

Press Release

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FOR IMMEDIATE RELEASE:
December 13, 2013

Repo Remarketing announces Certified Program lifts sales prices 5%

Increasing net ROI for partners - Repo Remarketing continues to drive partner values up!

December 13, 2013 (Citrus Heights, CA) - Repo Remarketing announced its certified remarketing results. The purpose of the study was to validate sales prices and the net ROI for certified units vs. non certified units.

The benchmark was defined as the difference between the sale prices of certified units to the Manheim Market Report (MMR) value for similar units that were not certified.

Repo Remarketing selected marginal condition units for the certified program. The main reason for selecting units in less than optimum condition was to eliminate buyer risk and increase buyer confidence. Newer and later model units are in better condition and more desirable on their own; which reduces the need for certification.

Certified inspections validate vehicle condition for value enhanced seller disclosures. With the units presented as "Certified", buyers found them more attractive with low risk of hidden problems, it gave them peace of mind and they bid more. Repo Remarketing's lenders realized 4.9% more money for the certified units over the test group. The results clearly established a message for lenders aligning with the Repo Remarketing certified program.

Jodie Dawson, VP of Recovery Services said, "This remarketing strategy provides a low cost venue and process to consistently lift the net ROI for marginal conditioned units." She continued, "Repo Remarketing continues to take the steps necessary assisting their partners to work more effectively mitigating losses while decreasing risks.

For more information about Repo Remarketing and its services, please contact Claudia Plascencia, SVP of Sales at (916) 725-2708x105.

About Repo Remarketing

Repo Remarketing was founded in 1998. Services include: Nationwide recovery, skip tracing and remarketing to include repossession, license plate recognition, field calls, skip tracing, transportation, inspection, valuation, remarketing and all post-sale reporting. Repo Remarketing provides a trustworthy bridge to recover and liquidate inventory efficiently using proven industry standard principals with advanced technology. To learn more, please visit www.reporemarketing.com or call (916) 725-2708 x105.