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**XLerate's Your Auction Puts Mobile Sales First**

**Tampa Bay, FL and Indianapolis, IN** – Digital technology has positively evolved the auction process. A boon that XLerate Group's Your Auction appreciates, and integrates into their business model: complete transparency, maximized profitability, time management, and complete control of a dealer's inventory 24/7/365.

"In our traditional auction sales process, we bring the selling dealers to our auction to transact with our buyer base," said Ryan Rickey, General Manager of Your Auction Mobile sales. "With the increase in vehicles coming down the pipeline, the mobile auction offers alternate venue to bring our buyers to the selling dealers inventory at their place of business; their dealership. This saves them real costs in transportation and reconditioning, which leads to bottom line profits!"

Andy Meaking, Used Car Director with the *Sunset Automotive*, and Your Auction's largest mobile sale customer, says, "With 21 stores and 17 Franchises in Florida's most competitive markets, Your Auction's mobile/private sale has been an integral part of our business of over 20 years. All of our trades and aged units are sold for a maximum return with little to no hassle."

"Additional benefits of the mobile auction format are locale convenience and storage efficiency," and said Marc Rickey, VP and General Manager of Your Auction's Tampa Bay physical auction site. "Dealers may find it easier to attend a mobile sale to accommodate travel or time constraints, and sellers definitely benefit from not having to transport or store their vehicles before the sale."

"Our entire group's wholesale process is done within a few hours a month keeping my managers in the store focused on retailing all month long," Meaking continues. "It is a virtual no-brainer and any dealer group not utilizing their service is missing the boat!"

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