



**PLATINUM**  
Asset Services



*Auctioneers*

*Appraisers*

*Financiers*

**Personalized Service...  
Financial Strength**



**About Platinum**



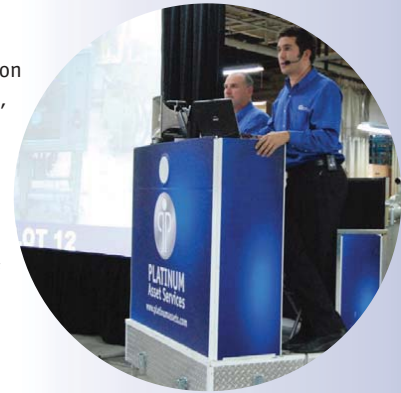
Platinum specializes in appraising, selling and financing industrial manufacturing machinery and inventory. Our team spans generations and comprises a group of unique individuals who provide creative and personalized asset management solutions to our clients. Our clients range from financial institutions, leasing companies, public and private corporations to sole proprietorships.

**Services**

- *Asset Disposition*
- *Appraisals*
- *Financing*
- *Strategic Business Advisory Services*
- *Asset Storage and Remarketing*
- *Asset Audits and Tagging*

**Asset Disposition**

The competitive nature of the auction process maximizes sales proceeds, generates immediate liquidity and leaves no item unsold. From initial strategic planning, asset marketing, auction setup, to supervised and controlled equipment removal, Platinum manages every aspect of the sale process.



*“The Key to a Successful Auction Sale  
is Effective Advertising”*

**Auctioneers • Appraisers • Financiers...**

**Auction Services**

The key to a successful auction sale is effective advertising. At Platinum we create tailor made advertising programs utilizing all available advertising mediums which include:

- Colour pictorial brochures
- Local and international newspapers
- Industry trade journals
- Our own and industry websites
- E-mail and fax advertising



The evolution of information technology has added a number of new auction mediums to the traditional onsite "walk around the plant" auction which include theatre style, online real time Webcast bidding, and online auctions. Depending on the industry, asset variety and plant location, Platinum will implement the most effective advertising and auction mediums available to maximize sales proceeds.

**Orderly Liquidations**

An orderly liquidation is conducted when there are limited purchasers for specific assets and for certain industries that are not suited for auction sales. Platinum will catalogue the assets, prepare marketing materials, set target selling prices on an itemized basis and negotiate sales with buyers.



**Appraisals**

As a recognized industry leader for comprehensive appraisal services, Platinum evaluates all types of industrial assets and inventories. Our clients rely on our experienced and knowledgeable certified appraisers who are detail oriented, resourceful and continuously in touch with the industrial marketplace reviewing market trends and conditions to ensure that our appraisals reflect the most accurate values possible. As an active buyer of distressed assets, we stand behind our valuations.



*“Our appraisals offer more than just numbers, they provide the knowledge you need to make an educated and informed business decision”*

Each Platinum appraisal contains relevant information with respect to the subject property including:

- (1) *Current market and industry trends*
- (2) *Appraisal methodology used and research performed*
- (3) *Recommended disposition methods and costs*

*“We have an intimate knowledge and understanding of the industrial market place – we buy and sell industrial assets on a daily basis”*

**Inventory Appraisals**

A detailed review of the subject inventory is performed. Inventory levels, mix, usage, backlog, historical sales levels, and gross margins are analyzed. A distinct model is then designed to analyze and grade the inventory on a line item basis.



**“Personalized Service... Financial Strength”**

## *"Personalized Service... Financial Strength"*

### **Financing**

#### *"Creative, Flexible and Fast"*

At Platinum we tailor our financing programs to our clients' needs. While many traditional lenders focus solely on cash flows and inventories, as a borrowing base, we lend against all assets. Capitalize on our knowledge and unlock all of the value in your company's receivables, inventory, machinery and equipment and real estate.

### **Financial Guarantee of Value**

#### *"The Machinery Put"*

In situations where a lender is uncomfortable with the value of their fixed asset security, Platinum will guarantee the value of the fixed assets for a specific time period.

### **Strategic Business Advisory Services**

#### *"Creative Solutions in Tough Times"*

*Are you approaching retirement age but have no one to take over your company?*

*Would you like to sell your business?*

*Is your company experiencing financial difficulties, and you don't know where to turn?*

If you answered yes to any of the above questions, we can help. Our in-depth experience working with troubled companies allows us to analyze your company's current financial and operating situation from a fresh perspective. Working closely with a variety of financial and leasing institutions, lawyers, and restructuring professionals, our team will sit down and review your situation and put together a Platinum Plan of action.

**www.platinumassets.com**

### **The Negotiator**

Whether you're selling and/or purchasing a machine, a product line, a group of assets, or negotiating with your partners or investors, Platinum provides a fresh non-emotional perspective to your overall negotiation strategy.

As negotiations become heated and more complex and possibly adversarial more often than not negotiators lose sight of their objectives and negotiations become personal and emotional between the parties. The foregoing scenario is detrimental to business profitability. Platinum assists corporate executives in complex negotiations providing a fresh non-emotional perspective and facilitates achieving the goals at hand.

### **Asset Removal, Storage and Remarketing**

With over 30,000 square feet of crane assisted storage, Platinum has the facilities to store and/or remarket your assets. We can arrange to have your assets picked, placed in storage and if required, remarket them to the public.



### **Asset Audits and Tagging – "A Service for Lenders"**

Many lending institutions do not obtain sufficient descriptions of the assets that they lend against. Detailed documented asset descriptions containing both model and serial number will facilitate proper security registrations, realizations, and protect lender interests. If required, the assets can be tagged.

Member In Good Standing



**PLATINUM**  
Asset Services  
[www.platinumassets.com](http://www.platinumassets.com)

12 Steinway Blvd., Unit 1, Toronto, Ontario M9W 6M5  
Phone: 416.366.2326 • Fax: 416.366.2325

**Auctioneers**

**Appraisers**

**Financiers**

