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This is Our Time to Shine

ServNet's current and incoming presidents, Jeff Brasher and R. Charles Nichols, discuss the role that independent ServNet auctions play in maintaining vitality in the marketplace. Brasher concludes a two-year term as ServNet's president this Fall, when he will pass the torch to Nichols.

"You'd have to live on Mars to avoid the headlines that report the challenges we face as an industry. We see auctions that are contracting, reducing services and staff," observes Jeff Brasher. "But ServNet auctions occupy a unique and enviable position. Led by independent owners with years of experience, unwavering commitment, and vision for the future, ServNet auctions are moving forward, building an energized market and an exciting environment for buying and selling vehicles."



**Jeff Brasher,
ServNet President
and Owner of
Brasher's Reno
Auto Auction**

"As independent auction owners we have a tremendous opportunity to succeed in the face of challenge," says Charles Nichols. "We have knowledge and



**Charles Nichols
Incoming ServNet
President and
President of BSCAmerica**

experience that spans generations, and a history of riding the waves that goes back 50 years or more. When we talk about business at ServNet auctions, we're talking about our employees, our money, our families, and we're committed to long-term success. At a time when other business are downsizing, cutting back or closing altogether, ServNet Auctions continue to offer auction service of the highest caliber. This is our time to shine."

Brasher and Nichols report that ServNet has made steady and significant growth over the past 12 months, building services, gaining market share and adding new and expanded facilities. Recent additions to the group's roster include Dealers Auto Auction of Alaska and Plaza Auto Auction, along with all-new auctions in El Paso, San Antonio and San Jose.

New or expanded shop spaces have been added at Carolina, Bel Air, Tallahassee, KCI and Missouri Auto Auctions. ServNet auctions have also embraced innovative technology to expand their markets beyond the auction floor.

Says Brasher: "AuctionPipeline plays a vital role in bringing buyers and sellers together at ServNet auctions. AuctionPipeline offers cutting-edge technology and multiple auction tools that are as effective as anything available in the industry."

In addition to capital improvements, ServNet auctions continue to infuse energy and excitement into the market with special events that attract buyers and sellers from all over the country, notes Nichols, pointing to recent mega-sales at Brasher's Idaho Auto Auction, DAA Northwest and KCI Auto Auction.

"The summer promotions at ServNet auctions are prime examples of our attitude toward the marketplace," Nichols said. "We are committed to our customers and optimistic about the future."

"Twelve months ago, I observed that we were living in interesting times,' Brasher concludes. "It will come as no surprise when I say that the times continue to be interesting, and that challenges still abound. But I can also say with confidence that ServNet auctions are moving forward with a positive outlook, developing new opportunities for buyers and sellers, improving procedures and offering innovative auctions tools to help their customers successfully remarket their vehicles."