



FOR IMMEDIATE RELEASE: 03/25/2026

ServNet Auction Group Celebrates 25 Years of Excellence at Dealers Auto Auction of Idaho

Greensburg, Pennsylvania — ServNet Auction Group proudly celebrates a major milestone as Dealers Auto Auction of Idaho marks 25 years in business, honoring the people, partnerships, and perseverance that have defined its journey since 2001.

Founded by Jerry Gregersen, Cade Reindfleisch, and Russ Smith, the auction began in a repurposed 50,000-square-foot manufactured home assembly plant in Idaho's Treasure Valley. Despite humble beginnings and early challenges, the team remained committed to building something exceptional. With the addition of partner Mark Andrews and the dedication of early team members like Della Roquemore, Scott Wilson, and Chad Macomber, the auction steadily gained traction.

Today, Wilson and Macomber remain integral members of the team, a testament to the culture of longevity and commitment that defines the organization. A pivotal moment came when Gregersen proposed purchasing 40 acres for a new facility, an ambitious move at a time when sales had yet to justify the investment. That vision proved transformative. Today, the property is fully utilized, reflecting years of consistent growth fueled by a relentless focus on service and value.

The auction's success is deeply rooted in family support. Smith credits his parents, Russell Smith and Patricia Smith, whose financial backing and hands-on contributions were instrumental in launching the business. His father remained actively involved until his passing in 2016, while his mother continues to work at the auction today at 86 years old. Smith also recognizes his wife, Christina Smith, whose unwavering support

and ongoing involvement have been vital since day one. Over the years, Dealers Auto Auction of Idaho has also become known for its community impact, particularly through its charity and benefit auctions, which have featured notable country music artists and raised funds for meaningful causes. Giving back remains a core part of the company's identity. Equally important has been a commitment to culture. Built on a philosophy of hiring great people first and training them for success, the auction has fostered a team environment centered on care, accountability, and excellence in customer service. Longtime contributors such as Dave Loset and Shari Drake, both recently retired, played key roles in shaping that culture over decades of service.

As the company looks to the future, a new generation of leadership is driving continued growth. Smith's daughter, Britney Smith, has been instrumental in front-office operations, marketing, and public sales. Her husband, Kyle Egbert, has taken on a leadership role in recent years, elevating the auction's performance to new levels. Additionally, Alex Bunn has significantly expanded the fleet side of the business, nearly tripling volume while enhancing operational processes and customer service.

"Reaching 25 years is truly a celebration of the people who made it possible," said Smith. "Our employees, customers, vendors, and partners have been the foundation of everything we've built." "The upcoming anniversary sale will serve as both a celebration and a thank you, honoring past and present employees while recognizing the customers and partners who have contributed to the auction's success."

Today, Dealers Auto Auction of Idaho stands as a leader in vehicle remarketing across the state of Idaho, continuing its mission to deliver exceptional service while staying true to its family-owned roots.

About ServNet Auction Group

ServNet Auction Group is a premier network of independently owned auto auctions across North America, dedicated to providing high-quality service, strong relationships, and innovative remarketing solutions for its customers.