

**Issue:
December
2021**



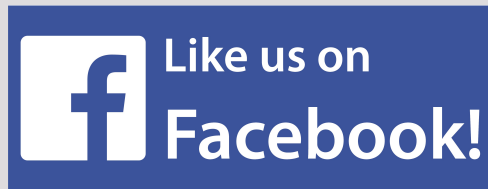
Wisconsin Collision Repair Professionals

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 ~



Dreher Collision Concepts Chevelle SS Restoration



FROM THE DESK OF OUR PRESIDENT

A look back at 2021!

Your Association is on the move! This past year has been a busy one for your board of directors. A lot of forward action we can be proud of. Here is a short list:



- 1) The association website: wcrp.pro New and chock full of valuable information.
- 2) The newly established [WCRP Facebook page](#) continues to expand and gain likes.
- 3) The monthly e-newsletter from our executive director keeps our members informed on urgent matters.
- 4) The monthly *Body Shop Advocate* e-newsletter continues to expand and invite the entire industry to work together. *Together we all do better.*

5) A significant increase in scholarship dollars and a newly created career awareness program has begun.

6) Great partnerships are being formed with our sponsors.

There is really much more, and none of it would be possible without our sponsors and your board members.

I strongly suspect next year's accomplishments will even top this past year, but we still need your involvement and additional members! Monthly board meetings are open to all members. Just let Deb know that you would like to attend. We try to alternate in-person and Zoom meetings each month, so just let her know which one you would prefer. You are also encouraged to participate in committees that have your interest. You don't have to be a board member to be on a committee.

Any association is only as good as its members and their participation. Sponsors will continue to be of significant value. ***Be sure to utilize and thank the ones we have!*** Then feel free to solicit additional. Our vendors exist because we exist. They may need a reminder!

Larry Terrien
President WCRP



SPONSORS SPONSORS SPONSORS!

Your association is two sponsors short of its minimal financial needs. That's "minimal". With more we can do more. When we do more we all win. That win includes our vendors! They win when there is a diverse group of shops available to purchase their products.

Ask your vendors for their support!

It's in their best interest as well. This could be our super bowl year! For all.

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

Please consider being a sponsor for WCRP.

[Click here for information!](#)



PLEASE CONSIDER COMPLETING THIS INSURER REPORT CARD!

Brought to you by [Crash Network](#). Collision repairers can help guide consumers by grading the performance of insurers. More than 1,000 collision repair professionals each year grade the performance of the auto insurers in their state through CRASH Network's "Insurer Report Card" – and the insurance companies and consumers are paying attention. The "Insurer Report Card," open only to collision repairers, can be completed in less than three minutes (though shops are encouraged to spend time to explain why they gave each insurer the grade they did), and all individual shop grades and identification information will remain confidential. **Please note this survey only runs through the first half of December!**

The advertisement features a black and white photograph of a high-performance engine, specifically a Chevrolet 502. The engine is shown from a top-down perspective, highlighting the air filter, carburetor, and various hoses. The Chevrolet logo and '502' are visible on the engine cover. The background is a dark, textured surface. The text 'GANDRUD PERFORMANCE PARTS' is prominently displayed at the top in yellow and white. Below this, the Chevrolet logo and 'PERFORMANCE' are shown. At the bottom, the phone number '1-888-284-7491' and the website 'gmperformancemotor.com' are listed. The Chevrolet logo and 'PERFORMANCE VEHICLES / PARTS / RACING' are at the very bottom.



\$1,000 scholarships will be available for tech students thanks to the following WCRP sponsors!

You can click on their names to be taken to their websites.
Support those who support us!
Stay tuned, More to follow

[Gandrud Parts Group](#)
[Gandrud Performance Parts](#)
[Akzo Nobel](#)
[Sherwin Williams](#)
[BASF](#)

For more information and to apply on-line, visit the [WATDA Foundation](#) website.
Application and testing deadline is January 15th.
For questions, contact Julie Olson, Program Director at 608-251-4631
or e-mail: jlolson@watda.org



BOOK REVIEW

As I travel, I'll often stop and visit shops...soliciting memberships, be forewarned. I've found universally, NO ONE has enough time. Shop owners and managers are a busy, busy group. Time is a valuable commodity. You can't "make" time, but it often can be managed better and for some, significantly better. This is a problem I call MP for "misplaced priorities" and you'll see that a lot if you look

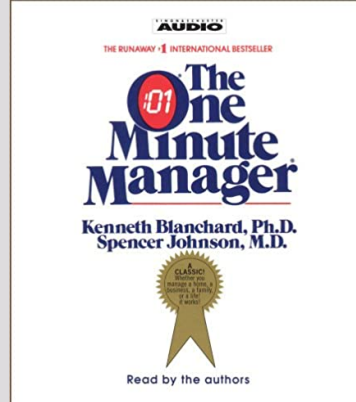
for it. Often in a mirror.

I'll readily admit my impatience. For whatever reason, I've always been acutely aware of a time limitation...self-imposed or dictated. I like to see things get done, I also like to see them done correctly, or at least to the best of one's ability.

NONE THE LESS! The book, One Minute Manager, was a great read when I started my business and is still a great read today. Get it, read it, and implement some of the strategies ASAP. You'll be glad you did. And if you don't like it, I'll buy your copy. Just be sure it's the latest edition, I don't have that one.

I have to run, I've got things to do!

Steve



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.

Click on the schools below to learn more about their auto body repair programs!



SAY HELLO TO A FEW MEMBERS!



ELITE BODY SHOP SYSTEMS MADE SIMPLE

2-Part Training with Dave Luehr & Brent Henkle



A turn-key business doesn't have to be a dream!

When you build and implement the simple operating system I'm going to share with you during the second segment on December 8th at 2 PM CST, those dreams can become reality. Everyone on your team will know their job – giving you the freedom to grow the business instead of working in it.

Sign-up here for this FREE Elite Webinar!

We are unlocking the simple strategies to freedom during the next two free Elite Webinars on November 17th and December 8th at 2 PM CST!

GUEST EDITORIAL

The views expressed below may or may not be the opinion
of one or more WCRP members...

(that's what happens when you solicit someone's opinion)



The demise of the independent shop?

If you're reading this you'll likely succeed...if you want. Not because you're reading "this" but because you're likely reading other things as well. All successful people read.

I had a conversation recently with an individual that predicted the imminent demise of the independent body shop. Obviously due to the MSO, franchise and consolidation activities underway. Shortly thereafter I had another conversation, with a different guy, and he was quick to point out the industry's unique opportunity to obtain *Boutique Status*. Yes, all the independent hardware stores are gone, and lumber yards have consolidated to ever bigger box stores. That list goes on.

Driving down any major road you'll see Cost Cutters, Sport Clips, Great Clips, etc. Just off that road you'll find Judy's Shear Delight, Betty's Cut and Curl, John's Barber Shop, etc. Imagine it's date night and you want to treat yourself to a nice hair cut/style who are you going to? You've just purchased a new car...a car you researched, handpicked options for from dozens of choices, and financed for way too long. Days later you back into a tree with this brand-new car. Where do you want that fixed?

Be *that* shop...and you'll succeed just fine.

Steve

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



There are many options when it comes to purchasing auto insurance. Often, the customer doesn't know what is in their policy or how insurance companies process claims. In the age of photo estimates...shops are now in the position of having to educate customers on insurance matters. Please share this whiteboard video produced by WCRP on choosing an insurance company.

Please share this with your customers!

[Click the picture below to be taken to the video on the new WCRP You Tube Channel. Make sure you subscribe to the channel. We will also be sharing relevant content that you might want to see!](#)



**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!*



Jeep

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



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

SCRS QUICK TIPS VIDEO SERIES

SCRS Quick Tips: Cavity Wax

This week, we talk about not-included operations to look up a second formula and mix a second color on interiors and undersides.

[Click here for the video:](#)



Estimating Tip: Audatex –Wire harness attached to bumper covers
NOT INCLUDED

The DEG is an ESSENTIAL tool to the auto body industry!! Get to know it and get to using it! Here are some tips!

Recent DEG [Inquiry 17326](#) Response from Audatex regarding parking sensor harness attached to bumpers during overhaul operation. "We do not allow time on any harness in accordance with Database Reference Manual Section 4-2 Labor Exclusions. No change is warranted at this time." An example would be overhauling or replacing a bumper cover with an additional harness attached to the backside of the bumper. Labor to un route and re route the harness is NOT included and would be an on the spot evaluation



**FEATURED SHOP
OF THE MONTH
SPONSORED BY
DAVE LUEHR'S ELITE
BODY SHOP SOLUTIONS**

Teddy G Auto Body

715-478-0028

950 Zinzer Road ~ Crandon, WI 54520

I am conveniently located in the city limits of Crandon, WI. I am an auto body repair shop using a state of the art spray booth for collision paint repair. I have 14 years of experience under my belt. I am a one man shop taking on 6-7 cars a week. I take pride in getting people back on the road as soon as possible. Ideally you don't want to come to me, but I'll be here when you need me.

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

Getting my wife to come and answer the phones so I can work in the shop. But on a serious note, probably getting parts in a timely manner to keep the schedule moving.

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

Knowing my wife and four kids at home rely on me keeps me motivated. I also take pride in getting vehicles in and out in a timely manner- so working quick and efficiently to get people back on the road.

3) What is the worst insurance company you deal with?

The ones who steer customers to their preferred auto body shop leaving the customer to believe they have no choice.

4) Do you have a unique skill, service, or marketing position? My location is very convenient for many of my customers. I have a state of the art spray booth that puts out quality paint jobs

5) I'd love to talk to another shop about: Favorite tools or paint guns.

6) What is something you charge for that apparently "No other shops charge for?" I'm not sure about this, but I detail the cars and don't charge them. It is the customers favorite thing they don't have to pay for.



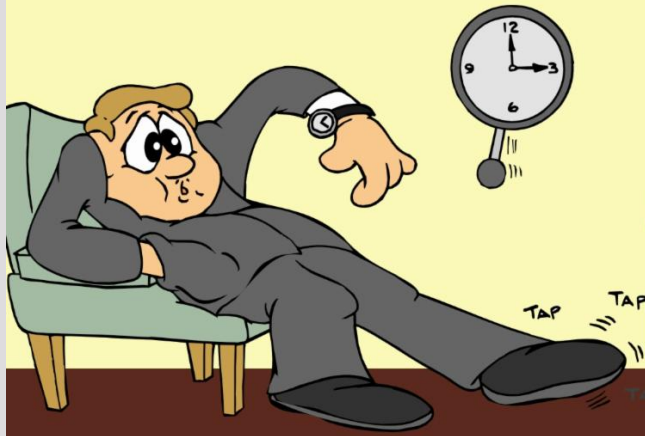
7) What is your favorite thing to do outside of the shop? I spend a lot of time with my family, going to my oldest son's sporting events and playing with my kids. I also enjoy watching and occasionally attending sporting events like NASCAR, NFL, MLB and more.



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!**



Wisconsin Collision Repair Professionals

P.O. Box 841

Merrill, WI 54452-2841

262-542-7707

E-mail: wcrpinfo@gmail.com

www.WCRP.pro