

**Issue:
AUGUST
2021**



Wisconsin Collision Repair Professionals

P.O. Box 841
Merrill, WI 54452-0841
Phone: 262-542-7707
Email: wcrpinfo@gmail.com



The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~

Aaron Maltbey of [Olson Auto Body and Paint, LLC](#)



Like us on
Facebook!



FROM THE DESK OF OUR PRESIDENT

TIME'S ALMOST UP!!

Mail in your business card and get registered for the zoom program, **5 Pillars of Success**. The details are outlined below. The first

episode presents this August 11th and we need 15 registrants. This program is put on by our sponsor Dave Luehr, with Elite Body Shop Solutions. **It's free for members!!** (\$25 for non members)

Speaking of free, how many of your services are you giving away? Inside this issue is a simple reminder of some items commonly overlooked. Test yourself and see how you rank.

**PLEASE REVIEW THE GUEST EDITORIAL
BY BARRETT SMITH IN THIS EDITION!**

Larry Terrien
President WCRP

***Receipt of this Body Shop Advocate E-news does not equate to a membership. Please consider becoming a member of WCRP by clicking [here](#).

YOU'RE INVITED



Presents: 5 Pillars of Success

WCRP sponsor Dave Luehr with Elite Body Shop Solutions presents his program, 5 Pillars of Success. There will be two sessions via zoom. The first one will be August 11, 2021 and the second one will be on September 15, 2021. Both will run from 1-2 P.M.

THIS IS FREE TO WCRP MEMBERS! Non members will be \$25 per shop.

Join industry expert and author of "The Secrets of America's Greatest Body Shops" Dave Luehr as he teaches you how to avoid the distractions of our world and get back to focusing on the tasks that truly matter. Dave will share the "high-leverage" activities that drive consistent performance and profitability in the most successful body shops.

In Dave Luehr's Five Pillars of Success you will learn:

August 11 ~ Part 1

Taking back control of your business while the world is in crisis!

Going from "technician" to "successful businessperson."

Pillar 1 - Key financial metrics that you can measure and track easily.

Pillar 2 - The importance of a great culture and how to measure it.

Sept 15 ~ Part 2

Pillar 3 - Your biggest opportunity is standing right in front of you! How to leverage your customers to become your greatest form of marketing.

Pillar 4 - Building a process-driven business and which KPIs to focus on.

Pillar 5 - Eliminating the risks that can jeopardize your entire business.

Putting it all together through better daily productivity habits.

Pre-register to enter a live drawing for a Samsung Tab A at the end of each session!

Sponsored by our lobbyist, Jolene Plautz and Gandrud Chevrolet. (Must be in attendance at the meeting and the time of the drawing to win. One winner per shop.) We need a minimum of 15 participants to hold the meeting.

EZ Registration! If you're a member, mail a business card to Steve at

Steve Humblet
9610 State Hwy 70 West
Minocqua, WI 54548

Non-members can send a business card with a \$25 check to the above address to register and be entered into the drawings. You are encouraged to have as many shop members attend as you wish. Managers, estimators, parts staff...all will benefit from this presentation!



Samsung Galaxy T290 Tab A 8-Inch 32 GB Wifi Android 9.0
Touchscreen Tablet Black (2019) International Version
Bundle - Case, Screen Protector, Stylus, 32GB microSD Card
and Mobile Deals Cleaning Cloth



**PLEASE TAKE A MOMENT TO ANSWER THE
FOLLOWING POLL QUESTIONS!**

Do you bill for an "estimating" or "admin" fee?

Yes

Select

No

Select

Sometimes

Select

Do insurance companies pay your "admin" or "estimating" fee?

Yes

Select

No

Select

Sometimes

Select

**CHEVROLET**

PERFORMANCE
VEHICLES / PARTS / RACING

BROUGHT TO YOU BY
GANDRUD AUTO GROUP

LOWEST PRICES GUARANTEED * WE WILL BEAT COMPETITOR PRICING**

GANDRUD
PARTS CENTER - Green Bay, WI
800-242-2844
gmperformancemotor.com
Local 920-498-3658 • Fax 920-468-3673
parts@gandrud.com

HUNDREDS OF ENGINES IN STOCK

HUGE WAREHOUSE

FREE SHIPPING*

LOW PRICES!



ALL NEW!!!
Supercharged
LT5 ZR1
Crate Engine

THE MOST POWERFUL ENGINE
EVER OFFERED IN A REGULAR
PRODUCTION FROM CHEVROLET

**CHECK OUT THE FLYER BELOW FOR A CLINIC PUT ON BY
WCRP SPONSOR GANDRUD CHEVROLET! CLICK THE
IMAGES TO ACCESS A PRINTABLE PDF TO SIGN UP.**



PERFORMANCE
VEHICLES • PARTS • RACING

ACCELERATE YOUR LEARNING at the Advanced Safety Systems-Post Collision Service and Repair

It's a fun experience as factory-trained experts guide you through the latest in GM Powertrain technology
**Ivan Gandrud Chevrolet would like to invite you to attend a
Powertrain Clinic:**

Monday August 16, 2021

The Waters of Minocqua
8116 US Highway 51 S, Minocqua, WI 54548
715-358-4000

Dinner 5:30 - Class 6:00

Advanced Safety Systems-Post Collision Service and Repair: This training event will cover procedures to be followed while making repairs and for safe operation of vehicles post accident. The following topics will be covered; Side Blind Zone Alert, lane departure, haptic seats, rear vision camera, parking assist, and adaptive cruise control.

Complete this form and fax to 920-468-3673 or email parts@gandrud.com

Please reserve my space

Please indicate which clinic you'll be attending:

☐ Minocqua, WI

Names of People Attending _____

Shop Name / Address: _____

How did you hear about the clinic?

Phone: _____ Fax: _____

☐ Invitation

☐ Other

E-mail: _____

☐ Dealer



GENUINE PARTS



Fuel For Thought From Your GM Dealer ...

Your Personal Invitation to
Attend our Clinic:

Advanced Safety Systems- Post Collision Service and Repair



PERFORMANCE
VEHICLES • PARTS • RACING

Please join us for:
GANDRUD CHEVROLET'S
Powertrain Clinic

Aug 16 – Minocqua, WI

GANDRUD

PARTS CENTER
919 Auto Plaza Dr.
Green Bay, WI 54302

PRSRT STD
U.S. Postage
PAID
Green Bay, WI
Permit No. 422

Expert training on the latest GM Powertrain technology

- ★ Free Food & Drinks
- ★ Raffle Giveaway

Reserve your spot early! Details inside.

Rev Up Your Sales Engine

Attend the Free GM Powertrain Clinic featuring the most up-to-date information
from the Pros.

- ★ Free Food and Drinks
- ★ Raffle Giveaway

Make your reservation today.

See inside for details.

GM Engines and Transmissions Competitive Prices and:

- ★ National Warranty
- ★ Built to OE Specifications for Unmatched Quality
- ★ Excellent Coverage & Availability

ACDelco



PERFORMANCE
VEHICLES • PARTS • RACING



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.

DUES ARE NOW ONLY \$150 / LOCATION!

MEMBER CORNER

STENZ AUTO BODY, MOUNT CALVARY WI



SPARKLE AUTO BODY, MADISON WI



TIME TO GRADE YOURSELF! Are you charging for these items?

1. Photo documentation, or an estimate fee
2. Separate "mask for prime" when the job requires
3. Research repair procedures
4. Color sanding and buffing when required
5. Do you double the R&I times (R,R&I) on used components
6. Have you calculated the true cost when using salvage parts, and does the common markup of 25% cover those costs
7. R&I license plates or brackets
8. Color tint or spray out cards
9. Additional masking for textured sections of a bumper cover
10. Spraying of chip guard



Have you gone online and filled out the State Farm labor rate survey? [Click here to go to the B2B site for the survey.](#)

If you answered yes to more than 8, consider yourself part of the elite, a business person recouping the cost of their professional services, Good Job!

If you answered yes to more than 5 you're doing OK, but with obvious room for improvement.

Less than 5 yeses? Why?! Take the time to clarify the "why." Are you not performing some of these services or just not charging for them?

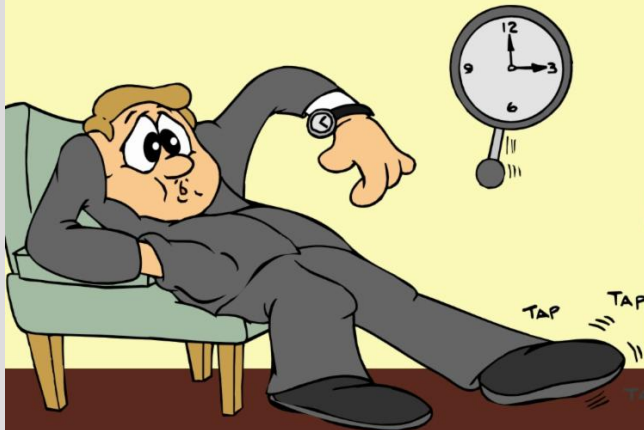


STOP GIVING IT AWAY!!

Tired of Waiting for Parts?

Gandrud can get you the GM part you need when you need it.

Gandrud GM Parts Center has over \$5 Million in Inventory and offers
FREE Next-Day Delivery, No Hassle Returns and "We Must Be Nuts" Pricing.



Why are you waiting for parts?

Call Gandrud Today!

We specialize in Customer Service...

Let us prove it to you!

GANDRUD

GM Parts Center - Green Bay

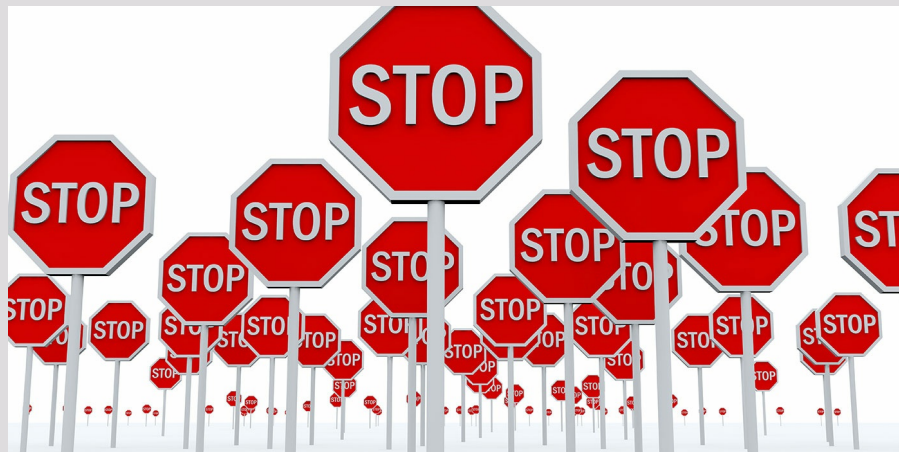
Local Direct 920-468-3658 ■ FAX 920-468-3673

1-800-242-2844



GENUINE PARTS

**No one sells GM Engines
and Transmissions for less!**



PLEASE READ THIS!!!

GUEST EDITORIAL

By Barrett Smith

Article published in Body Shop Business

June 15, 2021

The views expressed below may or may not be the opinion of more than one WCRP member...
(that's what happens when you solicit someone's opinion)

How much value is absurd customer service and exceptional quality workmanship worth to consumers? It could be priceless!

Want to raise your rates? The first thing quality-oriented collision repairers should consider is raising the bar on their services. If you're one of those who believe they're doing everything right, I would very much like to speak with you. If you're among those who know they could do better, I would like to speak with you as well.

A Hit to the Economy

The economy has taken a substantial hit, and I fear we haven't seen the worst of it yet. I just had the wooden deck and metal roof of my house replaced and learned that everything – wood, metal, screws and labor – has risen sharply since COVID-19. Elevated pricing is likely due to:

- Loss of opportunity to manufacture due to the shutdowns
- Loss of manpower due to shutdowns
- The need to find other work
- Reliance upon unemployment (and people's lack of desire to go back to work and take a loss)

Due to these factors, there has been a trickle down effect to where the supply chain has now been depleted and the reserves used up, so shortages now exist.

A prime example of this is building lumber. The loggers quit cutting, the truckers stopped trucking the trees to the sawmills, the sawmills quit cutting and stopped supplying the lumberyards (Lowe's, Home Depot, 84 Lumber, etc.) and the costs and pricing have continually risen – in my area, over 300%! I should know, because my roofer advised that if I needed plywood sheathing to repair any rot, it would be \$90 per sheet! Before, a sheet of the same wood was \$18 or so. Thankfully, they found no rot and I dodged a bullet.

As for labor rates and hourly pay, they too have risen and will continue to rise to what may become the new normal. Lots of good jobs are available in many areas where the states have relaxed COVID restrictions, but the unemployment rates being paid are high enough to keep people from looking for work as they would get a pay cut if they took a job. This has caused a labor shortage, which has forced retail, hospitality and service industries to pay more to attract workers. As a result, these companies will need to raise their prices. And for me and millions of other consumers across the country, costs will likely continue to rise.

Time to Raise Prices

So why am I writing about this, you ask? Because repairers should reconsider their position and pricing as well. Your costs to operate are no doubt increasing, whether you're aware of it or not. Add to COVID the shutting down of the oil pipeline and the curtailing of fracking, our oil reserves have become depleted and – as you have likely found out – the price of petroleum products has dramatically risen. Materials from masking tape to body fillers, clears, pigments, reducers, gun wash solvents and pretty much everything used in dent repair and refinishing are petroleum-based and therefore will also undergo price increases as a result. So the question is, how will you and your company react?

[Click here to continue reading this valuable article](#)

Do you have an opinion on a subject that pertains to our industry? If you can tone it down and keep it under 300 words, we could print it here. Keep it clean and try not to offend more than 10% of our members.

Please submit your wording to wcrpinfo@gmail.com

SCRS VIDEO SERIES

Click on the link below to view Mike Anderson and Danny Gredinberg's SCRS Quick Tips video series. You can subscribe to them [here](#). We have access to all the information we need to thrive in this industry, we just need to commit to utilizing some of it!



[Click here for the video:](#) **When and Why you need to R&I Electronics to Weld**

Most OEMs have specific requirements of how close electrical components can be to the welding process, and when they need to be removed from the vehicle.



Estimating Tip: CCC, Mitchell and Audatex
“In- Proc repair scan”

CCC users will see “In-proc repair scan” operation in the “Vehicle Diagnostics” tab. DEG Inquiry 17537 Explains “CCC defines In Process Scan as: Any scan completed after pre-repair scan and before post-repair scan.” As an example, this operation may be needed after re-energizing a hybrid/ electric vehicle in the middle of a repair process to continue repairs of the vehicle before the final reassembly, and post-repair scan. CCC is currently the only information provider offering this specific selection as a database item.

All three information providers (CCC, Mitchell and Audatex) consider this step to be NOT INCLUDED.

Do you have a "not-included" tip to share with everyone? Send it to Katy at dentout9610@gmail.com and we may include it in a future e-news.

KNOW THE LAWS!



WI DEPARTMENT OF NATURAL RESOURCES

There are several state and federal regulations affecting auto body shops in Wisconsin. Among these is the EPA's area source rule for paint stripping and

miscellaneous surface coating operations. To help newly regulated shops comply, the Small Business Environmental Assistance Program (SBEAP) developed a comprehensive self-certification checklist and other tools to help the industry understand these and other existing regulations.

EPA Regulations

- Area source rule for paint stripping and miscellaneous surface coating (including auto body refinishing)
- [Area Source Rule for Paint Stripping and Miscellaneous Surface Coating Operations \(SB-105\) \[PDF exit DNR\]](#)[Appendix A: Requirements for Paint Stripping Operations \(SB-106\) \[PDF exit DNR\]](#)
- [Appendix B: Requirements for Motor Vehicle and Mobile Equipment Surface Coating Operations \(SB-107\) \[PDF exit DNR\]](#)
- Watch the [EPA training video \[exit DNR\]](#) to learn more about the rule and satisfy one of the training elements required in the rule. If you need the video in Spanish, contact the Small Business program at the DNR and a DVD will be mailed to you that has both English and Spanish versions of the video.
- Auto Body Shops may petition EPA to be exempt from the rule if they meet certain conditions. To help you better understand if you meet those exemption criteria, EPA created a [Reg Nav Tool \[exit DNR\]](#). If you qualify for the exemption, submit a petition to EPA. You can use the [Example Petition for Exemption \[DOC exit DNR\]](#).
- Lists of [HVLG guns \[DOC exit DNR\]](#) and [HVLG-equivalent guns \[DOC exit DNR\]](#)
- [Booth Filter Specs example \[PDF exit DNR\]](#)



LOOKING FOR TECHNICIANS?

Check out the following resources:

www.getbodyshopjobs.net; www.actstaffing.com;
www.autocarecareerhub.com; [The Womens Industry Network](#); www.scrs.com/jobs;
www.wisconsintechconnect.com; www.indeed.com;
www.ZipRecruiter.com; www.Glassdoor.com

You can also post jobs on Craigslist, your Facebook page, your Google page, and check with your local Chamber of Commerce to see if you can list jobs on their website. It is a good idea to keep in touch with the instructors at your local tech colleges as well.

FEATURED SHOP OF THE MONTH

[Jim's Paint & Repair Inc](#)

113 N. Durkee Street, De Forest, WI 53532

Jim's Paint & Repair is a small family owned company. Dad owns, daughter works in the office (and will take over ownership in a few months) and grandson is the body tech. We have a part time tech that has worked for us for about 35 years. We are small but very efficient. I am now learning from my Dad how to be efficient so we can get all of our work done for the week in a timely manner without a lot of hiccups. We work on all types of cars, classic, new, foreign, and everything in between; but what he loves to do is rust work.



1. What is your biggest daily challenge in the shop?

Keeping everyone on task so all things get done for the day in the most efficient manner.

2. What motivates you or gets you through the day?

I like my career so to me it isn't really a job, it's our way of life.

3. What is the best insurance company you deal with?

Our favorite insurance company right now is American Family. I say right now because they change the way they do things frequently, so this could change. Right now, American Family is easy to deal with, fairly fast, and overall nice to deal with...and they use OEM parts.

4. What is the worst insurance company you deal with?

Geico

5. Do you have a unique skill, service or marketing position?

Our unique skill is rust work. We do a lot of it and are fairly quick at it. We can fix most rust, but what we do a lot of, is rockers/cab corners and rear wheel arches on trucks.

6. I'd love to talk to other shops about:

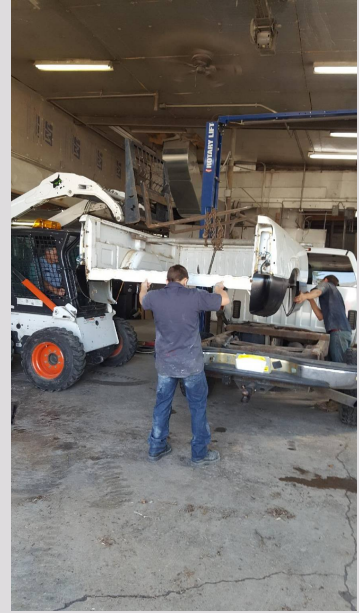
How they handle insurance companies and how they get the parts they want to put on the car (for example Progressive will use the cheapest parts they can find from anywhere in the country even if they are not Capa certified and we have to wait days for it to arrive).

7. What is your favorite thing to do outside the shop?

In our free time we all like to boat and enjoy the outdoors

8. What can WCRP do for you and/or your business?

The best thing WCRP could do for my shop is to hold the insurance companies accountable. They need to be accountable when they "steer" customers. We all know they are still doing it just in a more subtle way. A customer told me his insurance company said if he goes to a certain shop they will warranty his vehicle for a year. Warranty against What? That he isn't going to get in an accident? The insurance company doesn't warranty anything, the shop would warranty the paint and the part supplier would warranty the part so what does that leave left to warranty?



**GANDRUD DODGE/CHRYSLER/JEEP HAS OVER \$1 MILLION
IN INVENTORY AND OFFERS NEXT-DAY DELIVERY,
NO HASSLE RETURNS AND...**



"We Must Be Nuts" Pricing!



*Why are you waiting for parts? Call Gandrud Today!
We specialize in Customer Service...Let us prove it to you!*

**GANDRUD
DODGE/CHRYSLER/JEEP
866-757-8577**



Jeep

*Nationwide
Next Day Delivery
on Powertrain*

2300 Auto Plaza Way ■ Green Bay, WI 54302
Fax 920-469-4969 ■ Local 920-469-4980



Wisconsin Collision Repair Professionals

P.O. Box 841
Merrill, WI 54452-2841
262-542-7707
E-mail: wcrpinfo@gmail.com
www.WCRP.pro