

**Issue:  
March  
2022**



**Wisconsin Collision Repair Professionals**

## *The Body Shop Advocate*

*~ WE ALL DO BETTER TOGETHER ~*



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### **FROM THE DESK OF OUR PRESIDENT**

Your event committee put on a great program last month at Leinenkugel's in Chippewa Falls. Job well done team!

It felt great to socialize again in public, meeting shop owners and our much-appreciated [sponsors](#). The industry is going through a tremendous change right now with challenges we have never experienced prior. Through that uncertainty, fear and anxiety are a natural byproduct, however it was nice to see a lack of pessimism among the attendees. We are experiencing the same issues, with solutions requiring a concentrated effort. I felt a universal acceptance for "where we are." We've grumbled and now it's time to move forward. That's a good place to be mentally. Let's now focus on solutions and extend our energies in a positive direction.

Your association can be your personal resource to help navigate these challenging times. The website continues to expand with great resources. Take some time to check those out. Don't forget individual consulting is free and available through our board of directors. As indicated by the last round table event they are happy to share ideas, experience and possible solutions. They're a great group of volunteers!

*Larry Terrien*  
President WCRP



### **Industry Night at [Leinenkugel's](#)**

If you weren't there you should have been! An

excellent meal, fantastic beer and an overall excellent venue. It's highly recommended that you visit and do some sampling. The host hotel was excellent as well. [The Cobblestone Inn](#) is located right in downtown Chippewa Falls...you would have liked it. A great coffee shop is next door if you're not a beer drinker.



A round table discussion was had on overall industry issues, and from that, many should be able to extract solutions for their shops. Too often, shops are still looking for that magic bullet to ease their woes. There is one...it's cleverly disguised as perseverance. Add to that a stiffer backbone to demand fair and just compensation. ***Fair and Just.*** That doesn't mean ***just*** anything you want, and ***fair*** can be negotiable. It's a 1,2,3 thing:

- 1) Decide if that part, procedure or labor charge is ***fair*** and ***justified***.
- 2) Draw a line at which point you won't cross.
- 3) Charge someone accordingly or pass on the job.

It's simple really. Manage ***your*** business. Don't let others manage it for you!

Ok, back to the event...a BIG BIG **THANK YOU** is due to the [sponsors](#) and vendors. A fantastic show of support was on hand. Door prizes and more prizes-WOW! Everyone walked out with something nice! SO much was donated that we have several items left over. If you weren't there you can text "I want one" to Steve 715-892-1740 and we will send the extras out until they are gone. So hurry!

DO keep an eye out for the next event. **SIGN UP EARLY SO YOU DON'T MISS IT!**

Hope to see you there!  
WCRP

Check out our YouTube channel [here](#) for a slideshow of pictures from the event!





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## MEET OUR MEMBERS



[West Allis Auto Body](#) has been a fixture at 8808 W. National Avenue for more than half a century. The current owner/proprietor, Glenn Krolikowski, bought the business from his father. But despite our deep community roots and old-fashioned devotion to craftsmanship, we've always stayed on top of the latest collision-repair technology.

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## *Important* INFORMATION

Perhaps the best 15 minutes of your year can be had by viewing the attached video. A "State of the Union" address if you will. It's provided free by National Auto Body Research. The same association that brings you [Labor Rate Hero](#), [Number Nerd](#) and the

[Billable Genie](#)

Both great resources to manage *your* business. Let's use this as motivation to start managing this industry as it should be managed! Watch the [National Auto Body Research](#) video [here](#).



#### [LaborRateHero](#)

The collision repair industry's only independent, unbiased solution for measuring & reporting market-based labor rates, LaborRateHero provides unprecedented pricing transparency to the real rates in your market and nationwide. But to change the game, you need to participate.



#### [BillableGenie](#)

The fastest and easiest way to collect more revenue on every repair estimate, the amazing BillableGenie enables your shop to get paid for more of the work you already do. What are you waiting for?! Sign up for a free demo and see for yourself, there's never been anything like this.



#### [NumberNerd](#)

What Labor Rate should you charge? And Why? NumberNerd helps you find the right rate for your individual shop, taking into account things like Cost of Living, Cost of Doing Business, Inflation, Market Rates, Profit Goals, Wage Levels, and Investments. Get your arms around the numbers with NumberNerd!



## Coming Soon...

### **We are compiling the results of our two recent surveys:**

The WCRP labor rate survey and the WCRP insurance rankings and relationships survey. Results will be published next month so keep an eye out for them!

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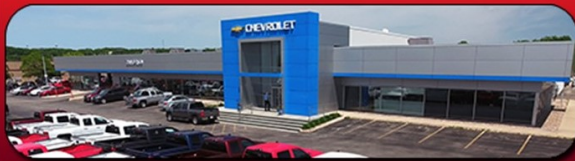


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## KNOW OF ANY SHOPS LOOKING TO JOIN WCRP?

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.



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# 3M

## BODYSHOP BUSINESS

## Are You the Leader You Should Be?!

By Carolyn Gray

Look up the term “leadership,” and words like authority, command, control and power come up. Strong, determined words, perfect for being in command of today’s challenging business realities, right?

In reality, if business owners think of leadership skills strictly in those terms,

chances are they will fail — both for themselves and their team.

Instead, look up the term “help” and you’ll see benefit, lift, advice and guidance. According to Dave Bloom, owner of Pine Aire Truck Service of Bay Shore, N.Y., and partner Dream Car Restorations of Hicksville, N.Y., this set of words is much closer to the mark.

In fact, in another world, one might just see Bloom’s own face next to that dictionary definition of leadership. But he says it hasn’t always been like that. Bloom has been in the industry more than 35 years and recalls many ups and downs before developing his leadership skills which have led to the success he enjoys today. You certainly wouldn’t have predicted his success if you based it on the first shop he owned, he admits. In short, he says, “It was a disaster.”

So, how did Bloom regroup and develop a leadership philosophy that has propelled his two businesses to a combined \$4 million plus in annual revenue?

It’s an instructive lesson to other business owners, he says, one that starts a long time ago.

[Continue reading](#)

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## 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 segments via zoom on April 7th, 2022. The first one will be from 11:00-12:00 and the second one will be From 2:00-3:00.

### **THIS IS A FREE PROGRAM COURTESY OF ELITE BODY SHOP SOLUTIONS & WCRP!!**

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:**

#### **April 7 11:00 -12:00 ~ 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.

#### **April 7 2:00-3:00 ~ 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.

### **EZ Registration!**

Simply email Deb at [wcrpinfo@gmail.com](mailto:wcrpinfo@gmail.com) and let her know you are attending.

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## HELPFUL HINTS

**Material caps and thresholds** have reappeared for many of our members. WCRP has the following materials calculator available to help you combat shortages. Click on the picture to bring up a workable excel file you can save. You can then enter your own shop's numbers into the form and it will do the calculations for you! This form will soon be available on the [WCRP](http://www.wcrp.com) website as well.



Hours Sold	
Material Rate per Hour	
Fill in Paint Labor Hours on RO and Material Rate above. Note: This top section will not print on invoice.	

YOUR LOGO HERE

ADDRESS  
ADDRESS  
PHONE  
FAX OR EMAIL

Paint & Material Invoice

Vehicle RO #:  
Customer Name:  
Vehicle Make / Model:

Sand Paper / Abrasives	\$0.00
Masking / Trim Tape	\$0.00
Masking Paper	\$0.00
Cleaning Solutions	\$0.00
Clean Up Thinners	\$0.00
Masks / Gloves / Safety	\$0.00
Misc. Allied Supplies	\$0.00
Body Filler / Glaze	\$0.00
Spray-Out Panels	\$0.00
Primers / Sealers	\$0.00
Hardeners / Catalysts / Reducers	\$0.00
Basecoat	\$0.00
Clearcoat	\$0.00
Mixing Cups	\$0.00
Degreaser / Prep Materials	\$0.00
Buff Compound	\$0.00
Polish Compound	\$0.00
Final Glaze	\$0.00
Buffing Pads	\$0.00
Polish Pads	\$0.00
Clean Up / Polish Cloths	\$0.00
Colorsand Paper	\$0.00
Misc. Clean Up Supplies	\$0.00
Invoice Total:	\$0.00
Original RO Allowance:	
Net Payment Due:	\$0.00

THIS FORM COURTESY OF WCRP & THE FOLLOWING SPONSORS



A WORKABLE EXCEL VERSION OF THIS FORM IS AVAILABLE VIA EMAIL!



Do you have an opinion on a subject that pertains to our industry that might be good for our Guest Editorial section? 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](mailto:wcrpinfo@gmail.com)



## SCRS QUICK TIPS VIDEO SERIES

[Click here for the video:](#)

Implementing SOPs within your business



WCRP Vice President, Steve Humblet, was recently interviewed for an article in [Repairer Driven News](#) about our Co-Pay and Shopping for Insurance white board videos. [Click here to read the article.](#)

**Please feel free to 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!



We work closely with you to find the right solution



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Our experienced team work in close partnership with you to understand the traits of your business, enabling us to develop solutions from concept to production.



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THAT SUPPORT US! \$\$\$\$**

[The Database Enhancement Gateway \(DEG\)](#) is certainly one of the most underused, valuable resources of the collision industry.

If you have EVER been dissatisfied with a missing part or procedure in any of the big 3 data bases, Mitchell, CCC or Audatex, **THIS** is the answer. You submit an inquiry on the issue, and they send it to the Information Providers (IPs) that supply the databases for the various estimating products. The issue is researched and if found viable, changes to the databases will happen.

The DEG relies on the generosity of the industry. If you're not familiar with it, check it out at [www.degweb.org](http://www.degweb.org). We are hoping WCRP members and non-members can step in with financial support. The association will make a matching donation up to \$1,000. (The minimum amount we hope to raise.)

Your donation can be snail mailed directly to WCRP or you can call Deb with a credit card. We'll take a dollar but if you could add a couple 00's after that, we'll all smile a little wider. More importantly this great resource will continue to be available to us.

**For free!!**

Thank you in advance!

Check out an article in [Repairer Driven News](#) that illustrates the great amount of changes the [Deg](#) has been instrumental in making happen. [Click here](#)

Donations can be mailed to:

C/O Deb Brunett

WCRP

PO Box 841

Merrill, WI 54452-0841

Want to use a credit card? Call Deb at: (262) 542-7707



# 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!](#)



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