Curriculum Vitae for Steven J. Proto



Position:

Automotive Vehicle Valuation Appraisal Expert specializing in: Dealership Business Practices, Dealer Fraud, New (see cal-dealer transactions/purchases/leases, Market Valuation, Total Loss Vehicle Valuation, Actual Cash Value, Diministed Value, Vehicle Valuation Appraisals, Auto Auction practices, Automotive Auction Appraiser, Automotive Auction Arbitration Inspector; specifically identifying prior repairs and previous paint work.

Experience:

Auto Mediator Inc.

Automotive Consulting, Auto Auction Appraiser, Expert Witness

Dealer Ready Auto Auction – Santa Monica, CA

Arbitration/GM & Operating Partner

Settled over 500 Mediations at a multi-state dealer to dealer automotive automotive automotive discussion making markets in automotive vehicles, appraising vehicles, dealer to dealer sales transactions, arbitration; in-house discusses between dealers, dealer mediation, evaluating market conditions and procuring consignment vehicles for daily auction sales. The proposer auctions allowing dealers to sell inventory directly from a market guide and further enhance the used car buying experience.

Dealer clients include top-tier franchises such as: Galpin For (Largest Ford dealer worldwide); AutoNation (America's largest automotive retailer); Sonic Automotive Inc.; Penske Automotive; Oroup 1 Automotive; Van Tuyl Group; Lithia Motors inc.; Larry H. Miller Group; Sullivan Automotive Group; Rusnak Automotive Group.

M&S Auto, LLC - Los Angeles, CA

Founder & President

Procured and Appraised wholesale vehicles coast-to-coast, including Manheim, PA, Orlando, FL and other states using specific auction data and resources to ship and sell vehicles to western states such as CA, AZ, NV. Attend auctions from major companies such as Manheim, Adesa and Prime auto auction. Setting up transport of dealership vehicles from state to state utilizing dealer plates in driving to and from auctions. Instrumental in building divate company into well-established international wholesale/retail operation with more than 100 franchised dealer clients.

Appraised vehicles for international hypert and export. Exporting to Italy, Germany, China, Korea, and Russia from Los Angeles. Importing from Italy and Europe (Naivy exotic Italian cars).

Wholesale vehicles from coast to coast. Procuring vehicles from the eastern states such as Manheim, PA, Orlando, FL and other eastern states using specific auction data and resources to ship and sell vehicles to western states such as CA, AZ, and NV. Attending auctions from major companies are as Manheim, Adesa, and Prime auto auctions.

Retail sales of autometic ehicles. I currently hold all DMV licenses to retail cars to the public, lease cars via brokering with new car franchises, and purchase cars thru auctions for direct wholesale.

Daewoo Ngch America- Los Angeles, CA

Pre-Owne Director

Managing inventory for a multi-dealership group including trade-ins/buybacks, acv, lease returns, reconditioning, auction sales and egotiated bank contracts. Responsible for procuring vehicles for various promotional, credit union and tent events thru auction purchases, private party purchasing, dealer wholesale and leasing companies. Created a used car department that was nonexistent previously.

Dream Team Productions- Los Angeles, CA

1999-2002

President

Managed promotional mercenary sales force of over thirty sales personnel, finance staff, closers and general sales managers for top tier franchises in various tri state locations forging alliances with dealers.

Elmore Toyota-Westminster, CA 1997-2000

2000-2002

2005-Present

1999-2016

Pre-Owned Sales-Promotional Basis Theodore Robbins Ford- Coast Mesa, CA Pre-Owned Sales- Promotional Sales

1996-1998

Education:

Hofstra University

Bachelor of Arts Pepperdine University

Straus Institute for Dispute Resolution - Mediating the Litigated Case

Hempstead, NY 1985-89 Malibu, CA

Designated Expert Witness/Consultant:

The People of CA v. Paul Blanco's Good Car Co

Ching v. ST George Auto grp D 5/22 Hopkins v. CarMax Auto 2/22

Arhart v. Toyota Motor Sales USA 2/22

Carrizal v. A Luna, Manheim Remarketing D TX 11/21

Takata Airbag Product Liability Litigation D 10/21

Bret Maister v. Austin Smith D 9/21 OCSC

Garcia, et al. v. Volkswagen of America D VA 8/21

Wang v. Zorn 8/21

Scroggie vs, Sky Motorworks, 6/21 Mobassaly v. LACTMA, et al. 5/21

Nancy Jones v. Holiday World of Katy, TX 5/21

Kent v. Ramirez 4/21

Mingpu Sun v. Henry Zhao and Escc Motorsports

Garestani, Siavash v. United Valet D 3/21

Rezk v. Subaru Canada Inc. 9/20 Atashaband v, USAA D 7/20

Lun, Johnny S. v. Rosas (Hartford ins) D 2/20

Quarto v. City of Glendale D 2/20

Timothy Ring v. John P Weston 8/19

Bendig v. La Fontaine 8/19

Kosmides v. Volkswagen Group of America 4/19

Haberkorn v. KeyVal inc. 4/19 Hicks v. Manughian 2/19

Geico v. Gayle D 6/18

The People of CA v. Hector Aparicio D 5/18

The People of CA v. Walley Patterson D 3/1

Raczynski v. Daland Nissan 3/18

Chin v. Gonzales 3/18

Donovan v. CSAA

Nelson v. Allied Nationwide 9//17 Becker v.. Ivan/Navarette 9/1

Gurrola v.. Fernandez 311

Ortiz V. Broaster 1/N
Summit Auto Sales V. Praco, Inc dba Yankee Ford Sales 7/16
Latifzadeh V. Hocman Visan of Long Beach and Nissan of N.A. 05/1
Perkins V. Pineda 5/N
Case V. Akserican Honda Motor co. 7/15 san of Long Beach and Nissan of N.A. 05/16

Gerro V camborghini merical alternative Ins. Co. V. Wildland Residents Assoc.

Bonne u V. Allstate Keats V. State Farm

Ringland V. Mercury Insurance

Cernilia V. USAA Tucker V. Farmers

Gilliam V. Affirmative Insurance services

Roberts V. Farmers Evans V. AAA California

Vickers V. Interinsurance Exchange of the Automobile Club Diminished Value

Hired by Dept of Justice/20k Vehicle Values/Dealership business pract

2013

Auto Auction practices/Dealership practices/Auto Auction Guidelines Dealership practices/Prior Damage assessment/Prior epairs/Dealer Fraud

Lemon Law/Diminished Value/Mechanical Delects

Auto Auction practices/Drivers/Transport

Vehicle Valuation/Diminished Value

Specialty vehicle valuation/Baja Off Ready vehicles

Vehicle Valuation/Diminished Value/Auto Auction Condition Reports

Diminished Value/LOU/Exotic Vocale

Dealer Fraud/Auto Auction CR's/ Valuation

Diminished Value/Loss of Use

RV Lemon Law/Mechanical/Electrical defects

Diminished Value/Yeh dy safety/LOU/ Federal Court

Diminished Value/10U

Lemon Law ((LAWVAP)/Mechanical issues/ Manufacturer defects BAR in est pation/CA Code of Reg. Storage charges/Salvage valuation

Vehicle Variation/Total Loss Valuation/Forensic Appraisal

Velvele Valuation/Loss of Use/Diminished Value

atto action Safety Procedures/Auto Auction Staffing Drivers

hip business practices/Dealer plates/CA vehicle code/Car Rental business practices (>\$1 million+)

Sactory Defects/New Car Dealership practices/Lemon Law New Car Dealership practices/Advertising/Monroney/Addendums/MSRP

Diminished Value/New Car Dealership Transactions/Leasing

Vehicle Valuation

Vehicle Valuation/Salvage value

Vehicle Valuation/Salvage value

New Car Franchised Dealer Fraud/Vehicle Valuation

Diminished Value

RV Suspension Issues/Vehicle Valuation/DV

Diminished Value Vehicle Valuation

Vehicle Valuation

Vehicle Valuation

Dealership Business Practices/Dealer Fraud/Vehicle Valuation

New Car Dealership Practices/Dealer Fraud

Diminished Value

Factory Defects/Vehicle Valuation

Factory Defects/Diminished Value

Diminished Value Diminished Value

Diminished Value

Diminished Value

Diminished Value

Diminished Value

Diminished Value

Diminished Value

Diminished Value

Bowman V. United Financial Casualty	Diminished Value
Moalem V. Geico	Diminished Value
Caro V. Allstate	Diminished Value
Sweetland V. Esurance	Market Valuation
Mercury V. Wawanesa	Diminished Value
Perez V. State Farm	Diminished Value
Carmona V. Wawanesa	Diminished Value
Schonfeld V. AAA	Diminished Value
Gingold V. USAA Dmochowski V. State Farm	Diminished Value Diminished Value
Guerrero V. Progressive West	Diminished Value
Pham V. Wawanesa	Diminished Value
Johnson V. Geico	Diminished Value
Reyes V. Allstate Northbrook Indemnity	Diminished Value
Quan V. AAA	Diminished Value
Vargas V. Auto Club of Southern California	Diminished Value
Mckinley V. Farmers Insurance	Diminished Value
Tehrani V. State Farm	Diminished Value
Howell V. Geico	Total Loss Vehicle Valuation
Havel V. AAA	Diminished Value
Davis V. State Farm	Diminished Value
Held V. AAA	Diminished Value
Craighead V. AAA	Diminished Value
Uttaravalli V. Geico	Diminished Value
Baker V. California Automobile Insurance	Diminished Value
Chandra V. Mercury Insurance Group	Diminished Value
Lee V. State Farm	Diminished Valle
Peralta V. State Farm	Dimini ned Va.
Hill V. Safeco	Diminish a value
Jasdanwala V. Victoria Fire & Casualty Company	Diminished Value
Pell V. AAA	Dim ushed Value
Garcia V. State Farm	Oin inshed Value
Thorp V. Farmers Piddlespurger V. Geige	Total Loss Vehicle Valuation Diminished Value
Riddlespurger V. Geico Robbins V. Zurich North America	Diminished Value
Andoniu V. State Farm	Diminished Value
Coker V. Esurance	Diminished Value
Mehrotra V. Firemans Fund	Diminished Value
Chirukuri V. Geico	Diminished Value
Shamin V. USAA	Diminished Value
Pham V. Wawanesa General	Diminished Value
Shamin V. USAA Pham V. Wawanesa General Chiang V. State Farm Lauzums V. Progressive Gopanapalli V. AAA	Diminished Value
Lauzums V. Progressive	Diminished Value
Gopanapalli V. AAA	Diminished Value
Snyder V. Geico	Market Valuation/Total Loss Vehicle Valuation
Moison V. USAA	Diminished Value
Jackson V. Farmers In urance	Diminished Value
Ko V. Geico	Diminished Value
Schley V. State Fair	Diminished Value
Zimet V. Progressive Insurance	Diminished Value
Dalmiya V. Ust Century Insurance Company	Diminished Value
Farmer Diberty Mutual Leg e V. Mapfre USA	Diminished Value Diminished Value
Fried a V. USAA	Diminished Value
Park V. State Farm	Diminished Value
Siddiqui V. Auto Club County Mutual Insurance	Diminished Value
Nolasco V. Progressive	Diminished Value
Maribojic V. State Farm	Market Valuation
Huynh V. AAA Insurance	Diminished Value
Yehuda V. Explorer Insurance	Diminished Value
Salwen V. Alliance United Insurance Company	Diminished Value
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Tellez V. Safeco Insurance Co. Diminished Value Rotella V. State Farm Diminished Value Doan V. State Farm Diminished Value Kwok V. State Farm Diminished Value Peterson V. Nautilus Insurance Company Diminished Value Collis V. Geico Diminished Value Maroney V. Country Financial Diminished Value Yu V. Geico Diminished Value Montalvan V. California Automobile Insurance Co. Diminished Value Total Loss Vehicle Valuation Snyder V. Geico Park V. State Farm **Total Loss Vehicle Valuation** Maribojic V. State Farm Total Loss Vehicle Valuation Ko V. AAA Total Loss Vehicle Valuation Rosas V. Esurance Total Loss Vehicle Valuation Ray V. Farmers Insurance Diminished Value Aguilar V. State Farm Diminished Value Palar V. AAA Diminished Value Davis V. Geico Diminished Value Alonso V. State Farm Diminished Value Hakamian V. USAA Diminished Value Mallari V. Geico Diminished Value DeCristofaro V. State Farm Diminished Value Won V. State Farm Diminished Value Montalvan V. Mercury Insurance Diminished Value McDivit V. Geico Diminished Value Stephens V. State Farm Diminished Value Eldridge V. USAA Diminished Valve Dimini nea Va. Perkins V. Bristol West Total Low vehicle Valuation Chan V. State Farm Diminished Value Hwang V. Allstate Insurance Dimnished Value Soto V. AAA Ominished Value Cooke V. Mercury Insurance Diminished Value Applegate V. Nationwide Insurance Co of America Short V. Esurance Diminished Value Ko V. AAA insurance Market Valuation Rosas V. Esurance Market Valuation Andrews V. Auto Club Southern CA Diminished Value Seckler V. State Farm Diminished Value Hernandez V. Freeway Insurance Diminished Value Kim V. Allstate Diminished Value Martinez V. Bankers Standard Diminished Value Pabalan V. Auto Club Diminished Value Kraft V. Liberty Mutual Diminished Value Gerro V. Rolls Royce Market Valuation/Diminished Value Chen V. State Farm Diminished Value Malasky V. Geico Diminished Value Crossley V. Geico Total Loss Vehicle Valuation Phuah V. Geico Diminished Value, Collision Repairs Holmes V. Alist te Diminished Value Lingam V. United Financial Casualty Marler H. USAA Poyle V Diberty Mutual Insurance Diminished Value, Collision Repairs Diminished Value Diminished Value nann V. State Farm Insurance Diminished Value Caro. State Farm Insurance Diminished Value Butler V. Farmers Insurance Group Diminished Value Hixson V. Progressive Diminished Value Bernardo V. Explorer Insurance Diminished Value, Collision repairs Flores V. Access General Insurance Diminished Value, Collision Repairs Julien V. Geico Diminished Value Bell V. State Farm Insurance Total Loss Vehicle Valuation

Kirby V. Auto Owners Insurance

Diminished Value

Livens V. USAA

Bautista V. All State Insurance Co.

S. Fehr

Edwards V. Access General Insurance Co.

Meyer V. State Farm Insurance

Abbate V. Progressive

Shao V. State Farm Insurance

Holmes V. Esurance

Jennings, Haug&Cunningham Jennings, Haug&Cunningham

Diminished Value, Collision Repairs Diminished Value, Collision Repairs

Mediation

Diminished Value

Total Loss Vehicle Valuation

Diminished Value Diminished Value Diminished Value

Total Loss Vehicle Valuation
Total Loss Vehicle Valuation

Membership & Licenses:

Advisory board member for **North American Dealer's Association Appraisals Guides**, responsible for valuation of vehicles in my area of expertise.

Member is good standing of the **International Automobile Appraisers Association UAAA**); IAAA# 1003220017. The IAAA has developed a strict Code of Ethics for its members, a first in the automotive appraisal industry, in that they are specific & unique to the community that auto appraisers serve. The goals of the Association include a ducting & training automotive appraisers, documenting their standards & practices and promoting professionalism among the new hor appraisers.

Certified in Uniform Standards of Automotive Appraisal Procedu

Certified in Diminished Value part X

Certified in Loss of Use ||

Auto Mediator Appraisal Clause Umpire

Undergone continuing education in 2019

Qualified to testify in State Court prosectings as an Expert in New Car Franchised Dealership business practices.

Qualified to testify in State fourt proceedings as an Expert in New/Used car sales, dealership advertising, MSRP/Addendums.

Qualified to testify in State Court proceedings as an Automotive Expert in Vehicle Valuation

Qualified to testify in Arbitration proceedings as a Vehicle Valuation Expert Qualified to testifyin Sat Court proceedings as an Expert in Dealer Fraud

California Occupatio al Licenses: **Automotive Vehicle Dealer**, Automotive New Vehicle Broker, Automotive Wholesale. Dealer Ready Inc/Western Floet Se vices. License # 67319

Listed with the Technical Advisory Service for Attomey's (TASA) a referral company to the legal profession.

reference :

Ray Veisberg: UCM; Toyota of Hollywood 661-478-2078

Jim Woods: GM; Lithia Motors Island Honda, Acura, Chevrolet 949-463-0759 **Joe Armer:** UCM; Frank Motors Toyota, Subaru, Hyundai 619-992-0546

Russell S. Kerr; Attorney; Kerr & Sheldon, 714 531-5900

Alex Gilburg; Attorney; 818-780-7373