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Streamlined Communications Strengthen ServNet

It has been two years since ServNet's landmark client advisory meeting in Coeur d'Alene, Idaho, a meeting that in many ways changed the face of ServNet. As a result of conversations with auction customers, the changes considered at that meeting have been made permanent, and have not only affected the way, but the ease with which customers do business with the 23 independent auction facilities that are part of the ServNet Auction Group.

"As we celebrated ServNet's first twenty years, we felt it was important to plan for the next twenty to ensure ServNet's continuing success. We invited our key national customers to join us at a Client Advisory Counsel meeting, and asked them to suggest ways that we as a group could serve them better, and more efficiently," said Keith Lelux, president of ServNet and owner/managing partner of Charleston Auto Auction in Charleston, S.C.

"At that meeting we heard loud and clear that ServNet Auctions needed to present a more streamlined and centralized flow of communications for their institutional accounts in order to remain competitive as a national service provider", said Lelux. "In prior years, accounts were unclear how to get information to or from the ServNet member auctions as a group, and ended with missed communications or inconsistencies."

Lelux explained that as a direct result of the suggestions made at the Client Advisory Counsel Meeting, ServNet made critical changes to its structure, assigning group-wide communications and administrative management to TPC Management Company in January of 2008 with Pierre Pons taking on the role of CEO for ServNet Auctions, Inc., and establishing the organization's headquarters in Franklin, Tennessee, a suburb of Nashville. In addition both Tom Stewart and Richard W. Curtis simultaneously took on positions as executive vice presidents with ServNet and created the single contact points that accounts had requested.

Said Pons, "It's not often that a group-especially a group of Independent auctions-has made such effective changes as a direct result of input from its customer base. Over the past 18 months we have established strong, clear lines of communications at the corporate level for ServNet Auctions, and I have received numerous compliments from institutional accounts as to how easily information & data now flows 'to' and 'from' our ServNet auction members."



ServNet made critical changes to its structure, facilitating a more streamlined flow of communications for its institutional accounts, as an outcome of this Client Advisory Counsel, held in Coeur d'Alene Idaho in 2007.

He went on to add, " While this in no way hinders an account's direct communications with the individual auctions for 'day-to-day' vehicle sale transactions, there are many instances when an account needs to communicate information to the entire group with a single call or email."

Linda Silverstein, Ford's Manager of Vehicle Remarketing, and one of the participants in the Advisory Counsel, agrees that ServNet's new structure can help facilitate the flow of communications between Ford and its auction partners.

"Now ServNet can more easily and efficiently communicate its shared services to us," said Silverstein. "Additionally, it will help us with coordinating communications to ServNet auctions."

Added Darrin Aiken, Assistant Vice-President of Vehicle Remarketing for Wheels Inc.: "A central point of contact streamlines general communications with the ServNet auctions selling for Wheels, and certainly improves efficiencies when we have information that affects a number of locations, such as policy changes or procedures that need to be implemented."

Pons noted that ServNet's Tom Stewart has taken on an even larger role, acting as a liaison between independent auctions and several institutional accounts, including AmeriCredit and CitiFinancial, which sell across a spectrum of auctions. Said Stewart, "We found that many accounts really need to focus their channels of communications and have found it very helpful to have a single point of contact for all the independent auctions they use - ServNet included."