

**Issue:  
June  
2022**



**Wisconsin Collision Repair Professionals**

## *The Body Shop Advocate*

*~ WE ALL DO BETTER TOGETHER ~*



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

#### **Are We Busy Yet?**

In my 50+ years in the industry I remember the times when shops were waiting for the next tow truck to drop off a vehicle, or the next customer to walk in the door. Now certainly isn't one of those times. What most shops now are struggling with normally would be a good problem: overcapacity. More and more drivers are hitting the road after the Covid lock-down and sky-high gas prices don't seem to be deterring them. Add to this the nationwide technician shortage and the snowballing parts issues...together with deer hits, hail and distracted drivers, and it's easy to see why most shops are booked out for several months.

But this is a good problem, right? Well, maybe, but we are starting to see the negative effects it has on morale, the shop's culture, the daily lives of employees, cycle times and customer satisfaction. The more cars you have on-site, the more that need to be moved around daily. The backlog takes it's toll on everyone as cycle time continues to increase. It is more important now than ever to keep your entire team informed at your daily meetings so that they can be part of the solution rather than part of the problem. It is also critical to discuss possible delays with your customers and to keep them updated when they do happen.

We are hearing of some shops that are now choosing which insurance companies they want to deal with and what kind of cars they want to work on simply because they can't fix everything that comes in the door. The bottom line is that you need to be in control of your business and you need to determine how much work you can handle.

**PERSISTENCE  
— IS —  
THE KEY TO  
SUCCESS**

This is one of several topics that will be discussed at the upcoming [Industry Night](#) at the [Automobile Gallery in Green Bay](#) on June 23<sup>rd</sup>. This is a fantastic opportunity for you to get together with other shop owners, managers and suppliers to discuss all of the issues in your industry. Don't miss it!

*Larry Terrien*  
President WCRP

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## MEET OUR MEMBERS

[Simmons Auto Body](#), in Edgerton, WI, is the areas leading auto body shop serving Dane, Rock, Jefferson and surrounding counties since 1992. We specialize in collision repair, auto body, windshields, auto glass, tires, paintless dent repair (PDR), auto detailing and more. For all your auto body needs, contact Simmons Auto Body in Edgerton.



**Click the picture for a PDF registration form**

**SAVE THE DATE! JUNE 23, 2022**

*Industry  
Night*



**Join us for the next Industry Night!  
Hosted by WCRP (Wisconsin Collision Repair Professionals)  
This event will be held at The Automobile Gallery in Green Bay, WI  
June 23rd, 2022 from 5:00-9:00.**

**We will have the place to ourselves to view the extensive  
gallery, network with fellow industry professionals, enjoy dinner  
and a panel discussion of shop owners/managers.**

**The first Industry night held at Leinie's Lodge in Chippewa Falls  
was a great success! Don't miss this one!**

**There will be limited seating.**





**PERFORMANCE**  
VEHICLES / PARTS / RACING

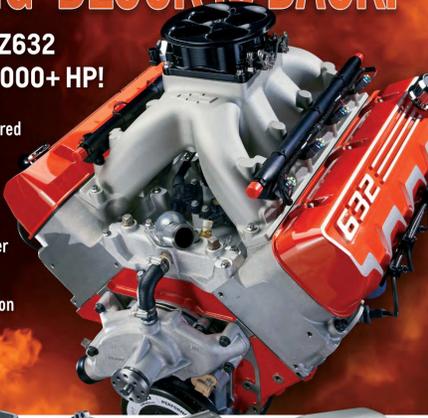
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## BODYSHOP BUSINESS

### Why Haven't We Seen a Major Increase in Labor Rates Yet?

By Barrett Smith

“Between the nationwide tech shortage, parts shortage, the large amount of people wrecking their vehicles and inflation through the roof, why haven't we seen a major increase in labor rates yet? Insurance premiums and new vehicle prices keep going up, but our pay is staying the same. I'm at a point where I have to ask myself if being a younger body guy is still going to be worth it in the next 10 to 12 years. Insurance companies get to dictate how much we get to make, and I just don't think that's right.” — Kevin Hardman, technician, Renfro's Collision, Richmond, Ky.

[Continue Reading here...](#)

**SAVING MONEY IS ALWAYS GOOD!!**





**CARS Savings 4 Members Program:** [WCRP](#) has established an alliance with Collision Automotive Repair Services, Inc. (CARS) to bring you great new benefits through this program in the form of CASH BACK REWARDS, DISCOUNTS, and CARS PRICING for materials and supplies that you may already be using or elect to use. There are many programs listed on the CARS website that can help you save money! [Click here for more info!](#) Check out the [WCRP member benefits page for additional programs here.](#)



## SCRS QUICK TIPS VIDEO SERIES

[Click here for the video:](#)

**SCRS Quick Tip: 3-stage and 4-stage Formulas**

In this video, Mike takes a look at 3-stage and 4-stage refinish formulas. From validating the paint code, to using estimating system formulas for 3-stage, this video covers specific considerations when addressing the color in the repair plan. Why isn't there a formula for 4-stage? Does the paint manufacturer require a tinted sealer, tinted clear or ground coat? Learn all about it in this Quick Tip

## Sherwin Williams Automotive Finishes



## **DON'T MISS OUT ON THESE GREAT PROGRAMS!!**

Special pricing for [WCRP](#) members: 21% off each month! Use coupon code WCRP21 at check out. [Click here to register](#)



**Take the trial-and-error out of the body shop with real-world operations & management training!**

1. Online, interactive training for independent collision repair leaders.
2. Management tools to help take the training from the classroom to the shop floor.
3. Support from Dave Luehr to make things happen!
4. Network with other body shop leaders – discover what works in their shops!
5. Immediate access to over 24 hours of recorded training plus downloadable tools.

**Our next OML is on June 7<sup>th</sup> at 11 am CDT – “Driving More Cash to the Bank”.**

Discover the handful of KPIs you need to see daily to maximize your body shops cash flow!

- Where to find the right key performance indicators
- How to set KPI goals
- Which business adjustments to make to keep you in the money!



**CIECAST Webinar: “Data Sharing in the Collision Industry and Its Unintended Consequences”**

The [Collision Industry Electronic Commerce Association](#) (CIECA) announced its next CIECAST webinar, “Data Sharing in the Collision Industry and Its Unintended Consequences,” will be held on May 24.

The one-hour webinar will feature Pete Tagliapietra, managing director of Datatouch, who will talk about the importance of Personally Identifiable Information (PII) and repair data privacy along with security trends in the collision industry. The discussion will also include the current and future impact on industry stakeholders.

“We all recognize the positive impact that CIECA Standards have had on our industry,” said Tagliapietra. “It has allowed information to be shared with all segments of the collision industry.”

[Continue reading here](#)

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## Estimating Tip: Mitchell- Lamp Aiming NOT INCLUDED operations

Estimating Tip: Mitchell- Lamp Aiming NOT INCLUDED operations “Currently Mitchell does not create procedural page information for Lamp Aiming. Specific included and not-included operations are not defined.” DEG Inquiry 20081 “Variables identified in the service procedure such as the following have not been factored into the published allowance: Replace faulty glass and mirrors and blackened light bulbs. Vehicle with full fuel tank or appropriate additional weight in trunk.”

[Continue reading here...](#)



## 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

I've had this 10% thing forever in my head (almost drove my kids nuts with it.) I'm sure I read it somewhere and I'd give them credit if I could just remember. But nonetheless:



It's just 10% from crap service to acceptable service.

It's just 10 % from that acceptable service to good service.

It's just 10% from that good service to exceptional customer service.

Seeing as you're still in business you must be doing acceptable work. Yet this industry needs to up our commitment and status. Perhaps a 20% increase! Labor rates included. The technology and changes in this industry have increased significantly and **acceptable** won't cut it any longer. For the independent and smaller shops, long term survival comes with providing **exceptional customer service** and if you're not offering it, others will offer acceptable service (in volume) and you will be on the losing end. So, in review, how much more effort is 10%? Heck, a smile from the office staff is 5%! Do that and something a bit more, and you'll have an easy 10%. Then, tomorrow, add another brick. (10%)

In time you will have built a castle.

Good luck,  
Steve

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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