

**Issue:
March
2023**



Wisconsin Collision Repair Professionals

The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~



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JUST A REMINDER!!

Don't forget to click "view entire message" at the end of this email to view the entire newsletter. We don't want you missing out on anything!

FROM THE DESK OF OUR PRESIDENT

Recently I had the honor of participating in the scholarship signing ceremony that was held at the Automobile Gallery in Green Bay. It was great to see these two talented young people getting into the industry! (See more on this below.) Please thank the sponsors you see in The Body Shop Advocate for their support. Without them, these scholarships would not be possible.



Also, this month we have the results of the latest labor rate survey and the insurance company ranking survey. Thank you very much to all of you that participated! The insurance survey is a very valuable tool to use when customers come in that are frustrated with their current insurer. Many shops have said that they print these out and have them on the desk in their office. As more and more motorists switch to some of these top-ranked companies, it will make your life easier. So please take the time to look over both of these surveys and see if now is the time to take charge of your business!

Larry Terrien
President WCRP



Below are the results from the 2023 Labor Rate Survey. Click on the picture for a PDF of the data collected.

****We also received a few comments in our comment section.

[Please click here to read those.](#)



2023 LABOR RATE SURVEY RESULTS

RATE TYPE	AVERAGE	HIGHEST	LOWEST
BODY RATE	\$71.13	\$85.00	\$60.00
PAINT RATE	\$70.79	\$85.00	\$60.00
MECHANICAL RATE	\$111.06	\$165.00	\$80.00
STRUCTURAL RATE	\$93.33	\$210.00	\$65.00
ALUMINUM RATE	\$90.28	\$185.00	\$64.00
PAINT & MATERIALS RATE	\$50.48	\$75.00	\$38.00
INDOOR STORAGE RATE	\$77.35	\$200.00	\$30.00
OUTDOOR STORAGE RATE	\$53.97	\$200.00	\$10.00
HAVE YOU SEEN/READ THE BLEND STUDY BY SCRS?	40 YES		
	16 NO		
HAVE YOU CHANGED BLEND TO FULL REFINISH BECAUSE OF THIS STUDY?	26 YES		
	19 NO		
	2 TRYING		

Below are the results from the 2023 Insurance Ranking Survey. Click on the image for a PDF of the data received.

****We also received a few comments in our comment section.

[Please click here to see those.](#)



2023 INSURANCE RANKINGS

INS. CO.	RANK
ACUTY	1
ERIE	2
AUTO-OWNERS	3
RURAL MUTUAL	4
SECURA	5
WEST BEND	6
THE HARTFORD	7
TRAVELERS	8
AMERICAN FAMILY	9
FARMERS	10

INS. CO	RANK
PROGRESSIVE	11
SAFECO	12
METLIFE	13
STATE FARM	14
NATIONWIDE	15
ALLSTATE	16
USAA	17
LIBERTY MUTUAL	18
GEICO	19
THE GENERAL	20



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USAA	18
ALLSTATE	19
GEICO	20



Labor Rate
Hero Survey

IMPORTANT!!!!

If you haven't updated your rates at [Labor Rate Hero](#) recently, [click here](#) and make sure you do that!

[Labor Rate Hero](#) is an **excellent** resource for shops. You are also able to see labor rates for shops in the zip codes you enter [here](#).

PLEASE NOTE! You can update your rates at [Labor Rate Hero](#) at any time, not just once a year!! Costs go up all the time and if you have to adjust your labor rate, do so!!

ALSO...keep an eye out for the upcoming [National Auto Body Research](#) videos on Labor Rate Education.

MEET THE MEMBERS

[Mike's Auto Body of Glenwood City](#)



Mike's Auto Body is a local, full-featured auto shop in Glenwood City with years of experience and comprehensive ability, serving the area since 1994. Instead of searching for a different provider every time your vehicle has a problem, our team of technicians is at the ready to deal with everything from electrical problems to diagnostic issues. We believe in providing the best possible customer service and transparent pricing for all the work we do. When you choose us, you'll know your in good hands and that when you drive your vehicle away from our shop, it will have an excellent repair or maintenance service – that's the Mike's Auto Body way



Better Together.

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COMMENTS WELCOME!!

I do appreciate feedback. The following comments were received after a promotion of the [SCRS Blend Study](#). The first one from a shop and the second an office memo inadvertently sent from an insurance adjuster.



1) Shop reply: *Now what???? We have all this data provided by the most credible sources in the industry, but without action it provides absolutely NO value to the shop owners.*

Exactly my motivation! Six months have passed since the release of this industry changing information and the seeds of change have been slow to root. Why is that? I'll accept two reasons. One, lack of knowledge or awareness, shops have been very busy and when you are too busy to **work on** your business this stuff happens. Possibly how the blend "reduction" was initiated, because obviously it wasn't studied very well.

Failure of shops to initiative change. I suspect the excuses range from accepting the role of the victim to *eh, I'll just add it in somewhere else*. You're only the victim if you choose to be and please don't choose to be lazy or dishonest. Be the professional this industry needs. What's your hesitation to enact change? You **do** have the resources and you do have company. Any takers?

2) Insurance Adjuster: *"Regarding the shops 's demand for full paint time on adjacent panels rather than the long-time industry standard of blending adjacent panels."*

This rebuttal could go well off track. I can only point out that some **long-time industry standards** need to be revised. Industry standards are established when there is a consistent set of conditions to initiate them. When those conditions change, the dated industry standard should no longer apply. I also feel this "industry-standard" was implemented without proper study. I further suspect undue outside influences.

Feel free to comment!
Steve

WCRP has issued a press release concerning the SCRS Blend Study. You can click on the image below for a printable PDF.

You can click here to download the [SCRS Blend Study](#).



Press Release

For immediate release

For further information contact:
Deb Brunett, Executive Director
Phone: (262) 542-7707
e-mail: wcrpinfo@gmail.com

March 1, 2023

WCRP – Blend Study, Support for Collision Shops

The Wisconsin Collision Repair Professionals (WCRP) commends the SCRS (Society of Collision Repair Professionals) on their recent 2022 Blend Study. This exhaustive, in-depth study should be instrumental in assisting shop owners when the long standing “tradition” of blend vs panel refinishing is in debate. The study was conducted with unparalleled detail and creates the question of how and why this blend reduction was instituted initially. The March Body Shop Advocate offers insight and strategies on enacting change. It is available at <https://conta.cc/3kISBn>.

WCRP recommends shop owners access the information at www.scrs.com/blendstudy, and to share it with your refinish distributors to help educate their customer base. The study whitepaper provides repair facilities with information to document the extent of blend and refinish operations being performed within their facilities. Given this indisputable new information it provides shop owners fair leverage to enact changes in their shop policies.

Board member Steve Humblet commented *“with the ever-increasing cost of materials this is welcome news to improve those refinish allowances.”* He hopes the documentation aids repair facilities looking to educate themselves, their customers, and the bill payer.

If repair facilities have questions about when and how this documentation will precipitate change within the estimating system guides, contact your estimating system sales representative to inquire, and advise them if this study reflects the reality within your facility.

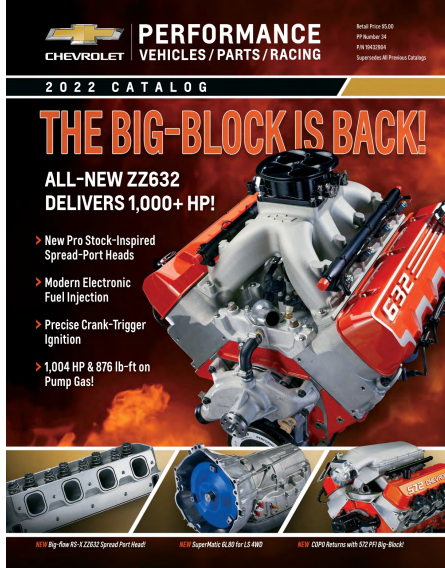
The primary data providers can be contacted at the following:

CCC <https://cccis.com/support/find-my-ccc-team/>

MITCHELL <https://www.mitchell.com/contact>

AUDATEX <https://try.audatex.us/contact/>

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**"HELPING AUTOMOTIVE
BUSINESSES THAT WANT TO WIN"**



Blend vs. Refinish

The differences are illustrated by the following numbers with *sample* rates. We chose two different panels, a fender and a door to illustrate the difference between a blend and a refinish for each one. These are based on a 2022 Chevy Silverado 1500 LT written from CCC One. This is strictly paint time only and does not include labor time for any other operations.

**Click on the image below for a printable PDF of the
ASA's (Automotive Service Association)
"Blend Panel vs. New Panel" sheet**

FENDER REFINISH	HRS		RATE	TOTAL
Refinish Allowance	3.1	x	\$75.00	\$232.50
Materials	3.1	x	\$50.00	\$155.00
TOTAL REFINISH ALLOWANCE:				\$387.50

FENDER BLEND	HRS		RATE	TOTAL
Blend Labor	1.1	x	\$75.00	\$82.50
Materials	1.1	x	\$50.00	\$55.00
TOTAL BLEND ALLOWANCE:				\$137.50

TOTAL DOLLARS LOST:			\$250.00
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DOOR REFINISH	HRS		RATE	TOTAL
Refinish Allowance	2.6	x	\$75.00	\$195.00
Materials	2.6	x	\$50.00	\$130.00
TOTAL REFINISH ALLOWANCE:				\$325.00

DOOR BLEND	HRS		RATE	TOTAL
Blend Labor	1.2	x	\$75.00	\$90.00
Materials	1.2	x	\$50.00	\$60.00
TOTAL BLEND ALLOWANCE				\$150.00

TOTAL DOLLARS LOST:			\$175.00
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These calculations indicate a shop is absorbing \$250 when writing a fender blend, and \$175.00 when writing a door blend on this vehicle. One could speculate that applying proper refinish allowances could solve many of the financial shortcomings of materials and labor should one wish to apply this knowledge...

GUEST EDITORIAL

It's no secret my number one complaint is suppressed labor rates. That controls pretty much everything else. How I pay, train and retain my staff. So, Yes, it's important, it's suppressed, and I make no apologies. Suppressed rates have caused us all (admit it or not) to walk that line between cost shifting and outright fraud. We are tasked with enormous new challenges in design, technology and claims handling. Yet we attempt this with 20-year-old labor rates.

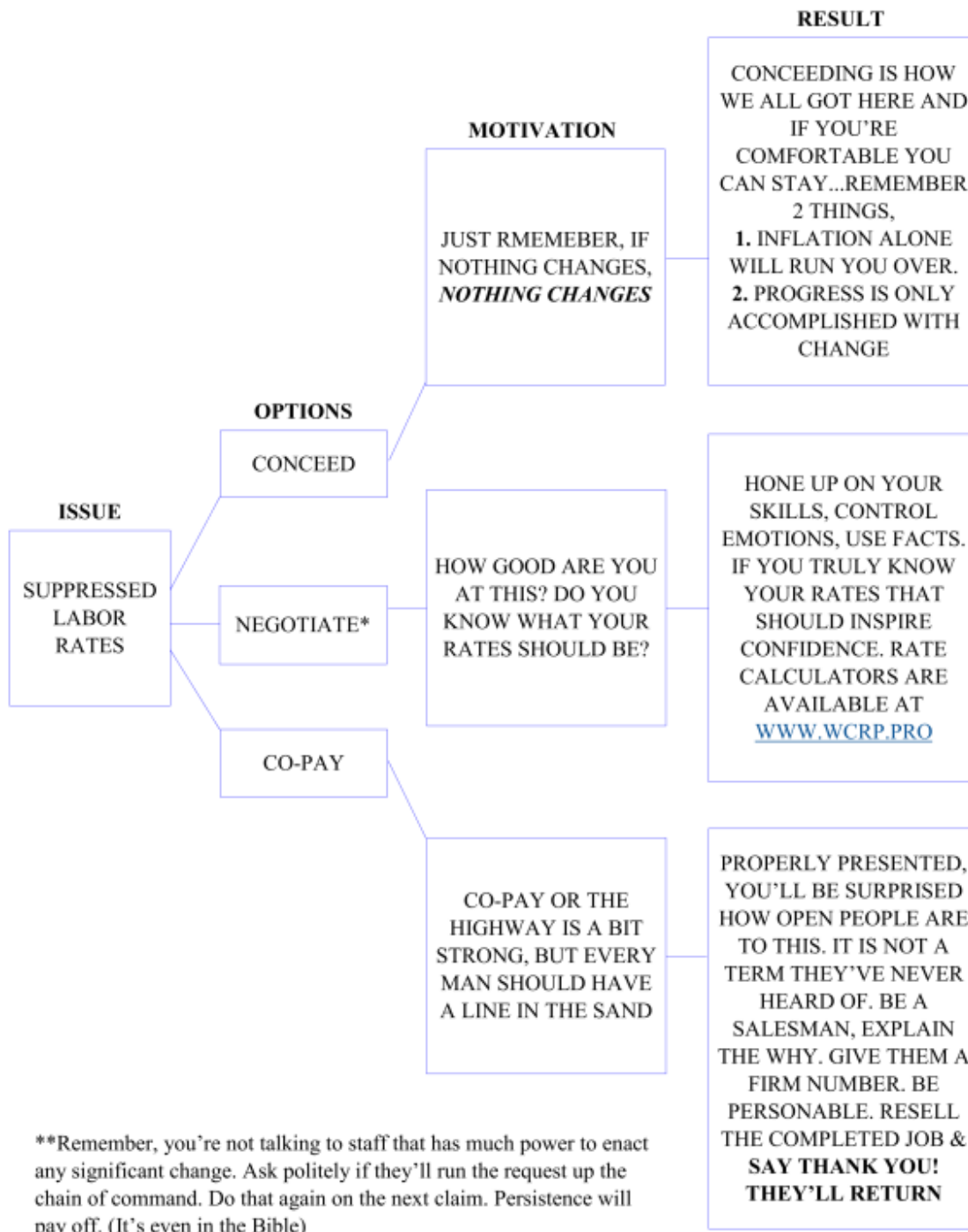
It's been stated we keep *"attempting to do the wrong thing righter"*. I thought I'd share the following flow chart. This keeps me focused and eliminates that "backed into a corner" feeling. As you see we do have options and on any given day I will use all three, avoiding the first option whenever possible.

An excellent book on negotiating is Never Split the Difference.
[Click here for more information or to purchase.](#)

Hope it helps, Steve

Click on the Flow Chart for a printable PDF





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



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



2023 CRASH NETWORK INSURER REPORT CARD RESULTS

To provide consumers a tool they can use when choosing an auto insurer, CRASH Network asks collision repairers each year to grade insurance companies based on one simple question: “How well does this company's claims handling policies, attitude and payment practices ensure quality repairs and customer service for motorists?”

The survey found that when it comes to auto insurers, bigger may not be better. Looking at just the 10 largest companies – well-known and widely-advertised brands – none of them ranked even among the top 40 in this year's survey rankings.

On the other hand, 29 companies made the 2023 “Honor Roll” by earning an overall grade of a “B” or higher. Although some consumers may be less familiar with these insurers, one or more of these companies likely offer policies in their state. Choosing a top-ranked regional insurer also offers consumers the opportunity to spend their insurance dollars “locally,” keeping it closer to home.

To see how your insurance company compares to 86 others, download the complete survey results [here](#).

To read or download the PDF press release from Crash Network about the Insurer Report Card please click [here](#)



Region: Great Lakes

These are the average grades earned from body shops located in the Great Lakes region only. Only insurers receiving a "B-" or higher in the region are listed here. The insurers designated with a (★) also earned a place on the 2023 Insurer Report Card Honor Roll by receiving an overall grade **nationally** of "B" or higher.

	Regional Grade	Regional Score	National Rank
Acuity Insurance ★	A-	1011	5
Erie Insurance ★	A-	989	3
Michigan Farm Bureau ★	B+	934	7
Secura Insurance ★	B+	922	10
Chubb ★	B+	910	2
Rural Mutual ★	B+	894	11
North Star Mutual ★	B+	893	18
Auto-Owners ★	B+	890	16
Grinnell Mutual ★	B	885	9
Badger Mutual	B	871	30
West Bend ★	B	855	21
Pekin Insurance ★	B	840	25
Cincinnati Insurance ★	B	833	20
Pioneer State Mutual ★	B	822	24
Amica Mutual ★	B	796	12
Westfield Insurance ★	B	791	26
Madison Mutual	B	786	34
Western National	B-	782	37
Celina ★	B-	778	27
Wisconsin Mutual	B-	770	31
Frankenmuth Mutual	B-	754	36
The Hanover	B-	754	46
California Casualty	B-	690	43



★ = National "Honor Roll" recipient

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1.0mm SATAjet K3 HVLP (Digital)
Sata Spray Equipment SAT92718
Weight - 11lb 4oz (non-digital w/o pipe and filter)



Our Mission:

To help independent collision repairers tap into their limitless potential.
To empower them to become strong business managers, trusted employers,
pillars of their community, and industry leaders.

[Click here for upcoming events!](#)



SCHOLARSHIPS

This was an event in partnership with [WATDA](#) / [WCRP](#) to award Carmen (Ashwaubenon High School) and Ryan (Stanley-Boyd High School) collision repair scholarships. Combined, the scholarship packages totaled \$15,000. Both students are highly driven, currently high school seniors with a 3.9 GPA, and will be attending NWTC and CVTC starting in the fall. Larry Terrien, WCRP Board President, spoke and congratulated the student recipients.



Estimate Tip- Seam Sealer for bolt-on door hinges

OEM's commonly require seam sealer application to door hinge areas. The labor to remove and/or reapply seam sealer is NOT INCLUDED on bolt-on parts. Material costs to perform the operation are also NOT INCLUDED. Always reference labor footnotes for vehicle specific labor notes. Cavity wax may also be required, and is also considered

ESTIMATE TIPS



Which of the following are you giving away?

- 1) Administration/Estimating Fee
- 2) Research Repair Procedures
- 3) Prime & Feather Edge Repair



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

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Please consider being a sponsor for WCRP.

[Click here for information!](#)



KNOW OF ANY SHOPS LOOKING TO JOIN WCRP?

Forward this newsletter to them!

They can click [here](#) to go straight to the membership form or they can call Deb at 262-542-7707.



The all new Glasurit 100
Line Eco friendly paint
to improve your business
efficiency



Do you have items to sell/trade? Car parts, the whole car, boat, motorcycle, snowmobile, utv or looking for something to buy?

List them here. ***For Free!***

*****WCRP members only, 3 month limit*****

Email your item and information to Deb at wcrpinfo@gmail.com

CURRENT LISTINGS:

1) HUNTER 311 alignment system with spare parts will be available soon! \$2,500
Steve @ 715-892-1740



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