



FOR IMMEDIATE RELEASE: 2/20/13

Contact: Cynthia Cates

Phone: 916.231.6360

Email: cynthia@servnetauctions.com

ServNet Fosters Innovation and Best Practices with New Committee Structure

ServNet has recently announced a change to its organizational structure, dividing its membership into tactical committees, reports Patty Stanley, ServNet's Vice President and owner of two ServNet locations: Carolina Auto Auction and Indiana Auto Auction. Currently, each owner of the 31 ServNet auctions serves on one of five committees: Technology, Brand Awareness, Events, Sales and Special Projects. Each committee is chaired by a member of ServNet's Board of Directors.

"In forming the committees, our goal is to offer even greater opportunities for ServNet's auction owners to be involved in the important areas of business that affect ServNet as a whole, as well as to drive ServNet's operations," said Stanley. "Every ServNet owner's voice is important to the success of our organization, and as the number of ServNet auctions has grown, we want to ensure that the owners continue to influence the decisions that affect ServNet's business environment and the marketplace," Stanley explained.



Patty Stanley
Owner, Carolina / Indiana A/A
Vice President, ServNet

Stanley reports that ServNet has recently unveiled several new strategies that have resulted from the work of ServNet's committees. She notes that, thanks to the Technology Committee, ServNet will soon have an analytics program in place to provide auction customers with meaningful data from both individual auctions and the group as a whole. She indicated that the Sales Committee recently completed an extensive analysis of the top 20 US Commercial accounts, to more accurately identify their selling locations and market areas. Also, the Brand Awareness Committee, led by Stanley herself, recently produced a ServNet Directory, which will be distributed at the CAR conference in March.

"The new committee structure is an exciting step forward for the ServNet auction group, which has encouraged new levels of innovation and the sharing of best practices among the ServNet auctions," said Stanley.

"ServNet continues to grow, and its impact on the business of buying and selling cars continues to expand," concludes Stanley. "We continue to prove that we differ from the rank and file of the other auctions in our industry. With our commitment to our businesses, our years of experience, and our ability to make the best business decisions for our customers, ServNet owners are certainly better equipped to serve individual customers than the chain auctions are, and our alliance with the other ServNet auctions make us better able to conduct business on a national scale than a single-point location."