

**Issue:
September
2021**



Wisconsin Collision Repair Professionals

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The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~

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



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Facebook!

One of our most commented on sections of the Advocate, the Featured Shop of the Month, is missing in this edition due to the lack of participation. If you're proud of your shop and what you do, contact Katy at dentout9610@gmail.com and we can get you the information on how to be included in a future edition.



FROM THE DESK OF OUR PRESIDENT

Your board of directors will soon be having a strategy session to discuss industry issues. What do we want to focus on? There's more than a few!

Help us out by calling any of the directors and share your thoughts, ideas, and

suggestions. Member or not your call is welcome. We'll be setting the agenda for the coming year so let's get it right.

We need input and most importantly your participation!!

And on that subject: Board members will soon be calling out to solicit participation in the 5 Pillars program we've had to reschedule due to a lack of participants. See the attached revised dates. **This is a great free program!** Certainly worth an hour of your afternoon! I really hope to see you there,

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:

September 15 ~ 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.

T.B.D. ~ 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!



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STEVE'S RANT

THE SNAKE HAS 2 HEADS

It's no secret at all, I'm a big fan of knowing your costs and particularly your cost of labor and properly charging for that labor. It's half of the

damn job ya know!

Yet I was in a discussion with an individual telling me the bigger issue is charging for the procedures we do. Agreed! Hence the two headed snake metaphor. I don't deny its

existence. In his defense of the dismal labor rate (allowed by his DRP agreement) "We get 'em back, we charge for everything we do" You should be charging for everything you do no matter what! If you're not, **STOP GIVING IT AWAY!! NOW!**

The one head I've been successful at removing is the "charging for everything we do." If you seriously do a proper job of documenting and backing up what you're asking for, calmly, that problem gets diminished pretty quickly. Hell NO, not every time, yet persistence will pay off. **Be persistent.**

So that leaves us with the other 50% of our business...LABOR. So yes, I am a bit focused on that. It frustrates me how a \$1600 plastic grille is not in question but asking for \$\$ to install it is? Why does a technician with years of experience and thousands of dollars in tools get minimal \$\$ to install a \$2100 headlamp? How does a proper scan on a \$70,000 truck with a bazillion codes to decipher have a minimal \$\$ allowance? These are fees we let someone else dictate! Sorry, it all just feels unjust. I've just been looking for justice, but not much more...

Steve

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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!

MONTHLY ASSOCIATE MEMBER HIGHLIGHT



Enjoy the benefits of Wisconsin's ONLY full-service OE Calibration centers, featuring:

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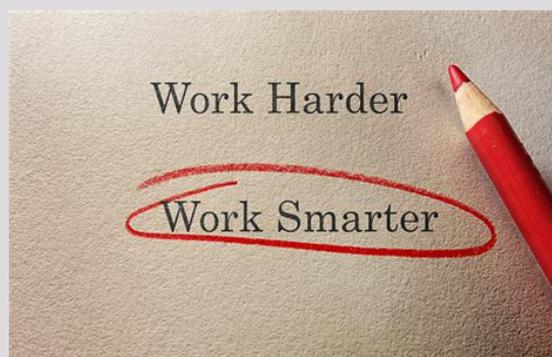
If you're not getting these benefits from your current sublet repair vendors, you should be! It's time to experience what it's like to be a Precision Diagnostics partner!

GUEST EDITORIAL

DO LESS...EARN MORE!!

That got your attention! As it should. When I traveled about this last spring, I talked with a good number of shops that were highly focused on "volume". They were very proud to have a packed shop, full lot out back, and the two month backlog, etc. Yet, (don't be insulted) I often noticed a complete ignorance of the missed profits in front of them. Pretty obvious things to an outside observer. One shop in particular, was very concerned about losing a DRP agreement by increasing his labor rates by a mere 3%! Come on! that doesn't even keep up with inflation from last month! I don't remember who it was, or I'd give them a call on the following I'd just discovered. Giving a 5% discount (same as under-billing) creates the need for an additional 20% in sales to create the same profit. Play with your own numbers. It's a well proven formula known to smart retailers. I catch on late apparently. To simplify: say you forgot to charge \$50 for a widget or a service you're doing on a \$1,000 job...you need to bill the next job at \$1,200 to make the same profit. **PROFIT** is what keeps you in business...**PROFIT** allows you to pay your bills...**PROFIT** is not a bad word! You're providing a professional service and you and your people deserve proper compensation. Spend a little more time looking for that 5% of each job you're missing! It could be in parts or LABOR! It's really very easy to see if you're not overly focused on the "next" job. You really can do less and earn the same. Perhaps it's because of my age but doing less while earning the same or more has become very appealing...to me anyways. Please click [here](#) to read the Barret Smith editorial "**Pricing Review: Stop Discounting and Start Charging!**" that was in last month's WCRP e-newsletter. It's seriously good advice, and we need to listen.

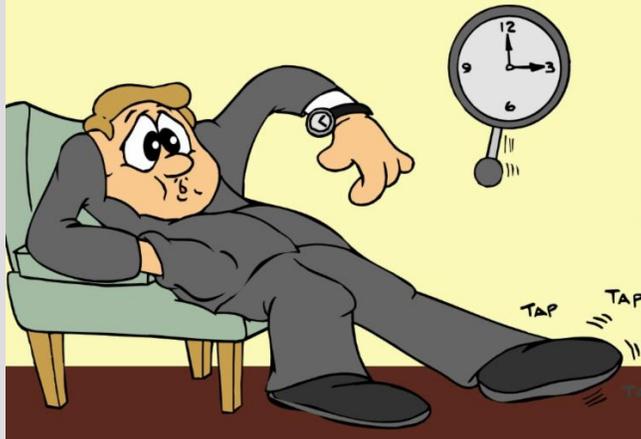
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SCRS QUICK TIPS VIDEO SERIES

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:](#) Answering the CCC Bumper Prompt Correctly

For those writing estimates and repair plans in CCC, the system asks a question: "Will the bumper be refinished in a separate procedure from the other panels?" How you answer the prompt can affect the bottom line of the repair plan, result in overlap deductions, and determine if those panels will be included in a clear coat cap. Danny and Mike talk through the material considerations that will inform your answer of "yes" or "no."

"According to the MOTOR Guide to Estimating page G36, "any component clear coated as a separate procedure," is not included. If the Bumper Cover requires a different clear coat mix because of flex additives, a separate procedure is required. This is true for the majority of flexible components and recommended refinishing techniques. Make sure you know exactly how this question should be answered to ensure it doesn't cost you dollars on your repair plan!

The Society of Collision Repair Specialists has a resource guide for explaining the proper answer. Find it online at <https://scrs.com/wp-content/uploads/2017/11/answering-the-ccc-one-bumper-refinish-prompt.pdf>



Estimating Tip: CCC/ MOTOR- Glass Run Channel Not included with Door Skin R&R

Two recent DEG inquiries [18493](#) & [18494](#) identified that the labor associated with the door glass run channel(s) is NOT included in the door skin, or door outer panel replacement. "MOTOR feedback: The run channel is NOT included with the outer panel. Items not listed as included are considered not included unless otherwise listed in a footnote." Unless identified in the foot notes, DEG users are encouraged to submit inquiries for database corrections if door glass run channels are inaccurately identified as included without a footnote.

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!

MOTOR VEHICLE REFINISHING RACT

To help decrease air pollution in the southeastern portion of Wisconsin, the Department of Natural Resources (DNR) created a regulation controlling volatile organic compound (VOC) emissions from motor vehicle refinishing operations. VOCs contribute to the formation of bad ozone (smog). The complete rule can be found in section NR 422.095 of the Wisconsin Administrative Code (Wis. Adm. Code).

Does This Rule Affect My Business?

It depends on the type of business you operate and its location. Operations listed below that are also located in an area that was designated as an ozone non-attainment area are affected by this rule.

- auto body and repair shops

- fleet operator repair and paint shops
- production paint shops
- new and used motor vehicle dealer repair and paint shops
- any facility classified under SIC 7532, including dock repair of imported vehicles and dealer repair of damage during transport

[Please click here to read the rest of this article.](#)

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