



FOR IMMEDIATE RELEASE: 10/12/2026

A journey of faith, people and purpose: Billy Willis reflects on 16 years at Greenville Auto Auction

***GREENVILLE, N.C.** — When Billy Willis and his family decided to return to Greenville, North Carolina, after nine years in California and six months in Ohio, he had no job waiting for him. For the first time since he was 15, Willis was unemployed. But he and his wife had faith that bringing their three children home was the right decision, and that a new opportunity would come.*

Willis called a cousin, a local business owner, to say the family was moving back and that he was looking for work. His cousin said he had someone in mind. Moments later, he called again: the person he wanted Willis to meet had just walked into the bank. That person was Clark Stallings, owner of Greenville Auto Auction (GAA). Willis knew little about Stallings or the auction business. He left their first meeting with an interview arranged with GAA's general manager. A few days later, he sat down for that interview at a Waffle House. Soon after, GAA offered him the position of administration manager. "Clark Stallings gave me an opportunity to join Team GAA," said Willis, now the auction's general manager.

At their first meeting, Stallings shared his vision for GAA and asked Willis to meet with every team member to hear what the auction meant to them. Those conversations helped shape the company's first mission statement, an early example of the people-first culture Willis says defines GAA.

"Greenville Auto Auction is different not because of the buildings," Willis said. "It is different because of the people. People that truly want to see the one standing beside them blessed. It

is hard to explain, but once you experience it, you will see, hear, and feel it.”

Growing together

Over the years, Willis has found meaning not only in GAA’s growth, but in seeing others grow with it. One especially memorable moment was watching Kevin Stallings move from lot operations into the Fleet Finance Office and later become assistant general manager. Willis remembers sitting down with Kevin’s father, Clark, to discuss the possibility of Kevin becoming a manager. Seeing that possibility become reality was a special milestone in Willis’s career. Willis also credits people across the auction industry who took his calls and answered his questions when he was new to the business. He remembers learning the trade from colleagues including Eric Autenrieth, Joe LeMonds, Tommy Rogers, Jim Jackson, Scott Mousaw, Will Sargent, Chad Anderson and Jiles Wanna. Some, he says, still hear from him when he needs advice.

“I knew nothing about the auction business other than driving trade-ins to the auction when I was a teenager,” Willis said. “I actually took driver’s education upstairs at the auction when I was 15.”

Trust built one vehicle at a time

That sense of opportunity has extended to GAA’s business relationships, too. More than a decade ago, the John Hiester Auto Group gave the auction a chance, sending about 10 vehicles a week when GAA was still building its sales volume. Brian Whittington, the group’s wholesale director, helped establish that relationship, which has grown over time. Today, John Hiester Auto Group is GAA’s largest franchise seller. Willis also admires John Hiester’s commitment to the community. In recent years, Hiester and his team have organized a 5K to help prevent suicide. GAA has been honored to sponsor and take part in the event. For Willis and the GAA team, every customer and every vehicle matters. The auction is grateful to the dealers, fleet operators, and finance accounts that entrust their business to GAA, and it knows a vehicle sale can have an impact far beyond the auction lane.

“We honestly feel that every vehicle sold and bought at Greenville Auto Auction provides

resources to individuals and families,” Willis said. “That one vehicle sold may pay someone’s rent or mortgage, or help pay for groceries. It’s more than vehicles to us.”

A milestone shaped by people

As GAA marks its 16th anniversary, Willis sees the milestone as a chance to reflect on the journey: the fun, the hard work, the tears, the struggles, the tough conversations, and the faith and teamwork that helped carry the auction forward.

“It has been a journey,” he said. “This anniversary is a reminder of how good God has been to us and of the dedication we have seen from our team.”

For Willis, the story of GAA is ultimately a story of people: those who offered an opportunity, those who helped him learn, those who built the business alongside him, and the customers who continue to put their trust in Team GAA.

ServNet is proud to count Greenville Auto Auction among its member auctions and to celebrate the people and relationships that have shaped its journey.

About Greenville Auto Auction

Greenville Auto Auction is committed to being a premier auction by providing customers with excellent, personal service and operating with integrity. The company supports and develops its team, builds long-term, mutually beneficial customer relationships, and works to make its community a better place to live.

About ServNet Auction Group

ServNet Auction Group is a premier network of independently owned auto auctions across North America. ServNet auctions are known for exceptional service, operational excellence, and strong partnerships with dealers, commercial consignors, and industry partners.