



IARA Recognizes First Graduates of CAR PROGRAM

Remarketing experts Chris Wise and Sal Terranova are the first graduates of the Certified Automotive Remarketer program offered by the International Automotive Remarketers Alliance.

By Cheryl Knight

The first two graduates of the International Automotive Remarketers Alliance (IARA) Certified Automotive Remarketer program will be recognized during a Feb. 25 ceremony at the Conference on Automotive Remarketing (CAR) 2009 in Las Vegas.

The certification has been awarded to Chris Wise, national remarketing manager for Charleston Auto Auction, and Sal Terranova, national remarketing manager at Carolina Auto Auction.

“The IARA Certification Program not only represents an opportunity for individuals and companies to demonstrate their expertise, but to also participate in the process, thereby raising the overall level of professionalism in the remarketing industry,” said Matt Marks, IARA executive director.

The course curriculum includes 20 courses in five units covering remarketing channels, presale activities, actual-sale activities, post-sale activities, legal and ethics issues, and terminology. The education committee of IARA developed the course materials with help from remarketing industry leaders.

In all, the courses total approximately 400 pages of instruction and resource material. Participant certification is achieved by successful testing on each course, with 20 tests averaging 20 questions each.

The course curriculum provides a comprehensive insight into the industry from start to finish and offers a seasoned veteran further expertise into areas with which he or she may be unfamiliar.

Industry Experts Seek Hands-On Knowledge

Wise’s main responsibility at Charleston Auto Auction is soliciting vehicle consignments from institutions requiring remarketing services. His widespread client

base ranges from local credit unions and finance companies to large nationwide lending institutions that may remarket thousands of vehicles per year.

In addition, he also remarkets for some of the country’s largest fleet/lease companies, as well as utility companies and rental agencies. To round out his responsibilities, Wise’s auction also remarkets vehicles for several charitable organizations.

“I was very intrigued when I first learned of the plan to create a certification program geared specifically toward the remarketing industry,” Wise said. “Even with years of experience in the automotive industry, the realization is that there were many areas of remarketing that I did not have hands-on knowledge of.”

The IARA Certification Program was created from a membership recommendation three years ago to develop and implement a recognition program for remarketers.

“There are a large number of people in the remarketing industry who are experts

in their own right," Marks said. "This IARA Certification Program gives those people an opportunity to validate their skill set and knowledge."

In-Depth Courses Offer Best-in-Class Industry Standards

Wise has nine years of experience with Carolina Auto Auction and Charleston Auto Auction. He also spent 16 years in retail automotive sales and management prior to joining the auctions.

"To be honest, the courses took more time and work than I had originally thought," Wise said. "However, the information is so valuable to me and to my auction that becoming a Certified Auto-



CHRIS WISE



SAL TERRANOVA

otive Remarketer will become a necessary standard going forward."

Charleston Auto Auction, which celebrates its eighth anniversary in March, features a six-lane auction venue that provides a full range of services to institutional consignors and dealers.

Wise, who took his first test in July 2007 and completed the final test in October 2008, believes the program will be the standard by which industry personnel are judged in the near future.

"I am very proud to be a part of this very first graduating class," Wise said. "I think each and every company involved in the remarketing industry should consider this training program for their employees and reward them accordingly upon completion."

Remarketing Arena Continues to Evolve

Terranova also completed IARA's Certified Automotive Remarketer (CAR) program in October 2008. And as an IARA board member, he wholeheart-

edly recommends the program to all remarketing professionals.

"I believe in the value of certification programs, whether for equipment or learning skills," he said. "A comprehensive certification program and certificate declare a level of knowledge and proficiency."

Terranova's primary responsibilities at Carolina Auto Auction include all operations in the fleet lease department. His clients range from banks and remarketing companies to fleet and finance companies, and he provides oversight of the qualifying department's transport management for all fleet assignments, supervises the condition report writing team, sets vehicle sales, and manages all national business development.

"I would recommend this course because the information contained in the modules is both significant and thought-provoking," Terranova said.

While taking the online program, Terranova, a 20-year industry veteran, realized he gained much-needed practical knowledge in many topics.

"The certification curriculum is fairly broad-based, covering many important aspects of the remarketing process," he said. "It includes practical aspects such as reconditioning, channel selection, and legal and ethics training. While taking the course, I realized just how much I didn't know."

Carolina Auto Auction is an eight-lane ServNet Auction facility that runs 1,500 units every Wednesday. The auction is celebrating its 19th year in operation. Sister auctions include Charleston Auto Auction and the Indiana Auto Auction.

Moving into the future, Terranova sees the value of courses such as IARA's Certified Automotive Remarketer program increasing even more.

"The whole remarketing arena is continuing to evolve into a profession where knowledge can impact values," he said. "And a certification designation will challenge all involved to continue to increase in knowledge and ability."

IARA Program Gains Momentum

Currently, 22 individuals are enrolled in IARA's Certified Automotive Remarketer program, and Marks looks forward to more IARA members and nonmembers joining soon.

Courses are available for education only without testing, or with testing as part of the certification program. Fees are \$50 per course for IARA members and \$100 per course for nonmembers. A testing fee of \$195 may be levied for test sessions conducted by an outside third party. No-cost testing has been available at most remarketing industry conferences.

A summary description of the courses and the certification program can be viewed by logging onto the IARA Web site, www.iaraonline.org. 