

Wise F&I's Rob Berger Elected President of GAPA

Rob Berger, executive vice president at Wise F&I, was elected to serve as president of the Guaranteed Asset Protection Alliance (GAPA).

St. Louis, MO ([PRWEB](#)) November 23, 2015 -- Rob Berger, executive vice president at Wise F&I LLC, was recently elected to serve as president of the Guaranteed Asset Protection Alliance (GAPA). GAPA, as an organization, was established in 2006 and is comprised of companies who offer Guaranteed Asset Protection (GAP) products. The purpose of GAPA is to monitor and lobby legislative, regulatory and administrative activity affecting the GAP industry. Wise F&I has specialized in GAP for over 25 years, being one of the first in the industry and continuing to be a premier provider of GAP to automotive dealers and lenders. Berger has been an executive at Wise F&I for over eight years playing an integral role in the company's management and growth. Industry leadership and Berger's knowledge and expertise of GAP, positioned him for the nomination to serve as president of GAPA. "I look forward to serving as GAPA's president in support of GAPA's mission and the ongoing refinement and enhancement of GAP products in general." said Berger. Berger was elected by GAPA's member companies at GAPA's annual conference held this past October in Las Vegas.

GAPA Mission

GAPA's mission is to preserve the viability of its industry, promote fair and equitable regulation of its members and their products, and to continue to offer meaningful options to consumers who choose to purchase this protection. www.gapalliance.org

About Wise F&I

Wise F&I has a long history of success in the automotive finance and insurance space, initially specializing in Guaranteed Asset Protection (GAP) then expanding over the years to now include a full array of F&I products including: Appearance Care Service Contracts, Theft Deterrent Systems, Vehicle Service Contracts, Key Replacement and other ancillary products. Wise F&I branded products are marketed through independent agents to automotive dealers. Additionally, Wise F&I supports private label programs and strategic partnerships with automotive lenders and finance companies on both a national and regional basis. All products are fully compliant and underwritten by an A- rated (or better) insurance carrier.

With 25 years in the industry, Wise F&I's experience allows the delivery of complete contract origination solutions supported by efficient and accurate claims and cancellation processing. With a focus on building partnerships, and a priority on customer service, Wise F&I is the F&I provider of choice. www.wisefandi.com



Contact Information

Amanda Miller

Wise F&I

<http://www.wisefandi.com>

+1 636-349-1234 Ext: 3017

Matt Croak

Wise F&I

<http://www.wisefandi.com>

636-349-1234 3002

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