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DAA of the Rockies Named NIADA Auction of the Year

Dealers Auto Auction of the Rockies, a leader in customer service and community service, has been named Auto Auction of the Year by the National Independent Automobile Dealers Association. The award was presented to the Denver-based auction's owners, Brad Sturgeon and Bill Baker, and the auction's executive vice president Michele Noblitt representing the DAA of the Rockies staff, during the NAAA's annual conference in Indianapolis.

DAA of the Rockies is the fourth ServNet auction to receive the honor since NIADA began presenting the award in 2008. Previous recipients include Brasher's Northwest Auto Auction (2012), Dealers Auto Auction of Oklahoma City (2011), and BSC America's Tallahassee Auto Auction (2009).



In presenting the award, NIADA executive vice president Steve Jordan said that DAA of the Rockies "has proven its business excellence over the years and is noted for outstanding



customer service, consistently going above and beyond as the staff strives to put their clients first. The auction is also very involved in the industry and supportive of its state association, including charity efforts such as the Wounded Warrior project."

"The motto at DAA of the Rockies is *Our People are the Difference*, and it shows," said Noblitt in accepting the award with Sturgeon and Baker.

"Our thanks go out to Todd O'Connell and the rest of the CIADA board members for nominating us for this award. We value the relationship we have with the CIADA and fully support the association," continued Noblitt. "Brad and Bill, owners of the auction, have always put the needs of the customer first, and we have instilled this philosophy in our entire staff. Our community involvement continues to grow every year. We have a very generous group of dealers who consistently donate to our worthy causes throughout the year"

"Along with Joe McCloskey of McCloskey Motors of Colorado Springs who won the NIADA's Dealer of the Year Award, I think we have the state covered! Thank you, Steve, and the NIADA for this award," Noblitt said.



"DAA of the Rockies not only accommodates our needs by providing a location to stage and organize the trade walk from our eighteen stores on a weekly basis, but always goes above and beyond by providing the best customer service of any auction I have been to in over forty years of using auctions," said Ron Stiner, Used Vehicle Director for Auto Nation, Denver Market.

Early in 2013, DAA of the Rockies opened its 12,000 square foot Recon Building to provide improved efficiency and service to its customers. The building houses a mechanical shop, full detail department, and a state of the art photo booth. The vehicle images captured by the photo booth help provide high quality images of customer vehicles which help increase interest during online viewing and purchasing.

In April, DAA of the Rockies started expanding its efforts in online sales by providing condition reports and pictures on every vehicle consigned to the auction. DAA of the Rockies

employs condition report writers who have completed the NAAA certification class for condition reports and frame damage. This service provides the auction's customers, whether buying online or in lane, the opportunity to preview inventory on the auction's website so they can make profitable buying decisions.

DAA of the Rockies has continually promoted community involvement through various association and auction fundraising events. For the past three years, DAA of the Rockies has held an annual charity auction that benefits local Colorado charities, raising over \$33,000 to date. DAA of the Rockies also participates in the CIADA's Annual Golf Tournament and holds fundraising drives for local food banks and other charities.

In addition, the auction promotes community giving by running donation vehicles in its weekly Repo Sale.

"Vehicles For Charity (VFC) sells 15 to 30 donated cars a week at DAA of the Rockies but we are treated like we sell 150 to 300 cars a week," notes Conor McKenna, VFC auction representative. "DAA of the Rockies consistently goes above and beyond, and has helped Vehicles For Charity raise over a million dollars a year for Colorado charities."

NIADA has presented the award annually to an outstanding NAAA auction since 2008. The winning auction provides the highest level of customer service and resources for NIADA's independent dealers, displays support for its state association and its dealer members and participates in dealer events and promotes the industry by showing exceptional service to its local community.

Dealers Auto Auction of the Rockies was founded in 1995 by industry veterans Brad Sturgeon and Bill Baker. Situated on 24 acres in Denver, Colorado, the auction holds a weekly sale on Thursdays at 9:00 am on five auction lanes. With an average consignment of 1200 cars and trucks per week, the auction features vehicles from Ally Auto Remarketing, Credit Acceptance Corp, DT Credit, Security Capital, AutoNation, Emkay Leasing, and DriveTime. DAA of the Rockies holds internet sales powered by AuctionPipeline

