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ServNet Auctions Poised for Continued Success in 2012

**by R. Charles Nichols,
ServNet President**

The year 2011 has come--and has almost gone--and here we stand on the brink of another new year. Following a tradition begun by my predecessors, I offer my first year-end message, proud of our progress over the past twelve months and looking forward with great anticipation to 2012.

As ServNet's new president, it is with gratitude, and not just a little awe, that I prepare to fill the shoes of two great men who have held this position before me. This year Bob McConkey steps down as ServNet's Chairman of the Board, after many, many years of exemplary service on our Board of Directors. A man of boundless energy and tremendous dedication to our industry, Bob has been instrumental in growing ServNet, both in terms of numbers as well as in scope of service and influence. Taking Bob's place as Chairman is Jeff Brasher, who has been equally diligent in serving the past two years as ServNet's president. Jeff's focus on technology has expanded ServNet's presence online, while the addition of new auctions under his watch has expanded ServNet's geographic footprint into virtually every region of the country. I appreciate Bob's and Jeff's efforts on our behalf and acknowledge the examples both have set as auction owners.



**R. Charles Nichols
President, ServNet**

In 2012 I look forward to visiting with many of the ServNet auction owners as I visit their facilities, to take part in their annual events and major promotions. I'm proud to associate with these owners and am eager to see firsthand the great things they are doing in their areas. They are, without exception, people

who know their markets, know their business, and, with personal investments in their operations, put their assets on the line every day as they serve their customers.

As I review our achievements in 2011, I am particularly proud of the way ServNet auctions rose to the occasion to include national accounts among their regular customers. From the auctions in the largest markets to those in areas with smaller population bases, all ServNet auctions proved that they are not just capable, but comfortable doing business with national remarketers. ServNet auctions all over the country set themselves apart in the national account arena by providing the personnel, the facilities, the processes and the technological tools necessary to handle vehicles from the largest national consignors. The market continues to be strong. Dealers are selling cars, wholesale prices are holding firm, and we have much to look forward to in the coming year. I believe we will touch even more customers on both the local and the national level because of the high levels of service that ServNet auctions offer.

As we approach the New Year, it is my wish that we can all pause to take stock of the things that are going right in our world, to be grateful for our country, for the brave men and women in our Armed Forces who sacrifice so much to ensure our freedom, for the people who contribute to the success of our businesses, and for our families. On behalf of ServNet, I wish each and every one of you a wonderful and safe holiday season and look forward to a prosperous 2012.