

Issue:  
April  
2022



Wisconsin Collision Repair Professionals

## *The Body Shop Advocate*

~ WE ALL DO BETTER TOGETHER ~



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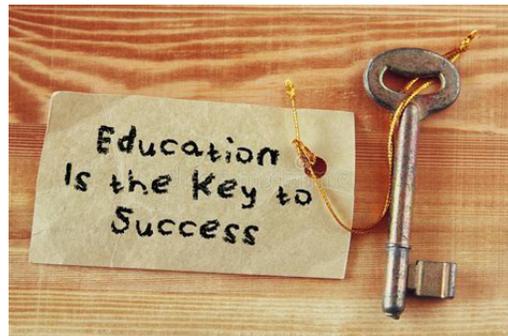
VISIT OUR  
YOU TUBE CHANNEL

### FROM THE DESK OF OUR PRESIDENT

A lot of great stuff in this month's Advocate. Please take time to review in depth. Our DEG fundraising has gone well, Thanks to those who contributed. The DEG is a very valuable tool which can help improve the quality and accuracy of your estimates, as well as having many other features. If you have not used it, check it out at [degweb.org](http://degweb.org).

Also, this month we have the annual survey results. The full and detailed results are posted on the [WCRP Members Tab](#). If you are involved in the daily struggles of this trade, they should be no surprise, but it sure is nice to see that we have company! One can also clearly see from the results how collectively we could better navigate our futures. Obviously with insurers, we would all be better off if the top 5 companies on the survey insured more of the state's drivers. Labor rates? Well, you really should know *your* costs and act accordingly. If you haven't already, be sure to run your numbers on one of the [labor rate calculators](#) that are on the [WCRP](#) website. That knowledge will inspire you...*Guaranteed*.

**Do Not** overlook the 5 Pillars of Success promo that follows. This program is offered free by the association. [Dave Leuhr](#) offers great advice for any size shop that you will be able to use in *your* shop immediately. Be sure to take advantage of this tremendous opportunity!



Larry Terrien  
President WCRP

# MEET OUR MEMBERS



Lynch Auto Body, Inc provides auto body repair, collision repair, and automotive painting to the Madison, WI area.



The results of the first [WCRP](#) Labor Rate Survey are below. Click on the picture for a printable PDF.



## 2022 WCRP LABOR RATE SURVEY RESULTS

BODY LABOR RATES	
TOTAL RESPONSES 68	
\$46.00	1
\$60.00	4
\$62.00	8
\$63.00	5
\$64.00	13
\$65.00	7
\$66.00	4
\$67.00	1
\$68.00	18
\$70.00	7

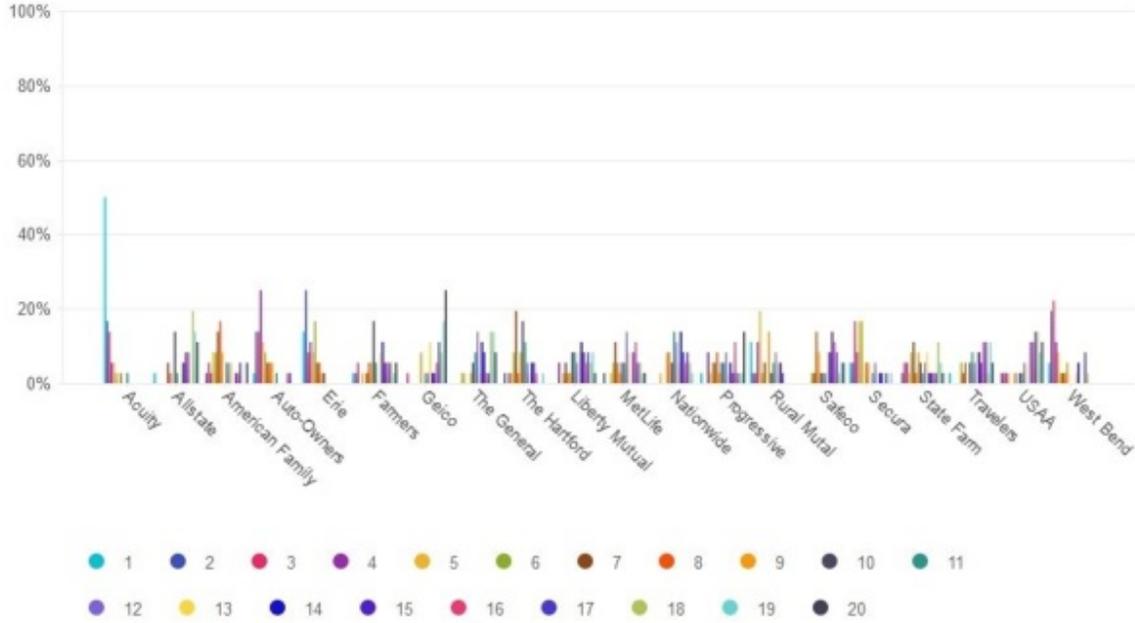
PAINT LABOR RATES	
TOTAL RESPONSES 68	
\$40.00	1
\$42.00	1
\$44.00	2
\$45.00	1
\$46.00	1
\$48.00	3
\$50.00	1
\$60.00	3
\$62.00	7
\$63.00	5
\$64.00	11
\$65.00	7
\$66.00	4
\$67.00	1
\$68.00	14
\$70.00	6

MECH LABOR RATES	
TOTAL RESPONSES 68	
\$44.00	1
\$70.00	2
\$75.00	1
\$80.00	5
\$85.00	10
\$89.00	1
\$90.00	10
\$94.00	1
\$95.00	8
\$98.00	2
\$99.00	1
\$99.50	2
\$100.00	1
\$103.00	2
\$105.00	3
\$109.00	1
\$110.00	3
\$115.00	1
\$120.00	3
\$125.00	1
\$135.00	4
\$144.50	1
\$145.00	2
\$150.00	1
\$110-\$170	1

The results of the [WCRP](#) Insurance Company Ranking surveys are in! Click on the picture for a printable PDF.

1. Please rank the following companies (1-20) according to your shop's overall experience regarding their claims processing. Consider one as the best experience. They are listed in alphabetical order.

Answered: 36 Skipped: 6



Click on the image below to bring up a printable PDF of the Insurance Company Rankings from our 2022 survey.



### 2022 WCRP INSURANCE CO. RANKING SURVEY RESULTS

INS. CO.	SCORE	RANK
ACUITY	18.56	1
ERIE	16.89	2
AUTO-OWNERS	15.67	3
WEST BEND	14.89	4
SECURA	14.4	5
RURAL MUTUAL	13.72	6
AMERICAN FAMILY	11.78	7
THE HARTFORD	11.36	8
STATE FARM	10.22	9
FARMERS	9.25	10

INS. CO	SCORE	RANK
PROGRESSIVE	9.08	11
METLIFE	9.03	12
NATIONWIDE	8.28	13
LIBERTY MUTUAL	8	14
SAFECO	7.67	15
TRAVELERS	7.39	16
THE GENERAL	6.42	17
USAA	6.31	18
ALLSTATE	6.22	19
GEICO	4.83	20



## **BODYSHOP BUSINESS**

### **Insurer Negotiations: Don't Keep Your Customers in the Dark**

By Barrett Smith

#### **Symptoms of Abuse**

For decades now, collision repairers have displayed the classic symptoms of abuse: They take a beating from insurers and then acquiesce to their requests to stay on their good side. Thus, the cycle continues, and the repairers do nothing, because they see no alternative and have come to believe this is “just how it is” and continue business as usual.

This problem stems from the fact that, for ages, body shops have been run by body-men who started their own businesses without the business skills needed in today's climate. As late as the early 1990s, “body-men with businesses” could make a very good income despite having little to no formal business education. My father provided very well for me and my six siblings in our family-owned and operated body shop. He worked hard and taught us by example about honesty and integrity and in giving back, but he had no formal business education and thus relied on his own understanding of how to run a profitable business.

The body-men with businesses have always accepted what the insurance industry has told them as fact, because they believe that insurers have regulatory oversight and couldn't possibly do anything wrong. So, what they say and do must be right:

“You want a 10% discount on parts and others are giving it? Well okay then.”

“You only pay so much an hour and everyone else charges that? Well, I guess that’ll have to be the way it is”

“No one else charges for that? Well, if you say so.”

[Continue reading](#)

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Click the "Register Here" button to send Deb an email and let us know you are attending!

**REGISTER  
HERE**



## 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.



**SCRS QUICK TIPS VIDEO SERIES**



[Click here for the video:](#)

Why is it NOT approved to melt/blend clear coat?

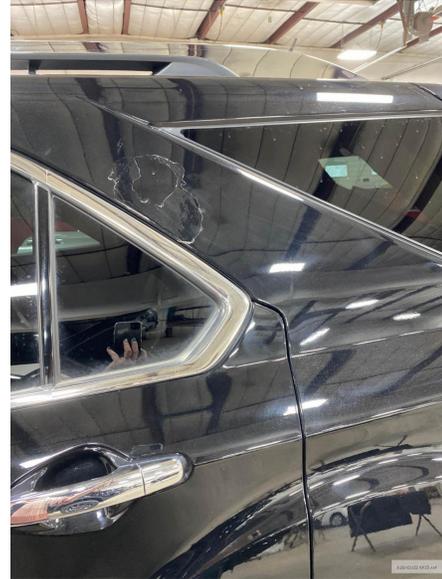
We just had a perfect example of this issue in our shop. See the photos below.

Original savings via short cutting: **Approximately** 2 hours / \$200

Cost to correct when problem arises: **Approximately** 2.2 days & \$800



Peeling paint from clear blend



Peeling paint from clear blend



Panel repair



Prime



Repaint



**[J.D. Power studies find customer dissatisfaction, disengagement with digital claims processes](#)**

Problems with the transition to digital services are contributing to consumers' dissatisfaction with their insurance companies, while consumer adoption of the new technology remains "stubbornly low" in the property and casualty (P&C) field, according to two recent studies by J.D. Power.

The J.D. Power 2022 U.S. Property Claims Satisfaction Study, released Feb. 28, found that “slower cycle times and growing pains associated with transitioning to digital servicing channels caused overall satisfaction scores to decline to a five-year low.” Though that study is focused specifically on homeowners’ insurance, it offers a look at the causes behind consumers’ dissatisfaction with digital claims processes. Those include the perceived inadequacy of photo estimating tools.

[Continue Reading here](#)



**\$1,000 will soon be on its way to the DEG!** The Deg is a *significant asset* to this industry. The efforts of that organization have increased your bottom line immeasurably! Thanks to those who donated: Brunett Family, Goss Auto Body, Dean’s Auto Body, MJ Collision Center, Trubilt Collision Centers, and Quality Paint & Body. This will be a yearly fundraiser. If you could not contribute this time, please consider doing so next year. Of course, it’s never too late to donate! You can mail your check to Deb at:

WCRP  
P.O. Box 841  
Merrill, WI 54452



## 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.

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!](#)

## GUEST EDITORIAL

***“If you don’t like change, you’re going to like irrelevance a lot less”***

I’ve rambled about this in the past and it's once again worth a review. Change is a rotating annoyance in life. Just when your half ass comfortable, something changes, and you seemingly start over. With the drastic changes in our market and our livelihoods, it may be time to review things yet again. For some, it's far past time, they're probably not even reading this.

For those still reading, I challenge you to review your business goals and ***your costs***, then revise as needed. Feel free to look at your competitors...the consolidators...just strongly avoid the herd mentality. ***“Just because everyone else is doing it, doesn't make it right”*** -

**Mom**

Sheep travel in herds...don’t be a sheep. You're better than that. No offense, I like sheep, they're cute, but I’d rather be the shepherd. Your staff deserves a shepherd. Be the best one you can, they deserve that.

Get after it!

Steve

***"The trouble with collision repairers, is that they spend a lot of time trying to do the wrong thing, righter" --Jon Parker***

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)



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