices are achieved and maximum asset values are returned promptly to vendors.'



Stewart Stephens MSOE, MIRTE
Area Workshop Manager, Hampshire Transport Management

Our Services

Once you have instructed us to dispose of your vehicle it will pass through several different departments and various processes. All of these steps are designed to increase the resale value of your asset and provide you with the tools you require as a disposal manager.

Decommissioning

It is important that before a vehicle is returned to the public marketplace that all identifying marks of its previous life are removed. E.g. hazard beacons, emergency sirens, communication kits and racking.

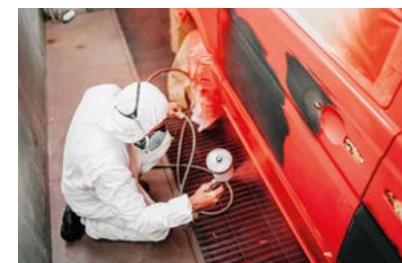


Transport – Vehicle & Plant Collections

On receipt of notification of your vehicle disposal requirements, our aim is to complete the collection within 48 hours of receiving your instruction. We employ the services of various reputable plate driver companies and logistics operators, offering first class multiple vehicle transporter services to move your vehicles safely to our site. All our suppliers are audited on a regular basis and insurances checked. Additionally we employ a team of 40 drivers who are trained to FCA standards.

Refurbishment

There are various presale refurbishment opportunities that can have a positive effect on the final resale value of your vehicle. We can offer SMART repairs and alloy wheel refurbishments or professional body shop repairs.



Vehicle Inspections

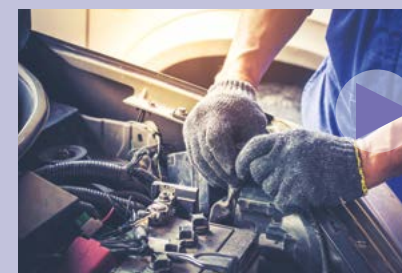
We use the latest technology provided by Kingfisher Auction Systems to give you an accurate representation of your asset. All of our appraisal staff are qualified to National Association of Motor Auctions (NAMA) standards and the quality of their work is regularly assessed to ensure those high standards are continuously met.

Our state of the art appraisal center has recently been constructed endorsing Alex Wright's commitment to the auction industry.

Mechanical Diagnostics and MOTs

MOTs are often overlooked when disposing of a vehicle. A full years MOT gives peace of mind to the buyer. It's a cost-effective way of maximising the resale value of your vehicle.

Also consider having any mechanical faults diagnosed correctly and declared. Accurate descriptions of vehicles will assist a prompt sale.



Valeting

All vehicles undergo a clean before sale, this is carried out by our industry leading partner PJM Valeting. They conform to all health and safety and COSHH regulations with data available via the online portal.

There are various levels of services available. For more information please speak to your account manager.

Valuations and Expertise

Our auctioneers have over 100 years experience between them to ensure that correct market values are placed on your asset. Be it a car, van, truck or plant item, we will make sure they are sold at the correct price. The knowledge we have gained over our time in the industry means we will have an answer for most questions you may have. If we do not, we will research it for you.



Logo/Livery Removal

We recommend the removal of corporate livery to eliminate the possibility of vehicle misuse and fraud when it is sold. On your instruction our partner PJM Valeting will complete this work professionally applying a process of mild heat and soft edge. To avoid damage no blades are used in this method.

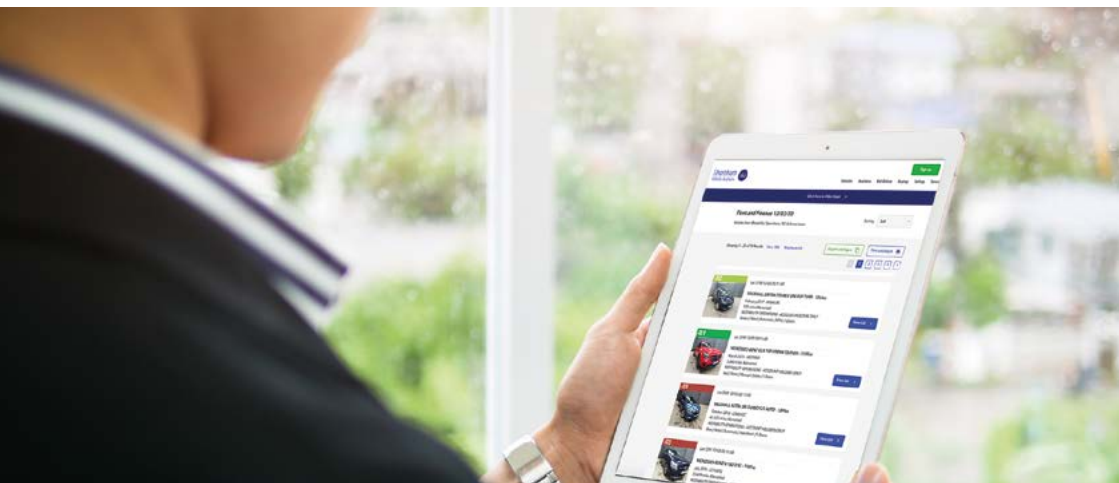
Training

We are able to offer various training opportunities for you or your staff. We recently won an award for our Electric Vehicle Training course which is presented in association with The Energy Savings Trust.

Courses are also available in vehicle appraisals, valuations and auction processes.

Should you require a specific training course we will be very pleased to provide one and tailor it to your needs.





Why choose Shoreham Vehicle Auctions?

Website

Our mobile friendly website gives our national and international buyer base access to your vehicle 24 hours a day allowing them to presale the vehicle before auction. Our innovative website also allows you to keep track of your asset whilst in our possession and download reports.

Presale Asset Marketing

All assets receive dedicated marketing to realise the maximum sale value. Our online catalogues can be uploaded to Autotrader I-Control. Prior to sale day all buyers receive a personal phone call, an emailed catalogue and a hard copy catalogue.

Presale Reporting

We have many presale reports available and if we don't currently have a report that suits your needs, we can create a bespoke report to your requirements.

Post sale Reporting

Much like our presale reporting the aim is to provide you with as much information as possible. Again, if we don't have a report that suits, we will work with you to create a bespoke version.

Vehicle Payments

We aim to make the process of selling an asset as easy as possible. Once your item is sold we will remit the sale proceeds to you within five working days. This can be by cheque or BACS. One of the main drivers for using auction is the transparency and fully auditable trail which combined with our online downloadable reports makes the reconciliation of your asset simple.

Car Auction Search

All our vehicles are can be found on Car Auction Search which is a central search engine for participating NAMA members giving access to over 250,000 cars, vans, trucks, plant, motorcycles and wheelchair Accessible Vehicles every year, widening our buyer base.

Finance

Outstanding finance on vehicles can hold up payments to you. To minimise delay we are able to settle any agreement and pass on the remaining balance to you.

Credit rating

SVA boasts one of the highest Experian Credit ratings in the auction industry and would be pleased to share the most up to date report with you upon request.

Customer Service

We pride ourselves on our service levels and are constantly looking to improve, so we appreciate all feedback – good or bad. Our customer service team is there to support you every step of the way.

CSR and Best Practice

Corporate Social Responsibility (CSR) is a key focal point for local authorities and public sector operators. Fleet managers and those with board level responsibility need to ensure that their entire process chain is accountable, transparent and traceable. This is highly relevant when it comes to vehicle disposal.

Auctions provide one of the most fail-safe means of remarketing ex-fleet vehicles, providing protection to the vehicle vendor along with competitive sales prices, speed of transaction and simplicity of process. An important factor is the transparency of transactions through an auction and the requirement to be accountable to both buyers and sellers. We are fully accredited with the FCA and have robust anti bribery and money laundering policies.

From a corporate governance viewpoint, any vehicle which goes to auction is sold for the best price on the day (allowing for reserves) and, providing the auction is to motor trade buyers only, the rules of 'caveat emptor' (let the buyer beware) apply, greatly reducing corporate risk for the sale of your asset.

Other sales routes leave operators open to scrutiny and exposure to a host of legislative and best practice challenges.



Top tips for choosing an auction operator

Financial Status

Auctions must demonstrate they are financially sound and trustworthy, both in collecting money from the buyer and remitting the sale proceeds to the vendor.

Are they NAMA registered?

Membership of NAMA reduces a vendor's vulnerability against rogue auctioneers. NAMA set the standard throughout the industry and it is compulsory for all members to sign up to their Code of Practice.

Do they operate online and physical auctions?

Auctioneers should offer both options to open-up stock to the widest possible audience.

Online pre-marketing is crucial

Vehicles should be easy to find online with full specification and descriptions this gives the buyer confidence and allows informed decision making solely through the internet.

Research reserve prices for similar vehicles

This practice helps gauge what a vehicle is worth and/or whether the vehicle should be marketed beyond the UK. Specialist utility vehicles can generate worldwide interest. Reserves should be set based on factual information.

Beware of the 'no fees' trap

If they are willing to do 'everything for nothing', why is this? Zero Commission can often mean inflated buyer fees which can compromise the quick sale of a vehicle and price achieved.

Presentation

Images of a vehicle should be taken from every angle. This is especially important for online buyers. Detailed images and descriptions will ensure vehicles secure strong bids.

Full documentation is a must

A V5 document, MOT certificate, spare keys, name of the authority selling the vehicle and full-service history adds great value.

Disclose any known mechanical faults

The vendor must disclose any known mechanical faults prior to auction to avoid exposure to the buyer rejecting the vehicle.



Benchmarking Service

Shoreham Vehicle Auction Benchmarking Service

At Shoreham Vehicle Auctions, we are convinced we can outperform your current supplier on prices achieved, service levels and conversion. Every one of our vendors consistently receive the same high level of service. We do not give you a "honeymoon Period" and let our standards slip.

SVA's Managing Director Alex Wright is to be found on the rostrum every week making sure the high standards are constantly delivered to both vendors and buyers and that best prices are achieved.

SVA - The Auction You Can Trust

The staff at SVA pride themselves on providing excellent service and attention to detail. They will process and auction your vehicle and plant disposals efficiently, followed by prompt return of sale proceeds.

The SVA team has regular contact with customers to ensure and maintain a clear understanding of Vendor and Buyer requirements.

We are very conscious of the need to be competitive with auction fees and are vigilant in our control of overheads to ensure competitive costs for customers.

SVA is a performance driven company, we believe in competition and the importance of statistical measurement to allow informed decision making. We would always recommend Vendors to benchmark occasionally to confirm that they are achieving the best value for their assets and a high service standard.

Our success is directly attributable to our powerful marketing. We concentrate maximum effort toward constant development of our ever-growing buyer base and the achievement of optimum competitive bidding in Physical auction in tandem with On Line bidding.

We are confident that we can generate a strong buyer interest for your assets and provide you with a service to maximise sales values.

Please call us. We look forward to discussing your requirements.



Shoreham Vehicle Auction provides the City Council with an excellent route for disposal of vehicles with a simple and efficient process, providing us with the reassurance and transparency of an open public auction. We are very happy with the prices achieved providing the council with a good return on disposal of assets.



Alfonso Mata
Fleet Management Officer, Southampton City Council

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At XBG Fleet Remarketing, we have some very demanding Corporate clients with a truly varied fleet of assets for disposal. Having used the services of Shoreham Vehicle Auctions since Alex Wright took the helm back in 2010, the level of expertise encountered is truly impressive, more akin to that of a large multiple site auction group. The service from all of the staff at Shoreham is second to none with their 'can do' attitude, as is their ability to achieve top residual values on all of our client assets sold through their excellent sales. And of course everyone at SVA are so friendly and helpful it is a real pleasure dealing with them. A first class auction site that we would have absolutely no hesitation in recommending.



Dave Woods - XBG Fleet Remarketing

MOBILIZE
FINANCIAL SERVICES

Europcar

 **Motability**

STELLANTIS
FINANCIAL SERVICES UK

Zenith
Intelligent Vehicle Solutions

nationalgrid

Novuna[®]
Vehicle Solutions

enterprise
rent-a-car

BT

SOCIETE GENERALE
Equipment Finance

British Gas
Looking after your world

RSPCA



For more information visit our website
www.shorehamvehicleauctions.com