

May 7th, 2010 - Used object sales – online and international

The sale of used objects is becoming a factor of increasing significance in the leasing business. To help make the used sales process more efficient and more transparent, VB-Leasing International developed an online tool as a way to offer for sale used objects from across the group. Dealers and commercial end customers now have the possibility of acquiring their used objects on 10 European markets.

The web-based used sales platform first went online in Poland in February 2009 and already has several thousand registered users/dealers – a number which is on the rise. As of the summer of 2009, the platform includes all 8 VBLI countries (Czech Republic, Slovenia, Croatia, Poland, Bosnia-Herzegovina, Slovakia, Serbia and Romania). In November 2009, FB-Leasing Russia began selling its objects over the used sales platform. VR-Leasing in Germany has been using the tool to sell used objects since the beginning of 2010. At this time, a total of about 1,600 used objects are online for sale or re-lease.

The platform also creates a clear advantage for international bulk buyers: it gives potential buyers an overview of the group's range of used objects as a way to put together individual packages. "The past few months have shown that the platform also is a very useful tool for package sales to bulk buyers. Priority is given to providing individual attention to every buyer in order to guarantee the best-possible business transactions and to lay the foundation for long-term partnerships," says Peter Havranek, in charge of coordinating package sales for bulk buyers for VB-Leasing International.

In creating a cross-border used sales platform, VB-Leasing International is investing in an instrument to actively promote the sale of used objects. The aim is to use the platform to optimise the sales and used sales process within the group in the long term and to boost revenue as a result.

The "Marketplace" can be found on the right side beneath the registration toolboxes.