

**Issue:
August
2022**



Wisconsin Collision Repair Professionals

The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~



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FROM THE DESK OF OUR PRESIDENT

Keeping Lines of Communication Open....

I recently had a discussion with a shop owner regarding a misunderstanding with one of his employees. My question to him was, “what does it say in your employee handbook?” His answer was, “we don’t have one.” It got me thinking about how many shops are operating without one. An employee handbook is a great tool to educate workers (especially new hires) on company procedures, policies, working conditions and expectations. More importantly, it helps protect your company from litigation by spelling out expectations and legal compliance in black and white and having employees sign off on it.



If you do not have a handbook, I would encourage you to take the time to develop one. If the one you have has been sitting in the file cabinet for years collecting dust, now would be a good time to update it. Even though the thought of developing a handbook might be overwhelming at first, there are many great templates online that you can use and modify for your situation. You could also network with other shop owners for ideas (attending the next [WCRP Industry Night](#) would be a great time to do this!)

Some of the key components that should be included in your handbook are:

*Company Introduction (this sets the tone for what you expect from employees, and fosters a sense of pride and loyalty in your business)

*Employee Expectations

*Company Objectives (pay periods, timekeeping, jury duty, etc.)

*Company Policies (conduct, behavior, compensation, and other rules)

*Company Benefits

*Federal and State Compliance

It is a good idea to ask your long-time employees for input in the process. This will encourage buy-in. This should be a living, breathing document that is updated regularly. It should be a document that employees can turn to for help when they have questions and need answers. A properly written handbook will help them understand more about their jobs and the company, and avoid mistakes by eliminating the gray areas. The key is to know that employees understand that there is a standard on paper that they signed off on and are expected to follow.

Larry Terrien
President WCRP

Do you currently use an employee handbook at your shop(s)?

Yes

Select

No

Select

MEET OUR MEMBERS



Josh and Kadi, co-owners, have two kids (Aden and Cora) and two dogs (Snickers and Midas). They love keeping busy, volunteering in the community, and spending time with friends and family. In their free time, you can find the Saunders family racing, golfing, kayaking, camping, hunting, and having fun whenever possible. We are committed to providing quality and affordable care to the Spooner and surrounding areas. “Where you’re treated like family” is more than just a slogan; it’s the way we view business and life!



CUSTOMER VEHICLES SHOWING UP ON CAR-FAX REPORTS?!

For a while now we have heard reports about repairs being completed on a vehicle and then those repairs are showing up on sites such as Car-Fax without being reported by the repair shops or the customer. Sometimes the repairs are not even completed and they are still showing up in these reports! If you have a minute please answer our poll questions about this. You can also email Deb with any questions, comments or concerns about this issue at wcrpinfo@gmail.com
THANK YOU!

Have your customers had their repairs show up on Car-Fax even though you never reported it?

Yes

Select

No

Select

Would you be interested in having WCRP investigate this issue?

Yes

Select

No

Select

RELATED ARTICLE FROM [REPAIRER DRIVEN NEWS](#):

CIC Committee Presentation: 86% of all quoted collision repair data could be available for sale

By [Lurah Lowery](#) on July 25, 2022

If you're a shop owner, your customer's personally identifiable information (PII) data — everything from full name, home address, email, cell number, VIN, insurance carrier, and more — could be compromised at the hands of a collision industry data aggregation company that's providing or selling the data to at least one third-party company to sell the information back to the industry.

[Society of Collision Repair Specialists \(SCRS\)](#) Executive Director Aaron Schulenburg shared details of his discovery with attendees of the July 21 Collision Industry Conference (CIC) meeting in Pittsburgh as part of the Data Access, Privacy & Security Committee's presentation.

The third-party company Schulenburg spoke to, which he didn't name, wanted to sell data that they said could be a business opportunity for his member shops so they can contact customers who recently received quotes from other shops, to solicit and capitalize on them having repairs completed at their shop instead. According to Schulenburg, the company confirmed the word "quotes" was being used as a stand-in for "estimates," and that the quotes could be from insurance carriers or shops.

[Continue Reading Here...](#)

NEXT INDUSTRY NIGHT WILL BE SEPT. 22!!

Our last industry night at the Leinie Lodge was a great success! Don't miss out on the next one!

Step 1: Download & fill out the [Industry Night Registration PDF](#) and email back to Deb Brunett - wcrpinfo@gmail.com

Step 2: [Click Here to pay](#) the \$99 Registration Fee



SAVE THE DATE! SEPTEMBER 22, 2022

Industry Night

WCRP
Wisconsin Collision Repair Professionals

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.



How likely is it that you will attend this Industry Night?

I will be attending

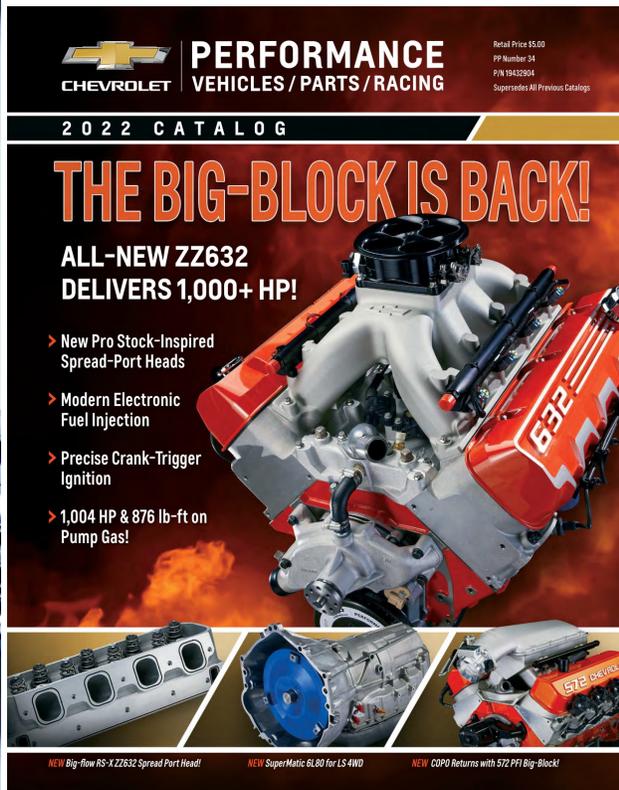
Select

I cannot attend

Select

Maybe

Select



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SCRS QUICK TIPS VIDEO: Sublet

The amount of work that repair facilities sublet today is increasing. Calibrations, scans, alignments, glass and other operations are all contributing to more work being sublet to an outside service provider. Mike and Danny talk through key points to consider in the event of a sublet. Even though someone else is performing the repair task, you could still be liable; so it is important to still research and provide OEM repair information to your provider. You will also want the sublet provider to provide their own documentation in how the operation was performed. Lastly, it's important to understand the financial aspects of billing for the repair, and understanding the difference between gross profit, markup and what is and is not included. We hope this tip provides you added information to manage and bill for sublet operations effectively! After you watch, please like and share the video, and comment below with other topics you would love

to see!

[Click here to watch the video](#)



DON'T MISS OUT ON THIS ***FREE*** WEBINAR FROM DAVE LUEHR'S ELITE BODY SHOP SOLUTIONS

[Click here to register.](#)

Eliminate the unnecessary administrative waste caused by poorly written estimates with the help of Elite Body Shop Solutions founder, Dave Luehr, along with Elite's Blueprint Trainer, Phil Allen!

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RDN REPAIRER
DRIVEN NEWS

Latest 'Who Pays for What' survey results cover cleanup, pre-wash, cutting for access & more

By [Lurah Lowery](#) on July 15, 2022

Among the not-included operations covered in Collision Advice's latest ["Who Pays For](#)

[What? Survey](#) are post-collision cleanup, such as airbag residue cleanup, vehicle fluids, and old urethane, as well as pre-washing vehicles and cutting into vehicles to complete damage assessments or repairs. Seatbelt inspections and repairs to electric vehicles (EVs) were also covered.

The survey is the latest in a quarterly series conducted by [Mike Anderson of Collision Advice](#) in conjunction with CRASH Network that shows which not-included operations the nation's eight largest insurers — State Farm, Farmers, Nationwide, Allstate, USAA, Liberty Mutual, Progressive, and GEICO — typically pay for. The survey was conducted in April and 683 shops responded to the questions. Results were released earlier this week.

[Continue reading here](#)

We work closely with you to find the right solution



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.

AkzoNobel



Estimating Tip: Extending clear to nearest break point

All three estimating systems:

Clear coat application to the nearest breaking point may be a necessary operation during vehicle refinish. Additional labor for panel surface preparation and clear coat application is NOT INCLUDED in 2.5 when the threshold has already been met. Materials used in the preparation, masking, and application of clear is NOT INCLUDED.

[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.

GUEST EDITORIAL

The Hidden Challenges of Collision Repair

June 28, 2022

By: [Steve Bauer](#) Fender Bender Magazine



It's no secret that the auto collision industry continues to struggle mightily with the ongoing labor shortage and supply chain issues. But, if both problems were solved tomorrow, what would shop owners point to when it came to overcoming their next set of hurdles to run a smooth, profitable business?

It's a question that has a variety of answers, but if you pull the curtain back a little farther, it becomes clear that there are a handful that continue to (or will be) thorns in operators' sides. Whether it's growing concerns over receiving fair labor rates from insurance companies, keeping up with the rapid evolution of automotive technology, or most recently, the rapidly rising cost of doing business, there are plenty of topics to keep a collision repair owner awake at night.

The Battle Over Labor Rates

According to the 2022 FenderBender Industry Survey, one of the biggest headaches for shop owners is the continued fight with insurance companies about underpaying shops for their labor during a repair process.

The issue hasn't gone unnoticed by legislators, particularly in Massachusetts, where the state legislature is currently holding hearings on whether dealerships and auto body shops are being fairly reimbursed by insurers.

According to various news reports, the Alliance of Automotive Service Providers of Massachusetts offered a recommendation that would involve a tiered approach to raising rates. It suggested an increase of \$33 for the minimum reimbursement rate and yearly adjustments based upon the consumer price index.

[Continue reading here](#)

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



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