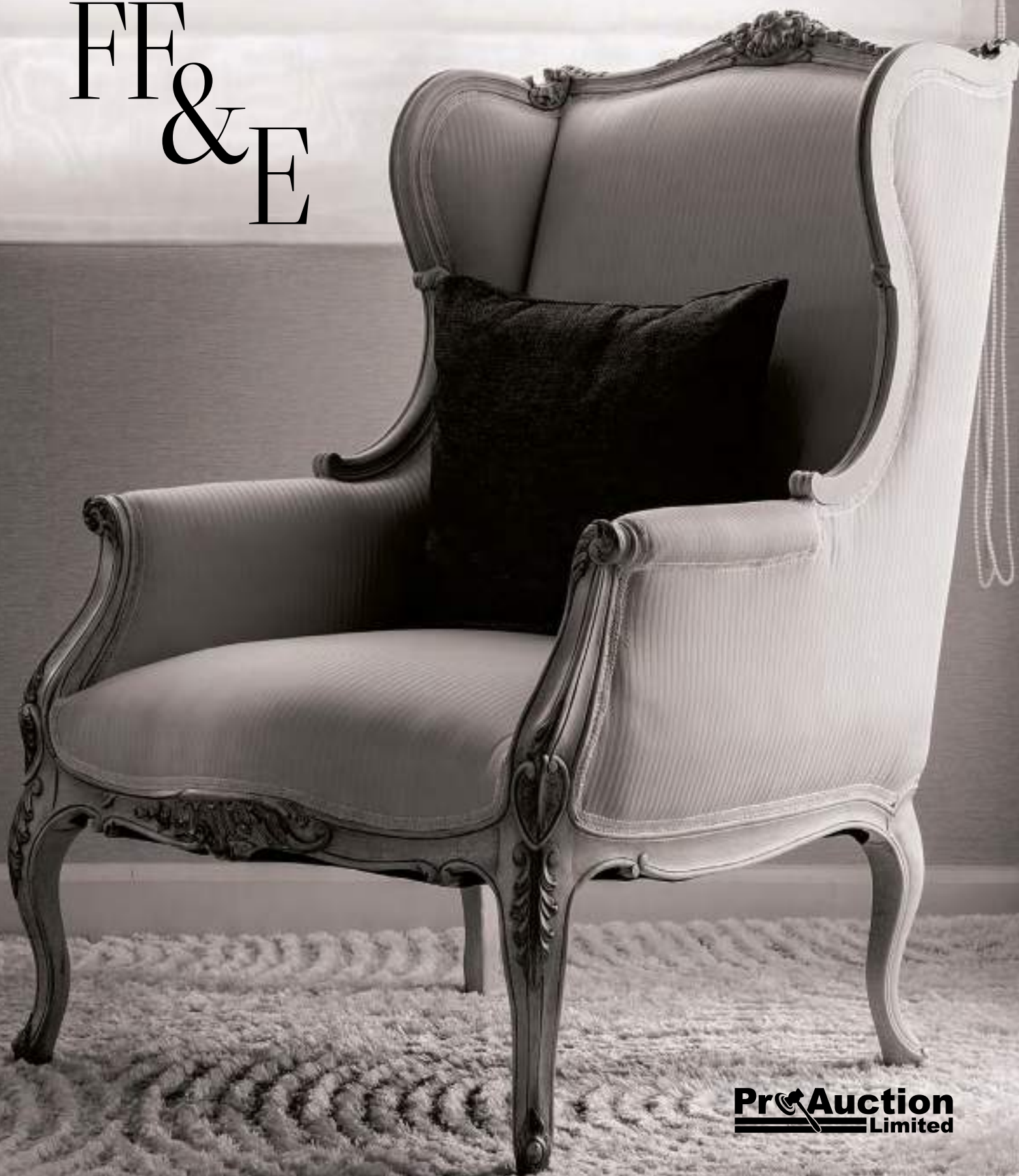


HOTEL FF &E





"Success is no accident. It is the result of a commitment to excellence, adaptive planning, and conscious effort."

MARK FLYNN
Director

mark@proauction.ltd.uk
07903 018331

SIMON ROSE
Director

simon@proauction.ltd.uk
07946 496697

www.proauction.ltd.uk | Pro Auction Ltd, Midsomer Enterprise Park, Bath BA3 2BB



IT ALWAYS
SEEMS IMPOSSIBLE
UNTIL IT'S DONE

AT PRO AUCTION IT'S MAKING THINGS HAPPEN...

Our specialty is providing asset valuation and FF&E redeployment and sale to some of the world's most prestigious luxury hotels and residences. Working closely with world-renowned owners and operators to make their visions a reality is how we excel. Every project undertaken results in a positive return on investment, reduced waste and a positive contribution to the refurbishment program.





CREATING SHARED VALUE...

Our clients work with us because they know we have their best interests in mind. This trust is built from our shared values and understanding of what is most important to them. We provide a comprehensive service based on the needs of our clients. Our expert ability to schedule, evaluate, market and sell surplus assets ensures confidence in our overall asset recovery process while securing maximum realisation values. Working closely with clients throughout the whole process providing a high quality results orientated service based on sophisticated proven technologies and specialist staff, we provide expert advice from initial valuation, planning and implementation through to the exit strategy.

We get results on a cost effective basis for clients that consistently backs our ability by returning time and time again to our services.

DELIVERING SOLUTIONS...

Our comprehensive range services ensures we focus on delivering tailored solutions to our customers’ needs. Whether we are supporting the delivery of a multi-million pound refurbishment project, delivering a sale strategy for asset disposal or preparing FF&E inventories to improve product life cycles, we seek to ensure the customer ends up with the result they want.

- Asset Valuation

FF&E Schedules

FF&E and OS&E Sales

Furniture Removal

Auction, Tender and Private Treaty Sales

Asset Tagging

Capital Asset Appraisals

Logistics, Storage and Shipping

Product Lifecycle Management

Furniture Dismantling

Re-Branding / Change Of Use Schedules
- Asset Relocation

Recycling

Specialist WEEE Collection & Recycling

Catering & Commercial Equipment Removal

Guest Room Clearance

Refurbishment and Renovation Programs

Project Management

Site Clearances



OUR GLOBAL REACH



Thanks to the long-established personal networks and our reputation Pro Auction enjoys a world class global reach. Our services are offered throughout the world and are serviced from our UK and European office base ensuring client projects nationally, throughout Europe, The Middle East and Asia are completed on time every time. We are privileged to work within such a diverse and ever changing luxury environment and delighted to present a small selection of our past appointments here.

HEAD OFFICE	SALESROOMS		
Pro Auction Ltd	Druid Street	Paynes Lane	Olympisch Stadion 24
Midsomer Enterprise Park	London	Rugby	1076 DE
Bath	SE1 2EY	CV21 2UH	Amsterdam
BA3 2BB			Netherlands



LUXURY EPITOMISES
GREAT DESIGN
AND WORKMANSHIP

COMPLETE RENOVATION OF A LUXURIOUS FIVE-STAR HOTEL

Working in partnership with the client, we carried out a full asset survey followed by a public auction sale of the entire contents of the prestigious Lanesborough Hotel on the doorstep of Hyde Park, London. The building is known for its historical significance sitting beautifully in all its antiquity between Knightsbridge and Belgravia, The Lanesborough London is not just an iconic part of the historic city, but stands too, as a significant landmark within the European hospitality landscape. Its latest renovation echoes its illustrious ethos of class, quality and the highest level of sophistication.





TRUE QUALITY IS
TIMELESS

REFURBISHMENT OF AN AWARD-WINNING MAYFAIR HOTEL

Appointed by The Westbury Mayfair, A Luxury Collection Hotel, London Pro Auction undertook the sale of 225 guestrooms and corridors, suites and public areas, including the restaurant, bar, lounge, lobby, business centre, gym, liquor and wine stocks and back of house areas. The hugely successful sale of the FF&E and assets paved way for the redevelopment of the site and a new management agreement with St Regis which is due to debut in 2023.





THINK BIG
THEN FOCUS ON
THE DETAIL



KNIGHTSBRIDGE PHASED REFURBISHMENT

Pro Auction delivered exceptional results in the sale of guest room FF&E over a phased time period comprising of 168 rooms and 26 suites, the services delivered whilst the hotel remained open throughout the refurbishment program. The Mandarin Oriental Hyde Park, London A Grande Dame reimagined and reinvented for the 21st century, is recognised for genuinely kind and generous service. The hotel is perfectly positioned to offer unique experiences in an incomparable location between the Royal Park and bustling Knightsbridge.



CHANDELIERS ARE
THE JEWELLERY
OF FF&E



OTTOMAN PALACE

Appointed by the owners and MACE projects to prepare the entire asset listing, valuation and photographic schedule for 310 bedrooms and suites, public areas, restaurants, leisure and spa facilities and artwork collection. Çırağan Palace Kempinski is the only Ottoman Imperial Palace and Hotel on the Bosphorus. Offering a resort ambience in vibrant Istanbul the hotel reflects the ultimate luxury of a genuine Ottoman Palace.

LUXURY
LIVES
IN THE
FINER
DETAILS



CONVERSION OF A FORMER ROYAL RESIDENCE

Designed with cutting-edge interiors and art-filled spaces, this privately owned property client appointed Pro Auction to sell the entire contents of this 40 bedroom property in the heart of Knightsbridge. The sale attracted worldwide interest and resulted in significant revenue for the client and was delivered in advance of critical timeframes, ensuring that the property was handed over to the development team to commence immediate works.





ARCHITECTURE IS THE
BONES OF A PROJECT
FF&E IS THE FLESH THAT
MAKES THE WHOLE COMPLETE



GRADE II LISTED COUNTRY HOUSE HOTEL

Appointed by Ennismore, Pro Auction were tasked with the sale of the entire FF&E for 130 guestrooms, public areas, restaurant and commercial kitchens at this magnificent Grade II listed mansion set in the heart of a 3,000 acre estate. The revenue generated exceeded expectations and resulted in zero landfill waste for the client.



DETAIL
DEFINES
THE
WHOLE

FIVE-STAR BOUTIQUE HOTEL FF&E

Katara Hospitality appointed Pro Auction to value and sell selected pieces of high end FF&E in advance of a light refurbishment program. The Adria hotel is an elegantly restored 19th century Victorian townhouse, and naturally fuses the charm and grace of a private English residence with warm and generous hospitality, creating a refined haven for the sophisticated traveller.





HARMONY, RHYTHM
AND BALANCE ARE THE
GUIDING PRINCIPLES OF
GREAT DESIGN



GRANDE DAME RENOVATION

Appointed to prepare the asset schedule and sale of FF&E for 250 guestrooms and suites, public areas, the promenade and the bar during a phased refurbishment. Steeped in London's history and a destination in itself, The Dorchester invites you to make your own mark on the ever-evolving legacy of this amazing hotel, we are delighted with our appointment and this world renowned iconic hotel.

WORK WITH US

Pro Auctions team of experts offer a professional service based upon our wealth of experience. Our comprehensive service is based on the needs of our clients.

We collaborate on refurbishment projects with a wide range of stakeholders including owners and operators, construction and property consultants, architects, designers, fit out contractors, project managers, procurement firms, and investment advisors. The FF&E element of the project is always on time and seamless with this collaborative approach.

The expertise we possess in valuing, marketing, and selling surplus assets has enabled our clients to receive the best possible price for surplus assets with no interruption to their daily operations. Our worldwide experience with FF&E and O&E disposal serves hotel owners and operators all over the world.

Appointing Pro Auction ensures that our clients achieve the following key successes:

- Return on investment for redundant FF&E assets.
- Significant cost saving vs disposal.
- Sustainability, green and environmental credentials.
- Zero Waste.
- Fast proactive response.

We go beyond what our competitors can offer. Our extensive knowledge of the refurbishment process and program elements ensures we deliver the best possible solution for our clients.

Telephone: (+44) 01761 414000

Email: info@proauction.ltd.uk

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