

**Issue:
January
2022**



Wisconsin Collision Repair Professionals

The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~



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FACEBOOK!**



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YOU TUBE CHANNEL!**

Al's Auto Body of La Crosse

Serving the greater La Crosse, WI community since 1971.

We deliver professional auto body & collision repair services and guarantee our work.

FROM THE DESK OF OUR PRESIDENT

You'll notice the 2022 Advocate has a new look with even more focus on educating our members.

The new WCRP [YouTube channel](#) has several great shareable videos for career awareness and educating the public regarding purchasing insurance and auto repair co-pays.



Check out the [WCRP](#) website! It was recently updated with a few new features. Of

specific value, please visit the new [“All Things Labor”](#) tab. We have compiled a collection of helpful information as well as calculators to help establish your individual labor rates.

Be sure to visit the ["Insurance Short Pay"](#) tab. We have created forms that are available to download and use at your discretion. Excel “workable” formats are available for the asking. Utilize these forms to track your insurance short pays and disputes. They provide a simple, easy to follow format when insurance negotiations fail and you may need to ask the customer to pay a "co-pay". They can, in turn, submit that co-pay to their insurance for reimbursement. This creates customer involvement and a conduit for change.

The annual WCRP surveys are now available. You can find the links directly below this. Please take the time to complete them as it directly effects how your board will direct its efforts to serve you. The end of the year is a great time to reflect on the past but it's even a better time to plan YOUR future, managing YOUR business.

Get after it,

Larry Terrien
President WCRP



PLEASE take a moment to fill out the two surveys attached here. These were developed by the WCRP board members and pertain directly to our industry. This information will help WCRP decide where our attentions should be focused. Help us help you! We will publish the results as soon as they are compiled.

WCRP LABOR RATE SURVEY: [Click here](#)

WCRP INSURANCE RANKINGS AND RELATIONSHIPS SURVEY: [Click here](#)

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KNOW THE LAW!

Repair charges

Wisconsin car repair shops must get your authorization for any repair and must offer you an estimate or firm price quote if repairs will cost \$50 or more.

- No unauthorized repairs are allowed. But if you drop off your car before the shop opens with a note to repair something – and you do not ask them to call you with an estimate – the shop can charge what it wants.
- No unauthorized price increases are allowed. If a shop provided an estimated or quote, they need your permission to increase the price.
- A shop may hold your vehicle until you pay for authorized repairs. However, once you have paid for authorized repairs, the shop cannot keep your vehicle because you refused to pay for unauthorized repairs.
- When requesting additional authorization, the shop must tell you both the cost for the additional repairs and the new total cost of the complete job. Make sure you leave a telephone number where the shop can reach you.
- The shop must return replaced parts to you if you ask for them before repair begins. Warranty parts or parts exchanged for rebuilding need not be returned, but must be made available to you for inspection.
- When work is completed, the shop must provide you with an invoice describing the repairs, replaced parts (specifying if used or rebuilt), and warranties for repairs and parts.
- If you need expensive or complicated repairs, or if you have questions about their recommended repairs, consider getting a second opinion. [Continue reading](#)

From the Desk of Mike Anderson: When it Comes to Auto Body Shop Technician Compensation, Something Has to Change

Mike Anderson is the president and owner of Collision Advice, a consulting company for the auto body/collision repair industry. For nearly 25 years, he was the owner of Wagonwork Collision Center, an OEM-certified, full-service auto body repair facility in Alexandria, VA.

Something has to change.

I'll tell you up front: I'm going to be repeating those four words a number of times as you read through this article.

Something has to change.

I have a family member who graduated from high school and went to work for Amazon. He is now 21, making more than \$100,000 a year. He has stock options and they pay 100% of his health insurance. And they pay for all of his college. That's what we're competing against when we're trying to recruit young people into our industry.

[Continue reading](#)



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.



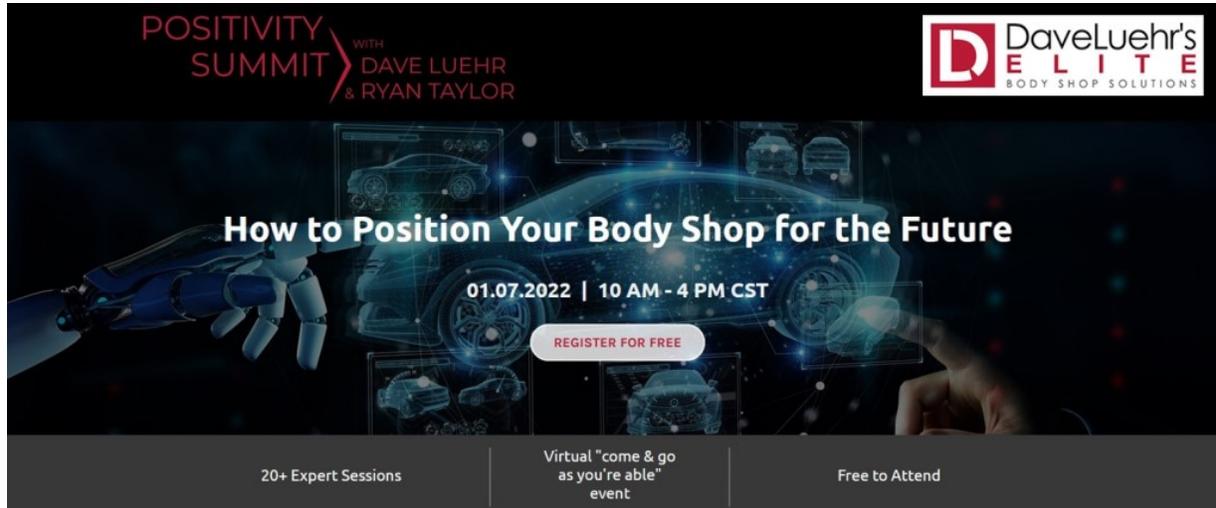
Rodgers' \$2M-\$3M per year is the tip of the iceberg for insurers' ad spending

By Dave LaChance on November 19, 2021

“The insurance industry spends billions of dollars of policyholder money on sporting events, athletes in advertisements, and quirky commercials, when they should be focused more on better claims practices and reduced premiums,” said Douglas Heller, an independent consultant and nationally recognized insurance expert.

[Continue reading](#)

YOU DON'T WANT TO MISS THIS!!! FREE REGISTRATION!!



POSITIVITY SUMMIT WITH DAVE LUEHR & RYAN TAYLOR

DaveLuehr's ELITE
BODY SHOP SOLUTIONS

How to Position Your Body Shop for the Future

01.07.2022 | 10 AM - 4 PM CST

[REGISTER FOR FREE](#)

20+ Expert Sessions Virtual "come & go as you're able" event Free to Attend

Join leading body shop owners and industry experts for the 3rd Annual Positivity Summit to discuss strategies you can use – and face the future with confidence!

Let's discuss some hot topics including...

- Labor shortages – What can you do?
 - Ditching DRP's – Should you and, if so, how?
 - Electric Vehicles – What is the future?
 - Parts shortages – How to manage them?
 - Many more!
-

SAVE THE DATE!! MORE DETAILS TO FOLLOW!!



**WEDNESDAY FEB 23RD, 2022 at:
Jacob Leinenkugel Brewing Company
In Chippewa Falls, WI**



INDUSTRY NIGHT!

Brought to you by:
**WCRP (Wisconsin Collision
Repair Professionals)**

\$99 Registration Fee (Limited Seating!)

**Registration will include dinner, round table
discussion on industry concerns, a tour of the
brewery...and more details to follow!!**

SCRS QUICK TIPS VIDEO SERIES

[Click here for the video:](#)

**Why Manufacturers Require Extending
Clear Coat**



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)

Not long ago I was helping a plumber friend at

my son's new house. (He can't find help either.) I helped with a little trenching, fitted a few pipes...simple things in comparison to the Honda wire harness I had replaced the day prior..or the 2 hours I spent changing a BMW door handle that morning...but it was a nice day outside doing something different, much simpler, little thinking was involved.



A few days later he dropped off a pretty significant bill. I wasn't surprised, after all he has a "truck full of tools", years of experience doing the "same procedures" day in and day out. As much as I hid it, he noticed my quizzical look at the \$110 hourly rate. Some good-natured ribbing ensued, comparing skill levels, tools, training etc. My Son paid the bill and life moved on. YET, as he departed, he mentioned "it's not that I charge too much, it's that you don't charge nearly enough".

May I repeat that:

"It's not that I charge too much it's that you don't charge nearly enough"

It can't be worded any better. He didn't say "enough" he said, "nearly enough." My fellow members, "nearly enough" won't attract the technicians we need now, much less into the future. "Nearly enough" may not even keep the staff you have. "Nearly enough" won't keep you in business.

So once again! What do we do about that? Consult the WCRP website for the new **"All Things Labor"** tab for a start. Know what your labor rate should be, based on the facts of **your shop and your costs**. Not some outdated prevailing rate b^!! \$&!+.

See you at the bank! Are we making a deposit or extending a credit line?

It's our choice.

Steve

P.S.

In the book Matsushita Leadership, Matsushita says that if you take society's people and society's resources and you fail to make a profit, then you've committed a crime. If you do make a profit and you don't improve conditions in society, then you've committed an *even bigger* crime. People trusted you to come work for you, vendors have chosen to give you a credit line, a bank has loaned you money, someone has agreed to rent to you...whatever the case may be. You have an obligation to make a profit. "Profit" is not a dirty word!

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





Vehicle technologies and the costs of doing business are ever increasing and often insurance allowances lag behind in these increases. At these times you may consider asking your customer to cover that difference with a "co-pay" to ensure proper repair of their vehicle. This video explains that process and how they can possibly be reimbursed.

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!



Estimating Tip: EV Charging / Plug-in Vehicles is NOT INCLUDED
[Click here to read the article](#)

**The DEG is an ESSENTIAL tool to the auto body industry!!
Get to know it and get to using it!**

Become A Sponsor!

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!](#)

LAST TWO CENTS

Once upon a time.....

I owned another business, in construction. Long story short, it failed. However, a great lesson was learned and being a slow learner, it took just 14 years.

The lesson? One day at the lunch table I confessed to my crew that I was having a hard time “selling” our product and specifically at the price we had to ask. One crew member, more insightful than he appears, commented *“That’s because you don’t feel good about the product and our status as builders”*.

He wasn’t wrong. In fact he was spot on. Our quality was less than my personal desire. It would sell and was acceptable in the market but still I just didn’t feel overly proud of what we were producing. Odd how he quickly recognized that. Apparently I’m not the actor I thought I was. Anyway, we made improvements, 5% here 10% there...it took a while to get everyone to buy in, but we got there. I felt good about the product and our role in its development. We had a successful “last” couple of years.

I suspect a lot/some body shop owners struggle with labor rates for the same reasons? Deep down do you feel good about the product you're providing? Do you feel like a professional? If not, make some changes. 5- 10% is not a lot, but you’ll quickly find the confidence to charge accordingly. Even a co-pay above and beyond any dictated insurance allowances. You and your people are professionals and deserve to be paid as such. If you’re not that professional, you should be making some changes.

Time is running out. Don’t let this be your ”last” couple years.

Hope this helps,
Steve





**Whatever comes
out, we've got a
better chance of
survival if we
WORK TOGETHER.
~ Maximus**



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