



IARA Value Proposition

Corporate Benefits/Value

- Drive change to help strengthen the remarketing industry
- Develop industry guidelines for corporate performance standards
- Participate in educational and training programs—for remarketing executives and entry level managers
- Discuss, develop and learn various industry “best practices”
- Join a forum of remarketers collaborating with peers
- Experience international growth and exposure
- Participation in round table seminars to achieve corporate goals

Personal Benefits/Opportunities

- Learn and earn the recognition of a “Certified Automotive Remarketer”
- Gain personal skill set improvements to help meet the changing needs of the remarketing environment
- Participate in special training programs (i.e., Six Sigma)
- Strengthen alliances and build relationships with your industry peers
- Network for the future with the top remarketers in the industry

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