



**FOR IMMEDIATE RELEASE**

**AutoIMS Introduces New Sales Scorecard**  
Remarketer's Alliance Partners with Technology Provider

**August 2019; Atlanta, GA** Auto Auction Services Corp. (AutoIMS) is pleased to announce the launch of its new Sales Scorecard. The new module, now available at no additional charge to AutoIMS consignor and auction clients, was developed in partnership with the International Automotive Remarketers Alliance (IARA).

The announcement is a big step forward in a long-running project by IARA members to identify a common framework for remarketers to identify and use key metrics about their performance.

AutoIMS VP of Client Experience, Joe Miller said, "This is a fantastic example of the power of the IARA and its Voice of the Consignor mantra. The thoughtful process and input collected along the way gave us ultimate confidence that building this new module would create a rich value-add for our member auctions and consignors alike."

The Sales Scorecard uses AutoIMS LiveReports technology to produce a new view of auction performance metrics. Conversion rates, average sale price achievement versus floor price and guide book pricing, average mileage and model year of the sold vehicles, and cycle time benchmarks like days to sell and days to CR are all included.

"AutoIMS users can now rate an individual auction's performance or rank multiple auctions over any period of time," said AutoIMS Chief Technical Officer, Robert Williams. "Familiar report filters like mileage, classification, frame damage, and several others allow the user to examine very specific segments of their portfolio as well."

Having completed an insightful beta test and initial round of improvements with several clients, AutoIMS plans to enable the Scorecard for all administrator users on Monday, August 26<sup>th</sup>.

For more information, please contact Joe Miller: [jmiller@autoims.com](mailto:jmiller@autoims.com) or 678-597-3928.

**About AutoIMS**

AutoIMS (Auto Auction Services Corp.) is the trusted technology service provider bringing together the wholesale remarketing industry. AutoIMS delivers applications and solutions enabling streamlined data connections and wholesale remarketing inventory processes. Connecting over 1,200 commercial consignors, 750+ auto auctions, and numerous 3rd party providers, AutoIMS drives efficiencies and greater returns across its entire network. Learn more at [www.autoims.com](http://www.autoims.com) or [www.autoimssolutions.com](http://www.autoimssolutions.com).