

THE FLD EXECUTIVE BRIEF SERIES

5 WAYS FLD STREAMLINES THE REMARKETING PROCESS

Key Insights Into Important Fleet Topics



SUMMER 2024



Remarketing
Remarketing Without Risk.

REMARKETING USED ASSETS: THE RISKS ARE REAL

By all accounts, remarketing vehicles and equipment is a risky process. One fraught with pitfalls at every turn. From ensuring that title work is in order to accurately assessing a vehicle's true condition, there are multiple hoops fleets must jump through to prepare used assets for sale and to receive the highest possible return on their investment.

Why?

Because the longer it takes to remarket a used asset, the more it adds to the total cost of ownership as ongoing lease payments continue to accrue until a used asset is actually sold. And, depending on what kind of vehicle is being remarketed, that can mean several hundred dollars a day in additional costs.

Even more risky? If you're selling used assets through a dealer or auction, there's no telling what price you'll receive – further clouding the process and putting vehicle sellers at an even bigger risk.

During a recent series of focus groups and in-depth interviews, FLD's own Customer Advisory Board told us that risk associated with remarketing assets has never been higher. And that challenges brought on by the pandemic and industry disruption continue to negatively impact the remarketing process. That's included everything from lost and stolen assets to increased fees and even situations where they were unsure how their assets were being remarketed, and – in some cases - even where those assets were located.

Given these huge risks, what's the best course of action for fleets when it comes to remarketing used assets?

TURN TO FLD: WE'LL MAKE REMARKETING FAST, EASY and RISK FREE

At FLD, we sympathize with fleets facing remarketing challenges in today's post-pandemic world. And, we understand their plight perhaps better than any other remarketing provider in fleet. That's because remarketing used assets is all we do - and have ever done - at FLD.

In fact, we literally wrote the book on how to remarket used assets, pioneering the industry and setting the standard for fleet remarketers more than four decades ago. To this day, we're still

the only independent remarketer that will purchase any used asset upfront. Completely eliminating remarketing risk by giving our customers a quote in hours and purchasing their used assets in one simple, seamless transaction that takes about a week.

No hassles, no headaches, and no wasted time. Once you agree to our no obligation quote you'll receive full payment in about a week, leaving you to move on to more important things faster. And with our world-class Condition

Report Team – and a pedigree unmatched in the industry – you can always count on the highest offer possible for your used assets.

Here are 5 ways FLD streamlines the remarketing process for today's data driven, time challenged fleet professionals.

1 WE'LL BUY ANY ASSET IN ANY CONDITION – ANYTIME

Today's fleets are comprised of perhaps the oldest vehicles in the industry's history. Where once fleets regularly replaced aging vehicles every few years, pandemic fallout and a lack of ready access to vehicles has forced fleets to cling tightly to vehicles they would otherwise have retired when vehicle availability was rarely – if ever – in doubt. According to figures from S & P Global, roughly one third of all fleet vehicles - 98 million units - were under the age of 6 in 2019. By 2023, that number had fallen below 90 million, and isn't expected to recover to pre-pandemic levels until 2028. And while post pandemic vehicle availability appears to be picking back up, many fleets are still hanging on to aging vehicles for fear of not having enough to run their operation.

Given this likely once in a century situation, where will fleets turn to dispose of used assets when vehicle availability finally returns to some semblance of normalcy and it's safe for fleets to sell these aging assets? Even more importantly, who can they partner with to quickly and easily dispose of their assets next year, in five years, in a decade?

HOW FLD HELPS

At a time when so many fleet assets are likely well past their prime, fleets can take comfort in knowing that when we say we'll buy any asset in any condition, we truly mean it. Operable. Inoperable. Even salvage. If you accept our offer to purchase your asset upfront, we'll get you paid quickly and make the process hassle free. And for fleets lucky enough to be remarketing low mileage, high quality assets, our experience and expertise - coupled with the ability to accurately assess an asset's condition - means customers receive the highest offer possible. One where they can decide whether or not to accept instead of having to settle for whatever price their assets eventually sell for.



2 WE'LL GIVE YOU GREATER VISIBILITY INTO YOUR FLEET ASSETS

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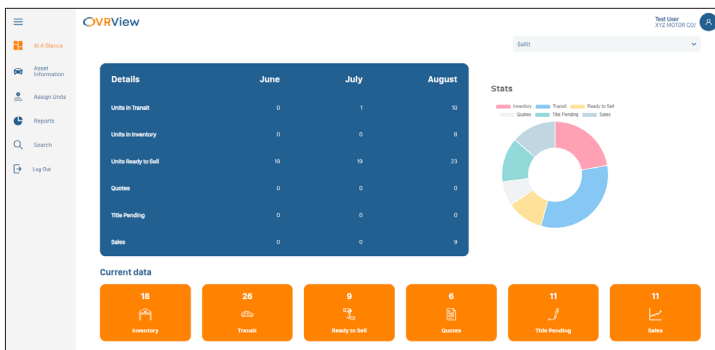
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HOW FLD HELPS

One of the biggest problems facing fleets today is gaining greater visibility in to their assets. And while it's an issue that has troubled the industry for decades, fallout from the pandemic has definitely made it worse, as consolidation among the fleet management companies and the general disarray make it hard to quickly, easily or accurately keep track of assets, their condition and their value. A problem that can be especially challenging for larger fleets, many who have assets spread across the country. A situation that can make it especially hard to get an accurate picture of an assets true condition, an especially important aspect of remarketing used assets.. Without an accurate assessment, fleets have no idea what their assets are actually worth, a situation that can negatively impacting ROI.

Even worse, without adequate tracking, fleets may not even know which assets are ready to be remarketed. Or, in some cases, where they're even located, often leading to confusion and extending the time to sale, further eroding ROI and muddying the remarketing process.

Taking it even one step further, fleets can use our free, proprietary OVRView app to quickly and accurately manage remarketing in real time from any device, anytime, anywhere they choose to work from. No more wondering where a used asset is located or what condition it's in. With OVRView, fleets can quickly and easily execute functions like reviewing quotes and authorizing payment, viewing photographs, and receiving accurate, up to the minute information on every asset in their remarketing channel. Now, gaining greater visibility into your fleet is as simple as pulling out a smartphone and tapping a few buttons.



3 WE'LL SAVE YOU TIME, MONEY & RESOURCES and HELP YOU DO MORE WITH LESS

According to recent studies by the US Bureau of Labor – American workers are being forced to do more with less of everything. Less budget. Less staff. And certainly, a lot less time to get things done. To illustrate this fact, American workers are – some would say – forced to be the most productive on the planet. In 2022 alone, American workers – on average – logged an 8.7 hour work day during a 5-day work week, compared to the average for all other developed countries combined at an average of 7.4 hours per day.

In addition to labor shortages caused by the pandemic, industry consolidation has forced many fleet services employees to work longer hours with less budget. Over the last few years – and for perhaps as long as a decade – many industry professionals have been forced to wear multiple hats and take on extra duties as staff gets cut, budgets dwindle and fleet management operations are jettisoned or merged with procurement departments.

HOW FLD HELPS

At FLD, helping clients save time, money and resources by making our process fast and easy has been the cornerstone of our company since the day we opened our doors.

To accomplish this, we take all the pressure off your fleet by handling the entire remarketing process after one call – or click – from you. No having to assign staff and resources to oversee the remarketing process. No wasting time dealing with hassles and headaches. And no worrying that you'll lose return on your investment by taking your chances selling at auction.

Once you accept our no obligation offer you simply wait to get paid in one seamless, seriously simple process that takes about a week. That's something no other independent remarketer will even attempt, and a feature a few of the FMC's just started offering after seeing how popular FLD's upfront offer was with customers for years.



4 WE'RE A SEASONED PARTNER FLEETS CAN COUNT ON

To put it mildly, the post pandemic fleet world has been a challenging environment. In addition to rampant consolidation many companies – including those in our industry - simply didn't survive. In some cases, long established fleet services providers went out of business while others morphed into something entirely different or who were forced to bring on scores of new personnel lacking the experience it takes to deftly navigate the nuances of asset remarketing and fleet management. A phenomenon confirmed by many of our fleet manager customers. Lending further credence to this premise, more than 31 million Americans either lost or changed jobs in the period between 2020 and 2023, a figure that had consequences for the fleet industry as well.

In addition to the turmoil caused by vehicle and labor shortages, supply chain snafus, and inflation, fleets have been forced to deal with perhaps the biggest sea change in our industry's history – the drive for carbon neutrality. A process that many fleets started in earnest as the pandemic ended, and one that will likely take at least a generation to flesh out as fleets slowly and methodically begin integrating alternative fuel vehicles into their operations.

Considering these unprecedented challenges, is it any wonder that so many fleets have grown frustrated and confused?

HOW FLD HELPS

As seasoned provider, FLD has become the recognized pioneer because not only do we say what we do - we do what we say.

That means when we say we'll be there for customers every step of the way, it's not just a marketing statement. It's a commitment that we've made good on marketing over 225,000 vehicles in 45 years. And that when we give you a quote, we stand by our offer until the payment for the full amount you agree to has been paid and you are on your way back to more important things that selling used assets. And when it comes to backing up our word, your guarantee of world class service comes from the same CEO who helped start the company. And from a team where more than 30% of associates have worked here for over 25 years. When it comes to being there for our customers, no other fleet service provider boasts our experience, ability and track record.



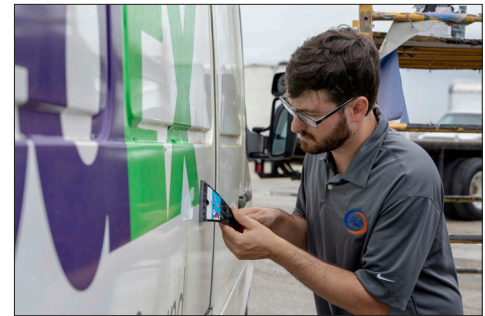
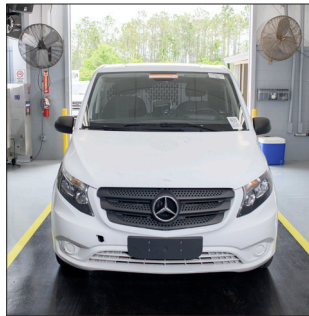
5 WE WORK WITH EVERY FMC TO ENSURE A SMOOTH TRANSACTION

There are 32 million fleet vehicles in the United States and buy most accounts over 70% are managed by fleet management companies. A sector of the industry that's been going through tremendous change over the last 5 decade. Where once there were 6 to 8 major players in the industry, now there are 3 or 4. That's a lot of change in a short period of time, and with all of this consolidation has come an equal amount of confusion. Not to mention the time it takes. And while it appears disruption around FMC consolidation has quelled, the after-effects have left many fleet managers unsure who they can turn to and often burdened by the fallout.

HOW FLD HELPS

Being fleet industry veterans, we know the vital role fleet management companies play to our mutual customers. It's one of the major reasons we've spent decades fostering relationships with the industry's top remarketing professionals at these fleet management companies.

Today, we work with virtually every FMC and have deep ties we can leverage to help streamline the remarketing process for the benefit of our mutual clients. From expediting title and transfer documents to ensuring the highest valuation possible by having our industry leading Condition Report Team inspect every vehicle, our priority is to work in tandem with our customer's FMC to provide a condensed remarketing cycle and a seamless customer experience every time.



CONCLUSION

Remarketing used fleet assets is a risky and time-consuming process. One where fleets not only run the risk of losing money, but a process that can bog down your operation, squander time money and resources while negatively impacting return on investment. It's a process that's best left to experts and seasoned remarketers with the track record to provide a seamless, hassle free experience and the highest possible return on a fleet's valuable assets.

TRUST THE LEADER THAT PIONEERED THE SPACE

Today's fleet industry is changing by the minute. To thrive, fleets need proven service partners who have stood the test of time. Providers who have the expertise and personnel to help them save time, money and resources while steering them clear of hassles. Personnel like FLD's **Condition Report Team** – the best in the business and the reason why we're the only remarketing provider that can make an upfront offer on any used vehicle or piece of equipment in any condition, anytime, anywhere in North America.



ABOUT FLD REMARKETING

FLD has been a leader and pioneer in the vehicle and equipment remarketing space for more than 40 years. We're the only remarketer that totally eliminates risk for our customers by purchasing their vehicles up front, before they go to auction or dealers, saving them time, money and hassles. Plus, sellers can manage the entire remarketing experience online from any device, anytime, anywhere – it's just that easy. Give FLD 5 minutes, and we'll tell you how we can totally eliminate your remarketing risk in one easy process that takes less than a week and leaves them free to move on to more important things.

FLD's Executive Briefs are developed and released every quarter and help our clients, partners and friends in fleet better assess current market forces to make decisions that help keep their fleets running smoothly, profitably and in the know. To find out more or to register to receive our quarterly executive briefs, quarterly Market Report or for a free 5-minute remarketing assessment, email marketing@fldinc.com or check out our website at www.fldinc.com.

