

Matching buyers and sellers in a specialised online insolvency marketplace is the most efficient route-to-market for IPs under pressure to sell distressed businesses and assets quickly at maximum value for creditors. For example, a simple posting on our dedicated online service can put IPs in touch with serious buyers immediately and far more cost-effectively than expensive, less focused advertising...



# IP-BID.com

The UK's Online Insolvency Marketplace

## Marketing made simple

Convenient and cost-effective, IP-BID can expedite the whole process of identifying and contacting serious buyers. Whether pre or post a formal appointment, Insolvency Practitioners have the opportunity to market businesses and assets to active buyers at rates far cheaper than conventional advertising.

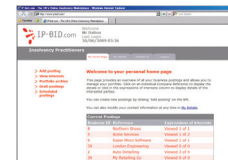
**Making it easy** Free registration is straightforward and there are no catches or hidden commitments. The registration process takes just a few minutes and then you will be able to start posting business opportunities immediately.

**Keeping it reasonable** Whenever you register, you will not be charged a penny until you choose to post a business opportunity with IP-BID. For about the same cost as a standard notice in The London Gazette, we will post your business opportunity on IP-BID.com and alert by email all of the interested parties who have specified criteria that match your opportunity.

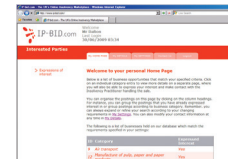
**Generating interest** Relevant interested parties will then have the chance to express an interest in your posting and we will forward expressions of interest to you. You can then pursue any of those expressions of interest at your discretion. Your posting will remain accessible for as long as you wish and, as well as the initial match with our database of interested parties, the posting will be sent via email alert to any new relevant interested parties that sign up to IP-BID while your posting is 'live'.

**Minimising the risk** The IP-BID service is backed by a guarantee that we will not charge the full posting fee unless we are able to find a match for your opportunity. If we do not find a match, we will charge no more than a nominal administration fee – therefore your risk is minimised. And, in any case, each one-off posting fee is recoverable as a Category 1 Disbursement.

## Welcome to IP-BID.com a new solution to a constant challenge



Insolvency Practitioners  
Personalised home page



Interested Parties  
Personalised home page

Designed specifically for Insolvency Practitioners, IP-BID aims to transform the process of marketing businesses and assets. By creating a convenient one-stop shop for distressed businesses and assets, IP-BID will attract serious buyers looking for specific opportunities.

The targeted service also reduces administrative time your team might waste handling fruitless general enquiries from the many 'tyre kickers' out there.



# IP-BID.com

Check out [www.IP-BID.com](http://www.IP-BID.com) for yourself

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## Reaching new markets

At present it can be difficult to justify the high cost and slow response times of advertising a small or medium sized business and assets in the Financial Times or trade journals. Therefore in many cases potentially viable businesses are sold on to the former management without the benefit of testing the market or they are simply broken up and sold piecemeal.

IP-BID opens up new markets – for instance, selling a customer list and telephone numbers to a competitor many miles away, who might otherwise be unaware they were available to purchase.

## Testing the market

In some cases there simply isn't time to market a business and assets using conventional means and so 'take-it-or-leave-it' deals have to be done without testing the market. With IP-BID you can now test the market and feel more confident that the deal being done is the best reasonably obtainable.

## Expediting the process

Tracking down serious buyers in sometimes unfamiliar business sectors can involve labour-intensive and time-consuming research, generating costly disbursements on advertising, telecanvassing, mail shots, marketing materials and so on. An indiscriminate trawl of the market can only add time and costs – inevitably eroding funds available to creditors.

By contrast, using an internet based service dedicated to the insolvency sector, relevant interested parties identify themselves from the outset. IP-BID cuts through much of the cumbersome process of marketing distressed businesses and assets – whether pre or post a formal appointment.

## Staying focused

Reinforcing IP-BID's online marketplace, customised email alerts ensure that relevant interested parties are notified quickly of appropriate opportunities. The interested parties consider the opportunity and can express interests – all online. IP-BID then automatically sends details of those potential buyers expressing an interest to the Insolvency Practitioner – in some cases all in a matter of minutes. This ensures that Insolvency Practitioners receive only relevant and focused expressions of interest.

## Taking care of statutory obligations

The insolvency process is highly regulated and IPs have a duty to maximise value on behalf of creditors. There is additional pressure to sell businesses and assets within a tight timeframe – sometimes within days or even hours when value may otherwise diminish.

By casting the net widely among active buyers, via IP-BID, IPs can rest assured that they are taking a further precaution in fulfilling their requirement to realise the best possible value.

## Improving the profession's image

There have been calls for greater transparency around business and assets sales in the insolvency process. Negative perceptions have been fuelled by the emergence of pre-packs – the controversial practice of lining up a preferred buyer ahead of the official appointment of an IP. Pre-packs are "under a lot of scrutiny", Alchemy Partners' Jon Moulton told licensed trade paper The Morning Advertiser recently. The private equity firm boss added: "Not getting the best value back for the assets is the danger."

IP-BID provides a fair and open marketplace and offers an additional response to criticism that assets might have been undersold.

So, if factors such as convenience, cost-effectiveness, speed, focus, transparency and reassurance are your priorities, register now to take advantage of the UK's Online Insolvency Marketplace. However, if we still haven't answered all of your questions, feel free to contact us at the website with your enquiries and comments.

The IP-BID.com **TOP 10** reasons for transforming the process of marketing distressed businesses and assets:

- 01 Efficiency** A dedicated online service expedites the cumbersome procedure of identifying and contacting potential buyers
- 02 New markets** IPs gain instant access to a bigger pool of active buyers
- 03 Speed** An internet solution provides the fastest route-to-market for IPs under pressure to sell businesses and assets quickly
- 04 Focus** An online approach is more targeted than costly advertising and totally geared to IPs' timescales
- 05 Cost-effectiveness** Instantly matching interested parties with new opportunities online reduces labour-intensive research and time-consuming canvassing
- 06 Convenience** A proprietary email system delivers relevant expressions of interest from serious buyers automatically to your desktop
- 07 Transparency** A web-based resource facilitates the wider marketing of pre-packs, while maintaining appropriate levels of confidentiality
- 08 Reassurance** A fair and open marketplace helps to satisfy regulatory requirements and to achieve the best possible value for creditors
- 09 Confidence** IPs retain control of the process at all times
- 10 Zero cost solution** Each one-off posting fee is recoverable as a Category 1 Disbursement and registration is absolutely FREE

**For more information, contact:**  
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