



Press Release

For immediate release

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

January 31, 2022

WCRP Customer Awareness Campaign – Shopping for Insurance

Wisconsin Collision Repair Professionals (WCRP) latest white board presentation on Shopping for Insurance is being used to create customer awareness on their insurance policies when work is done in a collision repair shop. The need for our customers to understand discounted coverages and policy limitations helps everyone involved in shopping wisely and meeting the needs of each consumer.

Often when insurance negotiations fail, shops are put into the inevitable position of absorbing the cost difference to do the right thing for their customer. Therefore, our Industry/Media Committee created a Shopping for Insurance video. This presentation is attached to this press release. Also included is a link to the presentation on our WCRP YouTube Channel to be distributed to as many outlets as possible.

[Shop Wisely for Auto Insurance - YouTube](#)

Our updated website at www.wcrp.pro and Facebook page are reflecting our new direction and focus – stay tuned for more updates!

For more information contact Executive Director Deb Brunett at 262-542-7707 or email wcrpinfo@gmail.com

###