

Auto Remarketing



Greater Milwaukee AA Redesigns Recon Facility with Customers in Mind

By Sarah Rubenoff
Staff Writer

MILWAUKEE — Fleet and lease sales continue to rise on the consumer-facing side of the market, and with off-lease volumes in the wholesale lanes expected to grow substantially this year, reconditioning facilities at auctions are stepping into high gear in an effort to make sure these vehicles are retail-ready for dealers and buyers.

Greater Milwaukee Auto Auction is tackling this challenge with a brand new recon facility.

“We believe that our reconditioning facility is very important, at the auction level, for the dealers. The dealers want to buy a fully reconditioned product to sell to the retail customer whenever possible,” said Kristie Griffin, GMAA president.

In April, *Auto Remarketing* reported that the auction opened the doors to its brand new on-site reconditioning facility, which features three long wash lanes, a five-car service department, a full body shop, auto upholstery services and corporate offices for its fleet consignors.

In fact, Griffin said the auction’s primary reconditioning customers are fleet consignors.

The recon business serves to connect the industry, as new-car stores utilize the auction’s recon facility, as well, Griffin said, because the work meets the fleet standards.

The new reconditioning facility is located right next to the auction’s fleet check-in lanes, so the cars can go directly in the body shop, service center or into the three-lane detail shop, depending on their needs or flags.

“This process aids our consignors in throughput, and keeps our shops busy at all times,” Griffin said.

Another way the auction ramped up services for its customers is by “streamlining our processes,” said Griffin.

“We have separate fleet check-in lanes, where incoming cars are checked in, CR’d (condition report), signed off by the consignor, and color flagged, before they are moved,” she said.

The company also made investments in energy efficient technology while building the new facility.

“Our main auction lanes have been relighted with energy efficient lighting. Our reconditioning facility needed strong daylight caliber light that drops low from the ceiling so our technicians can see any imperfections and correct them,” Griffin said, “We made a strong investment in an energy efficient ‘return air system’ in the reconditioning facility that maintains a safe and healthy work environment.”

The auction decided to improve upon its reconditioning offerings when neighboring land was for sale, and the move has expanded the facility to 35.5 acres.

“We looked at the property and loved that it was joining and on the same side of the street. Our national fleet accounts have a very high standard for reconditioning services, and we knew that we needed a stronger facility to compete in the marketplace,” Griffin said.

The auction has also added matching signs to both the main auction and our new reconditioning facility, “and that has gained a lot of local attention, where both locations are on a main artery in Milwaukee,” Griffin said.

