

**Issue:
July
2022**



Wisconsin Collision Repair Professionals

The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~



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FROM THE DESK OF OUR PRESIDENT

As you are probably already aware, the Industry Night that was to be held in June has been rescheduled for September 22nd at the Automobile Gallery in Green Bay. In talking with area shops, many had conflicts with vacations and other summer activities. In addition, most shops are overwhelmed with work right now and it is difficult to squeeze anything else in.

Everyone who attended the first industry night in Chippewa Falls had rave reviews. They commented that it had been far too long since shops had gotten together, and that we need to do more of these to discuss our mutual concerns. So, mark your calendars for September 22nd . See you there!

Larry Terrien
President WCRP



MEET OUR MEMBERS



At [Classic Auto Collision Center](#), we know that collision repair can be stressful and inconvenient. That's why we are here to help you. We offer FREE estimates and FREE courtesy cars. We can handle all insurance negotiations. We guarantee our work, but most importantly, we care about you! Located in Bruce, WI.

REGISTER NOW

PLEASE NOTE! THE JUNE INDUSTRY NIGHT HAS BEEN POSTPONED. PLEASE CHECK OUT THE NEW FLYER! [CLICK HERE TO BE TAKEN TO THE WCRP WEBSITE TO REGISTER.](#)

SAVE THE DATE! SEPTEMBER 22, 2022



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
September 22, 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.





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PUT AN END TO FREE BODY SUPPLIES

By Tiffany Menefee

I'm sure most of you have had this argument with an insurance company at some point. Charging for shop supplies is standard practice for nearly everyone else in the auto industry, so why isn't it for auto collision?

You may be saying, "OK, I get it, I need to be charging for body supplies, but how do I effectively do that?" It's easy to implement this on self pay customers by charging a standard amount for body supplies calculated off the body labor hours sold, just like paint and supplies are calculated off paint labor hours. I'd estimate the average is \$5 to \$10 per body labor hour.

Insurance repairs are going to take more effort and tracking, but you can get insurance companies to pay for body supplies. The key is to not call them body supplies and charge a standard rate. Instead, itemize the body supplies on the estimate and send in a supplement for them at the end of the repair.

[Continue Reading here...](#)



SCRS QUICK TIPS

All three estimating systems (Audatex, CCC, and Mitchell): Cooling fan operation test is NOT INCLUDED

DEG [Inquiry 20268](#), CCC:

"After review, testing operation of the cooling fan would not be an included operation when R&I/R&R cooling fan is selected."

DEG [Inquiry 20269](#), Audatex :

"Per Audatex Internal Guidelines, the labor time to bring a vehicle to operating temperature to check the cooling fan operation and operate the A/C to check the A/C Cooling fan operation is not included in our labor times. This time should be manually added at users' discretion"

DEG [Inquiry 20270](#), Mitchell:

"Mitchell Estimating's Labor to R&I/ R&R the Cooling Fan Does Not Include any allowance to operate the Cooling System to normal operating Temperature"

Sherwin Williams Automotive Finishes



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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 7th 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!



**KEEP FIGHTING FOR YOUR LABOR RATES!!
THEY CERTAINLY ARE!**

Report: Auto insurance rates expected to rise at least 4.9% in U.S. this year

Overall, Bankrate found that, between January 1 and May 18, there were an average of 9.1 approved rate increases per day in the country. “This means that, for the rest of 2022, there is a high probability that rate increases will continue to be filed,” the report says.

Bankrate relied on data from S&P Global Market Intelligence, which compiled rate filings from The System for Electronic Rates & Forms Filing (SERFF). Because some states, such as Florida, do not report rate filings to this system, their data is unavailable.

The average rate increase filing for 2022 is about 4.9%, S&P Global reported. “This means that, with the average cost of car insurance at \$1,771 per year for full coverage, consumers could soon pay as much as \$1,858 annually for the same coverage,” Bankrate said.

[Continue reading here](#)



Estimating Tip: H Notes/ Labor Footnotes

Both CCC and Mitchell have H Notes/ Labor Footnotes which may reference important information to consider when repair planning. Examples of H notes in CCC and Labor Notes in Mitchell may include critical bulletins repairers would need to reference the OEM information about steering gear replacement.

Always verify using OEM repair information for the latest information on the vehicle you are repairing.



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!

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GUEST EDITORIAL

They say the best way to predict the future is to write it and there is no better time than now to write your future and the future of this industry. Do we continue to work under stifling, outdated insurance “allowances,” or do we know our cost of business and charge accordingly? If you place too strong a reliance on insurance programs, you’ll be working with “allowances” long into the future.



It’s properly stated: ***You accept what you tolerate.*** Bitch and complain all you want but if you accept it, you just “allowed” it and ***that allowance*** will continue, into the future. All of our futures.

On occasion, in times of strife, the wife will sarcastically remark ***“you do it to yourself.”*** At which a rebuttal can elude me because sometimes, yep I just did. This industry has been doing it to itself for decades and it needs to just stop.

There is also the saying, ***“If you’re not part of the solution, you’re part of the problem.”***

Can you dig it?
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



ONE LAST THING BEFORE YOU GO...

Make \$10,000 in one night...

By attending the next industry night! At the last one held at the Leinie Lodge, there was good food, a great venue and great networking with fellow shop professionals. From that networking I learned:

To increase my EPA fees by \$10 and include the notation *includes solid waste disposal*. (there's your fee for bumper disposal. \$10 x approximately 416 jobs a year = \$4,160)

Charge for separate *mask for prime operations*. (Who knew that was a thing? .3 & \$6.00 x 200 jobs a year = \$5,520)

Start charging body supplies to offset legitimate material cost increases...\$ T.B.D.

See you at the next Industry Night?



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