

# A New Way Of Handling Product & Equipment Liquidation

B-Stock Solutions Replaces Manual, Inefficient Processes & Opens The Market To Thousands Of Buyers

**INVENTORY LIQUIDATION.** Taking care of overstock products, retail returns, salvaged equipment, and other used items can be a logistical nightmare.

The process requires gaining a clear understanding of what you have; soliciting bids or negotiating deals with potential buyers; then packing and shipping the products and collecting the funds. All the while, you're likely taking away valuable time from other tasks and leaving money on the table

B-Stock Solutions is changing all that. "Our solution brings efficiency to the process of liquidating excess inventory," says CEO Howard Rosenberg. "We not only bring sellers 20% to 50% improvements in recovery rates, but we reduce the amount of time required to manage the process."

B-Stock Solutions is able to do that through the use of technology, services, and expertise. "We build and manage branded, private auction marketplaces for our clients. We then fill those marketplaces with buyers who meet our clients' criteria to create demand. It is a turnkey solution that makes our clients more money."

## Extensive Expertise

Rosenberg knows a thing or two about auctions, having spent about six years at eBay working on the company's business-to-business auction space. When eBay decided it no longer wanted to pursue the B2B space—at

least in the format it had been doing it—Rosenberg took the business over from eBay and launched B-Stock Solutions.

"We built our own platform and were off and running," focusing on technology while adding services, resulting in a full-service solution to help clients manage asset liquidation.

B-Stock customers appreciate that expertise. "Running auctions is really not trivial; it's not as simple as throwing something up on an auction, putting it in front of people, and expecting to get the best price," Rosenberg says. It takes analytical work, measuring and testing variables that can impact auction results. "Our team has decades and decades of accumulated experience, so we are very good at figuring out how to optimize the results of any particular situation."

## The Process

B-Stock Solutions works with companies looking to liquidate virtually any type of asset or product. "This approach really applies equally well to virtually any type of product, any condition of product," Rosenberg says. "It's much less about the specific product and more about the different type of process."

That process starts by engaging clients, understanding their needs and goals, then taking them through a 30-day implementation process where B-Stock experts learn about the business and requirements.

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After that, B-Stock launches the client's private online auction marketplace and fills it with buyers that have been vetted based on the client's requirements. This idea of getting inventory in front of a vetted, qualified group of perhaps as many as 10,000 potential buyers is a "very new idea," Rosenberg says. "It's really a game-changer in terms of taking that level of demand and putting it into a transparent competition in a real-time environment in our marketplace. It really changes results substantially."

After initial setup, customers simply send in their inventory manifests, which their B-Stock representative "turns into listings based on everything we've learned about how to best optimize auction strategy."

Customers wait for information from B-Stock on what and where to ship; B-Stock can handle getting funds from buyers.

## Better Returns, Efficiency

By having B-Stock help with your equipment liquidation, you'll benefit from higher value and increased operational efficiency, Rosenberg says. Customers like the increased recovery rates that they get and the easier, more streamlined liquidation process, he says.

But it is the B-Stock team that helps make the difference. "Companies don't typically focus a lot of time on liquidation," he says. "We really work hand in hand with clients, looking for ways to make life easier for them and help make them more money." 

## B-Stock Solutions

Uses a unique combination of technology, services, and expertise to build, host, and manage private auction marketplaces to help companies liquidate excess inventory or equipment.

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