

## ARA Members - Remarket Recoveries Online with OPENLANE!

The American Recovery Association and OPENLANE have partnered to allow ARA members to sell lenders' vehicles through OPENLANE ([www.openlane.com](http://www.openlane.com)), North America's leading online auction for auto dealers to buy and sell wholesale vehicles. Financial institutions such as Chase and Santander rely on OPENLANE's wholesale expertise and thousands of registered buyers to remarket for their repossessions online.

Instead of sending cars to physical auctions for sale, recoveries can be auctioned online to wholesale buyers directly from the ARA member's lot, reducing remarketing time and expense and enabling the recovery agent to provide full value-added recovery and remarketing services.

### Remarketing through OPENLANE is better for the lender

- Reduced remarketing channel costs (approx \$290 saved per unit- see full savings in chart below)
- Greater market visibility for their units (National market of over 6,000 active dealers buying each month)
- Increased transparency in process (full online reporting on all bids/offers/looks)
- Deemed a commercially reasonable method by independent legal review (Hudson Cook LLP)

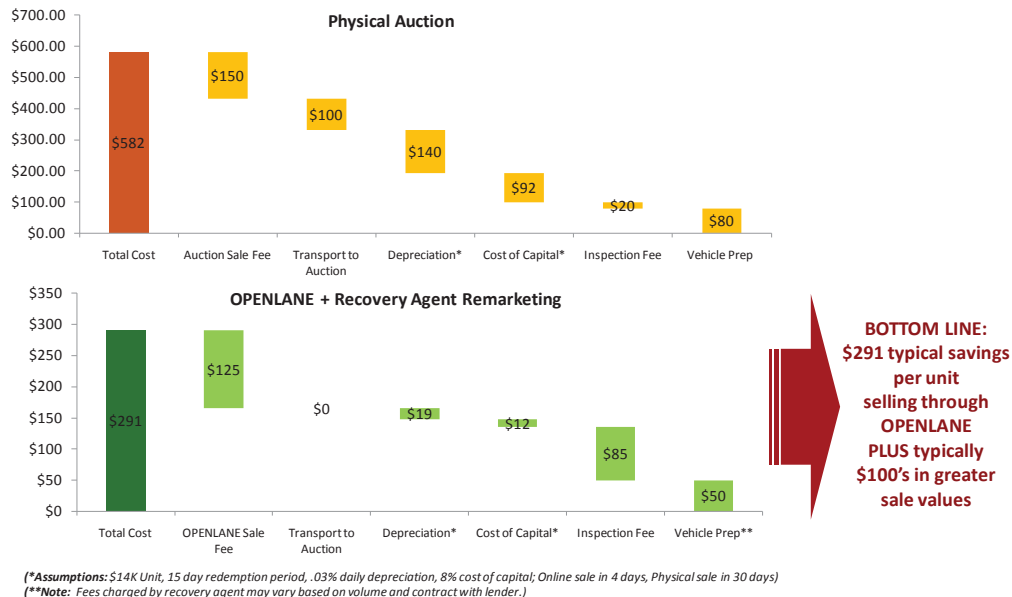
### Remarketing through OPENLANE is better for the ARA agent

- Retain, attract and grow clients
- Increase revenue by over \$350 per unit from value added services (remarketing management fee, storage, clean-up, keys cutting, etc.)
- Become a one-stop, full-service recovery and remarketing provider

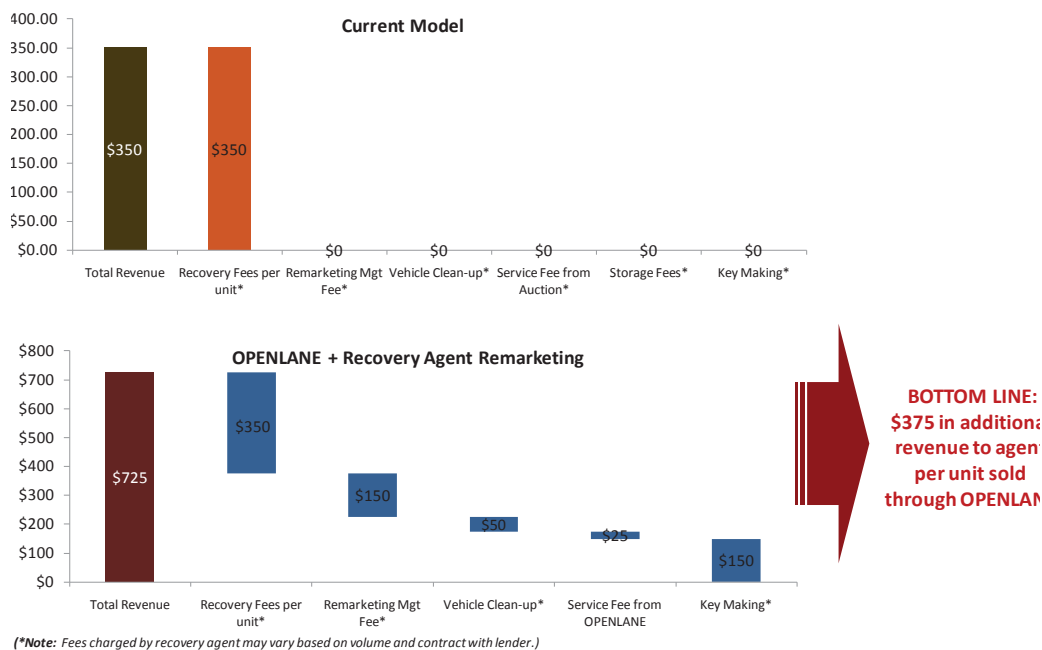
### What does it cost?

- OPENLANE and the ARA have negotiated a \$125 sale fee for all clients
- Inspection fees are \$85 per unit, billed at month end. Volume-based discounts may be available.

### Lender Benefits through remarketing with OPENLANE and ARA



## ARA Member Benefits through Remarketing on OPENLANE



### How it works:

1. Contact OPENLANE at (866) 366-4026 or e-mail us at [recovery@openlane.com](mailto:recovery@openlane.com) to sign up to remarket vehicles. Once the signed agreement is received, OPENLANE will issue you a password and create accounts for each of your clients and will assign a remarketing specialist to serve you.
2. Login to OPENLANE.com, choosing the client you will be listing cars for.
3. Click "Sell" and "Order Inspection" to order an independent, third party condition appraisal.
4. Enter the VINs of the vehicles you want inspected and click "Order".
5. An inspector will be dispatched immediately, visiting the yard and completing the inspection within 2 business days in major metro areas.
  - Make sure the vehicle is available for photographs and a full condition report.
  - Offer additional services to your clients, such as vehicle clean-up or light reconditioning to increase the wholesale value.
6. As soon as the inspection is complete, OPENLANE will send you an e-mail notification.
7. Work with your client to price the unit – releasing it for sale as soon as the repo paperwork is complete and the redemption period has ended. All ARA vehicles will be listed together in their own "lane" called "ARA Repossession Network" – on par with other large national banks and financial institutions.
8. Monitor the auction just as you would at a physical sale. You can receive offers and entertain "if bids". OPENLANE's sales team will work on your behalf to promote ARA units.
9. Once sold, send the title to OPENLANE and OPENLANE will ACH funds to you to transfer to your client.
10. An invoice will be sent at month-end for all the inspections completed during the month.

**Sell with confidence and add transparency by remarketing** through the leading online wholesale auction, maximizing your clients' returns and retaining more business.

Have any questions? Contact OPENLANE to learn more:

Phone: (866) 366-4026

Email: [recovery@openlane.com](mailto:recovery@openlane.com)