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ServNet Auctions Report Strong 1st Quarter

The 26 ServNet Auctions met recently in Dallas, Texas for their Spring Owners Meeting and ***Meet the Owners*** client luncheon attended by the Dallas-area National Account Remarketing Managers. The luncheon also featured baseball Hall-of-Fame pitcher Nolan Ryan, who spoke about his career in baseball and his role with the Texas Rangers, one of the teams in last year's World Series.

Pierre Pons, ServNet CEO, notes that the ServNet Auctions reported strong sales results for the 1st quarter of 2011, along with increased capabilities in both operations and technology. Said Pons, "Our twice-yearly Owners Meetings provide a tremendous opportunity for the auctions to

study the market and to exchange best-

practices. As we review performance and outline strategies for the future, one of the key elements is learning how processes are tactically implemented around the country."

Added ServNet President and Owner of Brasher's Reno Auto Auction, Jeff Brasher, "It was especially positive to hear the auction-by-auction review of 2010, and to

find that some of our auction members, who have been in business over 20 years, had their best year ever in 2010. It shows that ServNet auctions are successfully facing the challenges of a difficult economic climate, and are continuing to provide superior service to their Dealer and Institutional



ServNet's ***Meet the Owners*** event in April included a special appearance by baseball great Nolan Ryan.



Pierre Pons



Jeff Brasher

customers.”

“As we surveyed ServNet’s position in the auction industry, we focused much of our discussion on the technology, particularly AuctionPipeline, which allows us to build an even stronger presence in the marketplace,” continued Brasher. “We have talked a great deal over the years about **who** we are, but we must also emphasize what we as auctions can **do** to deliver the best in auction services to its customers. AuctionPipeline is an important tool in our collective tool chest, one that helps us to bring buyers and sellers together.”

Pons added, “The ServNet Auction members reported an equally strong start to this year as we reviewed their 1st Quarter 2011 results. The auctions continued to build on the momentum of strong dealer sales. While fleet/lease volumes are down slightly, half of the ServNet Auctions either had already sold for General Motors and Ally Financial or added these accounts as new business in 2010 and reported stronger volumes.”

“We have always maintained – and proven – that ServNet auctions do everything a chain auction can do, and then some. This seems to be confirmed by the number of awards garnered by ServNet auctions throughout the 1st quarter,” said Pons. “In today’s business climate, AuctionPipeline allows ServNet auctions to offer cutting edge technological solutions to its customers that are as effective, if not superior to, anything a chain auction has to offer. “