



**FOR IMMEDIATE RELEASE: 2/20/13**

**Contact: Cynthia Cates**

**Phone: 916.231.6360**

**Email: [cynthia@servnetauctions.com](mailto:cynthia@servnetauctions.com)**

## **Mark Melton Named General Manager at Brasher's Northwest Auto Auction**

EUGENE, Oregon - Brasher's Auto Auctions has announced that Mark Melton has been named the General Manager at Brasher's Northwest Auto Auction in Eugene, Oregon.

"We are very pleased to announce Mark Melton's promotion to the General Manager's post at Brasher's Northwest Auto Auction," said owner John Brasher . "He has been an integral part of our team at Brasher's for many years, and has consistently set high standards for service and performance. He is well-respected in the industry and has developed strong relationships with the auto dealers in the Pacific Northwest as well as with national remarketers. We appreciate his contribute to the auction, and are very excited for the future at Brasher's Northwest Auto Auction with Mark at the helm."



Melton has worked for Brasher's since 1998 when he joined the sales team at Brasher's Portland Auto Auction. After 18 months in Portland, he moved to Eugene to oversee the fleet/lease department at Brasher's Northwest Auto Auction. In 2007 he was named the auction's General Sales Manager, with dual responsibilities for the sales department and the fleet/lease department. Melton has been instrumental in spurring the growth of the auction's RV and Specialty sale, which known throughout the US as the largest in the Pacific Northwest. He graduated magna cum laude from Utah Valley State College with degrees in Business Management and Accounting.

Brasher's Northwest Auto Auction is one of seven actions owned by the Brasher family in the West and is a member of the ServNet Auction group. The auction holds a dealer consignment sale every

Wednesday, averaging over 500 units per week and 68% sold. The auction's RV sale is held on the 2nd and 4th Wednesday of every month. Brasher's "World Famous" Specialty Auction on the 2nd Wednesday and the Tuesday prior averages 700 RV, Marine and PowerSport units.

Recently named the 2012 Auto Auction of the Year by NIADA, Brasher's Northwest Auto Auction is seven-time winner of ARI's Auction of the Year Award. It is a repeat winner of the Specialty Auction of the Year Award from both US Bank and Bank of America, and a two-time winner of Capital One's Auction of the Year Award for the Northwest Region..