



FOR IMMEDIATE RELEASE: 11/06/2024

ServNet Adds Auction in Southeast

Greensburg, Pennsylvania – Ryan Clark, President of ServNet, has announced that Central Arkansas Auto Auction, located in Beebe, Arkansas, has joined the premier group of independently owned auctions, ServNet Auction Group.

“We’re so thrilled to have Central Arkansas join ServNet. Cole and his team are active and forward-thinking members of the independent auction community and will be an asset to ServNet. Furthermore, as a third-generation family business, I know they share the values we at ServNet hold. We look forward to the continued growth of their new facility as it comes online, and we’re glad they’re now part of the ServNet Family.”



CAAA team at new facility groundbreaking ceremony

Central Arkansas Auto Auction remarkets roughly 550 units per week in five lanes, comprising of dealer's trades and institutional units. Owner Cole Hooten looks forward to their new eight-lane facility opening in June 2025.

The leadership at Central Arkansas Auto Auction (CAAA) is proud of its legacy of success. “Key components that have led to the success of our auctions are the grit and integrity displayed throughout the history of our business,” said Hooten. “The leadership at CAAA has been a great example to the team of what it means to come together and help in every way, no matter title, position, or department. Our motto is Outstanding service starts with outstanding people.”

A critical component of the auction's rhythm is their dedication to first-class service. "Our service includes pre- and post-sale inspections, details, condition reports, title processing, and transportation," said Hooten. "We offer several avenues to remarket vehicles, including live in-lane, online, and platform selling. We offer full mechanic reconditioning, including paint and body. We have a full-detail shop that offers several levels of detail, including De-Identifying vehicles."

With their proven dedication to success and excellence, the auction looks forward to joining a group of auctions with similar goals and aspirations.

"ServNet has a long-standing reputation for quality independent auctions," said Hooten. "We believe that unifying with other quality auctions nationwide allows us to



Central Arkansas Auto Auction

continue to grow and be innovators, not only in our own market area but the whole industry."

ServNet is the nation's premier auction network, focused on building cooperative business relationships and accelerating the value of dealer-only auctions using the most up-to-date services and technology. Since 1988, ServNet member auctions have been working together to provide the full range of remarketing services, including the best auctioneers, inspections, reconditioning, transportation assistance, and inventory financing.