

Recovery Business and Its Clients Increase Revenue with New Service Offering

Situation

Based in Anaheim, CA, Wm Maloy Company began as a family business in 1966 and continues to impress their clients with a strong focus on their goal – to quickly and completely resolve client files. The award-winning, licensed and certified team services the Los Angeles, San Bernadino and Riverside counties with over three decades of experience.

Wm Maloy Company strives to utilize the most advanced technologies to achieve success for their clients and through that focus, the company learned about OPENLANE and how they and their clients could benefit from remarketing vehicles online.

Solution

After seeing OPENLANE at a national association meeting, Wm Maloy Company began learning more about OPENLANE's offerings. Seeing the opportunity to provide their clients with additional services and increase the chances of their clients' cars to be redeemed, by keeping the vehicle closer to the debtor versus moving it to a distant physical auction, the company started using OPENLANE.

"I was excited about using OPENLANE, said Lisa Maloy, Manager of Wm Maloy Company. "I wanted to be able to provide the service to my clients and make more money for my clients."

Results

When Maloy's company repossessed a Land Rover in Arizona and sold it online through OPENLANE, the company was on a roll – especially after becoming familiar with the efficient and easy process of remarketing cars online.

“We would absolutely recommend OPENLANE to other business owners,” said Maloy. “There’s no overhead costs and the process is straightforward and uncomplicated.”

Wm Maloy Company’s clients have started to use OPENLANE and are thrilled with the online sales.

“We tell lenders OPENLANE will get them more money than the auctions will, and the results speak for themselves,” said Maloy.

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