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Brasher's San Jose Auto Auction Affiliates with ServNet, NAAA

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FRANKLIN, Tennessee – ServNet Chairman of the Board Bob McConkey has announced that Brasher's San Jose Auto Auction has been approved for membership by both ServNet and the National Auto Auction Association. Opened in the summer of 2010, Brasher's San Jose Auto Auction is located in the heart of the Silicon Valley, in the 4th largest market in the U.S., and holds a sale every Thursday at 9 am. The weekly auction includes consignments from new and used car dealers, rental companies, credit unions and finance companies.

“We are delighted to welcome Brasher's San Jose Auto Auction to ServNet, and to extend ServNet's reach into the San Francisco Bay Area,” said McConkey. “The Brasher family has been a leader in the auto auction industry since founding its first auction in Salt Lake City, Utah in 1949. Both auto dealers and commercial consignors are certain to benefit from the Brashers' years of experience and success in the industry at their new auction in San Jose.”

San Jose Auto Auction is the newest member of the Brasher family of auctions in the West. In addition to San Jose, the Brashers operate facilities in Salt Lake City, Sacramento, Reno, Portland, Eugene and Boise.

“We've long looked at San Jose as a great opportunity to serve the San Francisco Bay Area, Silicon Valley and the Central Valley” said John Brasher, auction president and owner. “We determined that this was an excellent time to launch an auction that offers the level of service that has set the Brasher auctions apart from the competition for more than 60 years.”

Brasher reports that industry veteran Gary Mobley heads the management team at Brasher's San Jose Auto Auction, and will also serve at the auction's key fleet/lease contact.

“With more than 25 years in the auction business, Gary is known throughout the industry as a true professional, a man of tremendous experience and reputation who knows how to run an auto auction,” said Brasher. “He is a great find for us at Brasher’s, and shares our dedication to superior customer service. He has put together a great team focused on building another successful auction for Brasher’s in San Jose.”

Like its sister auctions in the Brasher family and colleagues in the ServNet auction group, Brasher’s San Jose Auto Auction offers full range of auction services, including reconditioning, mechanical, body and paint. It is also fully equipped with Auction Access, AuctionPipeline and ECR capabilities. Its online selling options include PipelineSimulcast, PipelineEbid, OVE and SmartAuction.

With the addition of Brasher’s San Jose Auto Auction, ServNet expands to 27 auction locations in the U.S.. ServNet is the nation’s premiere network of independent auto auctions working together to strengthen and build business relationships. Since 1988, ServNet member auctions have provided a full range of remarketing services to its customers, including the best auctioneers, inspections, reconditioning, transportation assistance and inventory financing.

For more information on ServNet and ServNet member auctions, go to www.servnetauctions.com. ServNet’s corporate headquarters are in Franklin, TN and may be reached at (615) 599-4600.

Brasher’s San Jose Auto Auction

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