

Issue:
June
2023



Wisconsin Collision Repair Professionals

The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~



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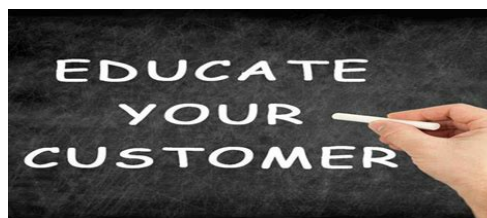
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YOU TUBE CHANNEL

FROM THE DESK OF OUR PRESIDENT

We recently received a call at [WCRP](#) from a member shop who was looking for direction on how to deal with insurance company short pays and, more and more, their outright refusal to pay for obviously necessary repairs. Since Covid, we have all seen this proliferate as local adjusters have disappeared and are being replaced with faceless desk reviewers and photo estimates. Gone is the day of personal relationships with local adjusters, many of which we have known for several years. Whether these relationships were good, bad or somewhere in between, we knew them personally and knew how to negotiate with them. It now seems like more and more insurance companies are tightening their belts, and just outright refusing to negotiate on labor rates and repairs that are necessary for a safe and proper repair. Shops cannot continue to absorb these costs and stay in business. It seems like the only alternative is to get the customer involved.



At [WCRP](#), we have been discussing customer co-pays for quite a while now. This is not a new concept but many shops are still hesitant to try it. Those that have, say it is working amazingly well and are surprised at how little customer push-back that they are seeing. The key is educating our customer. We need to take the time to explain to them what is going on in the insurance industry, and why a co-pay may be necessary. Take the time to prepare them for that inevitable call from their insurance company telling them that we are overcharging them and we won't work with them, etc., etc. Also, be sure to utilize the results of the WCRP Insurance Survey by clicking [here](#). There are several good companies out there!

For more on co-pays, see Barrett Smith's article from Body Shop Business below, and also check out Steve Humblet's Guest Editorial. Also, please click on your answer to the poll question on co-pays below, and look for the result in next month's Advocate!



Does your shop utilize customer co-pays?

Yes

Select

No

Select

No, but we plan to soon

Select



It is with a very heavy heart that we share this news. On Wednesday, WCRP board member, Tracy Black, went in for a stress test; he had a heart attack during the testing and was not revived. As you can imagine, this has shaken their world upside down. Their Office Manager, Leah, has informed me that the funeral will be held on Wednesday, June 7 at Zimmer Westview Funeral Home, Please keep everyone in their family and shop in your prayers.

Tracy Dean Black, 57, of Sheboygan, passed away suddenly and unexpectedly on Wednesday, May 31, 2023.

Tracy was the eldest son of Philip and Nancy Black. He spent his younger years causing mischief and teasing his sister, Theresa. Tracy was a proud Falcon, graduating from Sheboygan Falls High School with the Class of 1984.

On October 17, 1992 he married the love of his life Sue Lutz at St. Luke United Methodist Church in Sheboygan. Together they raised the most wonderful children, Courtney, Samantha, and Joseph. When Tracy became Papa to his grandchildren, Evalynn, Johan, Juliana, and Natalia ("Baby N") they became the light of his life and he couldn't spend enough time with them, creating lasting memories. Family was his pride and joy.

[Continue reading here.](#)

In lieu of flowers, memorials may be made to [Hogs for Heroes](#) or [Wisconsin Collision Repair Professionals](#) in Tracy's name.

JUST A LITTLE *Reminder*

If you missed the memo...WACTAL is now [Wisconsin Collision Repair Professionals, \(WCRP\)](#). This name change better reflects our goals of improving professionalism and being recognized as repair professionals. We'll need help in patronizing our amazing new sponsors who are supporting this shared goal through their advertising and sponsorship dollars. We'll need help in soliciting new members. There is strength in numbers and we need to be strong. You can support us by maintaining your membership! Thank You! Help us by participating in the upcoming surveys, events and training options. We hope this new e-newsletter and other changes are the catalyst for your involvement. We welcome your comments and suggestions. It is **YOUR** association let's band together, raise the bar and never look back.

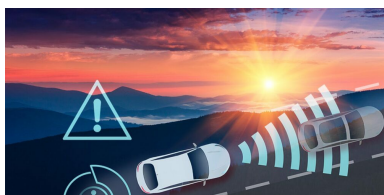
MEET THE MEMBERS



204 E. Madison Avenue ~ Grantsburg, WI, 54840, US

[Legenderry Auto Body](#) is a small, family owned business that began in 2020. The shop is owned by Derry and Pam Peterson. Derry has over 25 years of experience as an auto body painter. Pam had a long career in event management and planning. Derry and Pam are both from Minnesota but have now relocated and live on land owned by Derry's family for over 40 years.

BODYSHOP BUSINESS



The Great Awakening: Collision Repairers Taking a Stand

Many repairers are now taking a stand, realizing they cannot conduct business the way they used to.

By [Barrett Smith](#) January 10, 2023

No doubt most collision repair facility owners and managers reading this have seen insurers ramp up their efforts to contain claims costs, which surely has created a great deal of consternation, uncertainty and concern about the future.

Challenges Galore

The collision industry is facing:

- Increasing electric vehicle (EV) technologies
- Increasing advanced driver-assistance system (ADAS) technologies
- Evolving methods of vehicle construction
- Increasing diagnostic repairs
- OEM-mandated and recommended repair procedures
- Investment in costly required equipment
- Increased costs of goods and services.
-

Insurers have seen this coming for some time and, in response, have changed their operations to reduce their costs while increasing their push back against those repairers who seek to be satisfactorily compensated for their efforts.

The required equipment and procedures have added substantially to quality repairers' investments, not including the costs associated with OE training and certifications ... and the potential liabilities, which have increased fourfold if not more in recent years. And there's no sign of this letting up in the foreseeable future.

In my role as an industry consultant to some of the nation's most forward-thinking collision repairers, and in speaking with others involving post-repair inspections, I've found that every shop is confronted with significantly increasing demands while the added investments of time and financial resources are often being underpaid or even denied by insurers.

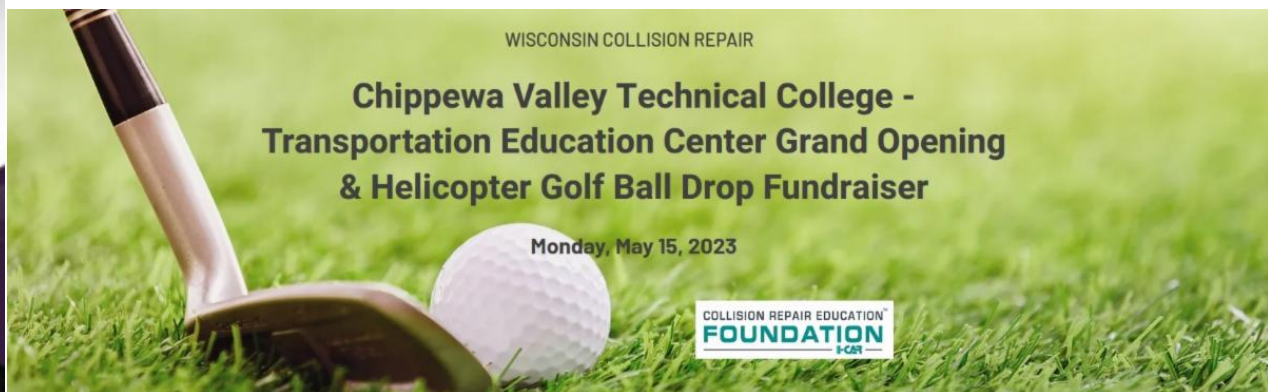
Damned If You Do ...

So, the conundrum faced by many repairers today is simple:

[Continue reading here](#)



[Body Magic® - Heavy Duty Rubbing Compound - Quart](#)
[Body Magic/Auto Wax Co. BOD21](#)



**THE GOLF BALL DROP WAS A SUCCESS!!
HERE ARE THE WINNERS**

Closest to the Pin - \$1,000

- Ball #203 – Kent Olson – Olson Tire

2nd Closest to the Pin - \$500

- Ball # 85 – Lucas Salter – Trubilt Collision

3rd Closest to the Pin - \$250

- Ball #379 – Joel Kircher – Fox Valley Technical College

Farthest Away from to the Pin - \$250

- Ball #117 - Ken Kempfer – Fox Valley Technical College

Joint Finance Committee approves boost to youth apprenticeships, career and technical education programs

The Joint Finance Committee voted along party lines to increase state funding for youth apprenticeship grants and career and technical education programs in school districts to help address the state's workforce shortage.

The committee's motion, approved 12-4, also cut \$1 million annually from a program that largely gives private companies grants to do custom training programs. The move would still leave \$5.25 million available each year for the Fast Forward program, which handed out less than \$5 million in grants in fiscal year 2021-22.

The motion would provide an additional \$3 million in general purpose revenue to local youth apprenticeship grants in the first year of the budget and \$4 million in the second. That would push the program's funding to \$9 million and \$10 million.

Meanwhile, the boost of \$1.5 million annually for career and technical education incentive grants would bump that funding to \$8 million in GPR each year.

GUEST EDITORIAL

Shop resistance to requesting a "CO-PAY".

Yes! It absolutely may start a precedent and the insurance industry "*gets off the hook*".

Yet, I see no other way to move our industry forward. People want cheap premiums, insurance corporations want fat advertising budgets, stadiums, inflated salaries, shareholder dividends etc. and we are caught in the middle. Supporting them both at the detriment of our industry. Do you want to stay there? I do not. My staff deserves better, my future staff will demand it.



We can continue to dwell at the bottom of the trades, accepting the rates dictated by a party with no interest other than corporate profits. We can continue to cost shift our way around stagnate labor rates via micro itemizing and various versions of borderline fraud. **Or** you *involve* the person that bought *that* policy. Why are we committing to a policy not of our choosing? Because you allow it.

The biggest hesitation on initiating a co-pay structure is our lack of familiarity. Doing something we haven't done. Its uncomfortable. I've found its sometimes easier to do something new and uncomfortable if I do it for someone else.

Try this to get started: Labor wise take 50% of that co-pay and get it back to the staff. However, you deem fair. The other 50% donate to a favorite charity.

Comments always welcome,
Steve



Better Together.

[VIETEK KOOLCOMFORT](#)

[Disposable TEK-SUIT](#)

HAVE YOU SEEN OUR INDUSTRY WHITEBOARD VIDEOS?

WCRP has a [YouTube](#) channel! Here you will find videos pertaining to our industry. We had several "white board" videos produced to explain [co-pays](#), [shopping for insurance](#) and [career awareness](#). Feel free to share these videos with your customers and colleagues!

Co-Pay
On my car repairs?



Co-Pay for repairs video: [Click here](#)

Shop Wisely for Insurance: [Click here](#)

Body Shop Career Awareness: [Click Here](#)



[AUTO WEB TUNERS](#)

"HELPING AUTOMOTIVE
BUSINESSES THAT WANT TO WIN"

OUR NEXT OPERATIONS MONTHLY LIVE:

Job Costing for Wealth / Tue Jun 13, 2023 11am

[CLICK HERE TO SIGN UP FOR OPERATIONS MONTHLY LIVE!](#)



[CLICK HERE TO BE TAKEN TO THE REGISTRATION SITE](#)



[CLICK HERE TO BE TAKEN TO THE AVAILABLE COURSES PAGE](#)

OEM GM Wiring Pigtails & Socket Catalogue

Repair businesses can easily locate OEM wiring pigtails & socket part numbers using this free website directly from GM Genuine Parts | ACDelco.

Click the link below to go to the catalog.

<https://acdelco-connectors.dstcloud.com/v2/#!/catalog>

ESTIMATE TIPS



Which of the following are you giving away?

- 1) EPA & solid waste disposal
- 2) Color sand & buff
- 3) Clean for delivery



Are you interested in being a sponsor? Our Body Shop Advocate e-newsletter is sent out every month to 500 addresses.

YOUR TARGET MARKET!



KNOW OF ANY SHOPS LOOKING TO JOIN WCRP?

Forward this newsletter to them!
They can click [here](#) to go straight to

[Click here for information!](#)



WORTH REPEATING

You've "*researched repair procedures*" on a repair of true concern. This research has revealed some *required* operations. Not suggested, *required*. You've properly documented the need, submitted a supplement and the charges have been denied. One of those "NO, we don't pay for that" kind of things. Now what!

Did you do a good job of documenting the need? Supplied a detailed itemization with P Pages, OEM statements etc.? Adjusters have often told me they'll "run it up the ladder for approval", but you need to "*give me some ammunition.*"

If it's something that you feel must be done, you could do it for free. Pointing out to all parties you performed the *required* service and gain credibility as being the repair professional. You can resubmit the billing a second time for payment along with better, highlighted, documentation that it was indeed performed. It can work and if you're doing it anyway what's the harm in trying! A *no* often means you haven't convinced someone yet. Don't forget to CC the owner and everyone else connected to the claim. Including an agent if there is one.

One can ask the car owner for financial participation via a CO-PAY. You are not trapped, you have choices. (Think of it as voting, pick the best of the evils and pray for the best.)

As we better follow OEM guidelines, this issue continues to grow and should get clarified.

Your board of directors has requested a meeting with the new WI Commissioner of Insurance. This is certainly one topic of discussion. Please forward any of your specific concerns, suggestions, documented examples to wcrpinfo@gmail.com



Wisconsin Office of the
**COMMISSIONER
OF INSURANCE**



Wisconsin Collision Repair Professionals

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