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## **ServNet Welcomes MAG Alaska and DAA Portland to its Expanding Network of Independent Auctions**

*Greensburg, Pennsylvania – July 17, 2025 – ServNet Auction Group proudly announces the addition of MAG Alaska and DAA Portland to its nationwide network of premier independent auctions. These two new locations mark the continued expansion of the McConkey Auction Group (MAG) and reflect ServNet’s commitment to fostering innovation, operational excellence, and trusted service within the automotive remarketing industry.*

*The McConkey family has a long and distinguished legacy in the auction business, dating back to 1953, when Bob McConkey, Sr. and his partners launched the first wholesale auto auction in Washington State. That pioneering spirit has carried forward through generations, making MAG one of the most respected names in the industry today.*

*“At MAG, we believe that the best business practices are rooted in continuous learning and collaboration, and being part of ServNet gives us both,” said Collin McConkey, General Manager of DAA Northwest. “With ServNet, we have a unique opportunity to share ideas, insights, and best practices with like-minded partners who share our values of the highest levels of service and integrity. We’re excited to grow deeper in our understanding of how to meet our customers’ needs more effectively. When independents grow as a collective, our customers benefit the most, and with our expansions into Portland and Alaska, we are proud to be part of that growth.”*

*MAG Alaska opened in 2023, bringing innovative auction solutions to a dynamic and geographically unique market. DAA Portland, launched in December 2024, adds another*

*strong presence in the Pacific Northwest, reinforcing MAG's strategic focus on the Western United States.*

*Ryan Clark, President of ServNet, welcomed the new additions, stating, "The McConkey Auction Group has always been a technology leader within ServNet and the industry more broadly. By adding DAA Portland and MAG Alaska to ServNet, we will continue to gain from their leadership in this area. These additions demonstrate that ServNet continues to attract innovative, high-performing auctions to its membership."*

*MAG's newest ventures are already focused on establishing strong foundations and delivering value within their respective regions. "As a new auction, we're in the blossoming stage," added McConkey on DAA Portland. "We look forward to developing our identity, growing our customer base, and building a brand that reflects the values of both MAG and ServNet."*



*For MAG Alaska, the focus lies in blending forward-thinking solutions with local expertise. "We plan to leverage the best technologies available to blend services in a market that often demands creative solutions. Our goal is to serve customers with innovation and integrity—hallmarks of every ServNet auction," McConkey noted.*



*ServNet and the McConkey Auction Group share a clear, unified vision for the industry's future. One that empowers independent auctions to lead through collaboration, technology, and exceptional service. "ServNet and MAG are rooted in history, but both are firmly focused on the future," said McConkey. "The addition of MAG Alaska and DAA Portland positions us for continued leadership and growth in the remarketing industry."*

#### *About ServNet Auction Group*

*Founded in 1988, ServNet is the nation's premier network of independently owned dealer-only auto auctions. ServNet members collaborate to deliver industry-leading remarketing services and technology, offering superior customer experiences across the country. Member auctions are known for their operational excellence, trusted relationships, and innovative approach to servicing consignors and dealers.*

#### *About McConkey Auction Group (MAG)*

*MAG is a family-owned and operated auction group based in the Pacific Northwest. Known for its commitment to technology, customer service, and industry leadership, MAG operates several auctions, including DAA Northwest, DAA Seattle, MAG Alaska, and DAA Portland. The company is recognized for its values-driven culture, regional expertise, and forward-thinking approach to auto remarketing.*