



WHO SHOULD JOIN THE IARA?

INSTITUTIONAL CONSIGNORS

- AUTOMOTIVE MANUFACTURERS
- BANKS & FINANCIAL INSTITUTIONS
- CAPTIVE FINANCE COMPANIES
- CREDIT UNIONS
- FLEET/LEASE COMPANIES
- RENTAL CAR COMPANIES

REMARKETING INDUSTRY SERVICE PROVIDERS

- AUCTIONS
- REMARKETING SERVICE PROVIDERS
- REMARKETING TECHNOLOGY COMPANIES
- VEHICLE INSPECTION COMPANIES
- VEHICLE TRANSPORTATION/ LOGISTICS COMPANIES
- VEHICLE VALUATION COMPANIES

HOW TO BECOME A MEMBER

Please visit the membership page on our Web site for application forms at www.iaraonline.org, or email info@iaraonline.org, or call the executive director at (973) 398-2774.

FOR MORE INFORMATION

INTERNATIONAL AUTOMOTIVE REMARKETERS ALLIANCE

P.O. Box 431 • Mt. Arlington, NJ 07856
Phone: (973) 398-2774 • Fax: (973) 398-2731
info@iaraonline.org • www.iaraonline.org

IARA Membership Opportunity

IARA
International Automotive
Remarketers Alliance
P.O. Box 431
Mt. Arlington, NJ 07856
www.iaraonline.org



Membership Opportunity & Benefits

Opportunity to Discuss and Impact Key Issues
with Remarketing Professionals

WHO WE ARE

The IARA is a nonprofit organization composed of remarketing professionals dedicated to the continuous improvement of the vehicle remarketing industry.



IARA was created in 2001 in response to a realization by several vehicle remarketing organizations that this multi-billion dollar per year industry had no direct representative organization.

The IARA conducts two semi-annual Roundtable industry meetings, one of which is in conjunction with a national remarketing conference.

PRIMARY PURPOSE OF THE IARA

It is the primary purpose of the IARA to provide a forum in which members are able to maximize remarketed vehicle portfolio values. Functions include:

- Facilitate standardization of processes within the industry.
- Provide a medium to facilitate joint initiatives among Alliance members.
- Develop performance measurements for the industry.
- Provide a forum for sharing ideas, knowledge, and best practices.
- Encourage and support member adherence to the IARA Code of Ethics.
- Share information on legislative and regulatory issues impacting the remarketing industry.
- Provide a lobbying body to address legislative issues.
- Provide a process of continuing education focused on the support of best practices in the remarketing industry.

WHAT WE DO

REMARKETING ONLINE COURSES

Educational courses consisting of 12 modules designed to broaden one's understanding of the remarketing industry have been developed. The courses are available through the online facilities of Northwood University. CEUs and Certificates of Completion are awarded by Northwood. All courses are rigorously reviewed by industry experts for authenticity and accuracy. To learn more, visit our Web site, www.iaraonline.org.

CERTIFICATION PROGRAM

The IARA Certified Automotive Remarketer (CAR) Program is designed to formally recognize the experience and knowledge that individuals have acquired in the industry today. The program is more intensive than the Online Remarketing Education Courses and targeted for those who wish to enhance their level of proficiency through a structured program.

CIRCLE OF EXCELLENCE AWARD AND SPECIAL RECOGNITION AWARDS

The IARA continues to recognize many outstanding individuals for their contributions to the remarketing industry and to their communities. Over the past several years, industry leaders such as Jim Moran, Mike Hockett, Mike Richardson, Jim Yates, Larry Brasher, Scott Kolb, and Charlie Vogelheim have been awarded.

COMMITTEES

The several IARA committees provide an excellent opportunity for members to discuss and analyze pertinent matters of the remarketing industry. Committees are actively engaged in topics related to industry standards and performance measurements, developing educational opportunities, and formulating semi-annual industry educational meetings centered on the Roundtable forum.

AUTO DEALERS PANEL

A highly rated and extremely popular panel, it's here that dealers provide insights and factors that come into play when making the vehicle purchasing decision.

ANNUAL UPSTREAM REMARKETING SURVEYS

The IARA continues to conduct annual industry surveys to obtain an accurate status on the various upstream remarketing channels in use and to determine the extent they will be used by remarketers in the future. The survey results are also compared with prior years' results to model future projections. The results can be used by remarketers to compare their remarketing activities with others in the industry.

WHY IARA IS A BENEFIT

Remarketers, and those who service the remarketing industry, can benefit by serving on committees that strengthen the industry. Moreover, companies can share knowledge on an ongoing basis. The IARA provides an opportunity for all parties to gain knowledge from one another and better understand each other's role in the remarketing process. The remarketing issues facing the industry are presented to members for analysis and action. Benefits include:

- Opportunity to drive change in the industry.
- Meet and work with professional contemporaries on industry issues.
- Create new industry achievements and accomplishments working together with peers.
- Develop new skill sets.
- Contribute to the industry knowledge and education base.

