

ABSTRACT

PLATFORM FOR FACILITATING AND COMPLETING TRANSACTIONS

- 5 A platform for facilitating and completing transactions comprising a portal for facilitating transactions between at least one buyer and a seller; and a negotiation engine configured to receive an undisclosed minimum purchase price set by the seller; wherein upon receipt of an offer price from the at least one buyer equal or above the undisclosed minimum purchase price, the
- 10 negotiation engine is operable to accept the offer price; and upon receipt of the offer price below the undisclosed minimum purchase price; the negotiation engine is operable to forward the offer price to the seller for considering whether to complete the transaction. The platform is configured to incorporate a descending price mechanism and a buyer may at any time place a bid based on
- 15 a current ask price, provided the ask price is above or equals to the undisclosed minimum purchase price.

FIG. 1