

Issue:
October
2022



Wisconsin Collision Repair Professionals

The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~



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FROM THE DESK OF OUR PRESIDENT

Our second Industry Night was held on September 22, 2022 at the [Automobile Gallery](#) in Green Bay. What an excellent venue! It was a great opportunity for area shops to get together and discuss issues of mutual concern. The format was a round table discussion and it was held surrounded by some of the best show cars and automobile history available anywhere. If you have not had the opportunity to visit the Automobile Gallery, make a point to do so...you won't be disappointed!



Some topics of discussion were:

- Scans and calibrations
- Importance of using O.E.M. procedures
- How to use customer [co-pays](#)
- Supply chain issues
- Keeping up with new vehicle technology
- O.E.M. certifications vs. DRP's
- Consolidators effect on the industry
- Technician shortages - what can we do?
- How inflation is affecting our industry and what we can do about it

One of the highlights of the evening was a presentation by Dan Minich, the GM wholesale manager. He gave an explanation of the size and scope of the world-wide supply chain issues, discussed the scope of parts backorders, and his prognosis for the near future.

A **BIG THANK YOU** to our sponsors for making this event a success! They are all listed below- please patronize them.

Check out the video presentation of the event on the [WCRP YouTube Channel here!](#)

Larry Terrien
President WCRP



HELICOPTER BALL DROP 2022!!

Can we challenge you to buy one for each
of your team members?!

Click [here](#) to purchase a golf ball.

Chippewa Valley Technical College - Transportation Education Center Grand Opening & Helicopter Golf Ball Drop Fundraiser

Thursday, October 27, 2022



You are invited to join us as we celebrate the grand opening of Chippewa Valley Technical College - Transportation Education Center and also a Helicopter Golf Ball Drop Fundraiser (sponsored by Global Finishing Solutions). The Helicopter Golf Ball Drop Fundraiser will benefit (6) Wisconsin high school/college collision programs who applied for the Collision Repair Education Foundation's 2022 Benchmark Grant Application. The open house event will include industry partner networking and tours of the new program. The Wisconsin collision schools that will benefit from the helicopter golf ball drop fundraiser, taking place at 3:30pm include:

- Pulaski High School (Milwaukee, WI)
- Southwest Tech (Fennimore, WI)
- Fox Valley Technical College (Appleton, WI)
- Freedom High School (Freedom, WI)
- Germantown High School (Germantown, WI)
- Chippewa Valley Technical College (Eau Claire, WI)

Golf balls are \$15 each & 1,000 balls are available to be purchased with prizes that include:

\$1000 – Prize for closest to target

\$500 – 2nd closest to target

\$250 – 3rd closest to target

\$250 – Farthest away from target

For more information and questions, please contact:

Jerry Goodson at jgoodson3@cvtc.edu

Ken Kempfer at ken.kempfer@gmail.com

SEPTEMBER POLL RESULTS

Question #1 was "Does your shop charge a fee for estimates?"

We received 23 responses.

YES: 6

NO: 14

SOMETIMES: 3

Question #2 was "Are insurance companies paying this fee if you do charge?"

We received 9 responses.

YES: 1

NO: 4

SOMETIMES: 4

MEET THE MEMBERS

SHIMKUS AUTO BODY



Experienced Auto Repair Specialists

The Repair Specialists at our shop have over 40 years of experience between them. They are dedicated to providing high-quality repairs. And to return your vehicle to pre-loss conditions.



It's just in the idea stage but the WCRP board of directors is looking to initiate a rather significant event at Road America for 2023. Envision a weekend of camping and kart racing as we rent the cart track for the day!

This would require significant help from our sponsors, new sponsors and the industry! Including your attendance! If you have interest in helping, attending or suggestions PLEASE contact our executive director asap so we can get rolling. After all it is a race track. You can email Deb [here](#).

Would you be interested in attending a weekend-long event at Road America in 2023

Yes

Select

No

Select

Maybe

Select

BODYSHOP BUSINESS

Removing Insurers from the Collision Repair Process

By: [Barrett Smith](#) on August 2, 2022

Insurer Involvement

As I've stated before, the advances in vehicle technologies and the growing liabilities for repairers has changed the industry landscape; it's no longer our fathers' body shop industry. As such, we should view the involvement of insurance claims people no differently than Sarah's uncle. Even if a repairer is a direct repair program (DRP) for insurers, the shop should be educating and informing its true customers as to the proper and thorough repair per OEM specifications, recommendations and mandates. Today's repairer should accommodate the insurer's claim representative with the same courtesy as it would a concerned family member; however, it should only take direction from its true customer. And this would be only after the repairer has properly given its customer the information needed to make an informed decision about the repair relative to the customer's personal safety and economic welfare. Insurers sometimes act as if they have all the power regarding a consumer's repair when nothing could be farther from the truth. Insurers have a contract to uphold, and they owe nothing more and nothing less than it promises.

[Continue reading here](#)



TIME TO PICK A SIDE?

I'm often in conversations that inevitably evolve into "***they won't pay for this and they won't pay for that.***" "They," being the insurance industry. I hear simultaneously That repair shop is part of some DRP program, and their insurance ***partners***

won't allow this or that (a partnership is typically defined as a ***mutually beneficial*** arrangement, just for clarification). There's a verse from some time back...***You can't serve two masters.*** Some of you may recognize it. It's still true.

For those sitting on the fence it may be the time to make the choice of which masters you wish to serve.

Side A) Accept the allowances you're given and allow the insurance industry to co-manage your profit margins, should there be any. This could save you considerable time as you won't need to calculate your cost of labor, cost of overhead etc. Why bother with that? What does it matter? It's probably best you don't know anyways. The phrase ***Embrace the Suck*** comes to mind.

Side B) Accept your role as the repair professional (in both cases!) and educate the car owner on proper repair. Charge accordingly for your services. Know your costs and professionally request adequate compensation. Charging a co-pay if so required.*

When all the consolidations and mergers began my first thoughts were very positive. I thought finally, we'll get some professional business people in this trade. People with focus on profit margins, even if its guided to the benefit of some distant stockholders. That focus on profit would certainly trickle down if only by osmosis!

A couple years in now, it appears the corporate world is still more concerned with

satisfying their insurance “partners” via cheap parts and stagnate “competitive” labor rates. (Yet they are slowly improving.)

The above observation is disappointing, but only if you chose side A. If you’ve chosen side B and you do your best, **it is** the best time in history to be a small business owner serving your staff and community. You should be taking advantage of it.

As always, it’s just my opinion.
Steve

* Click [here](#) for the **co-pay and short-pay resources** [WCRP](#) provides.

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

DON'T MISS OUT ON THIS *FREE* ESTIMATING CLASS BY OUR SPONSOR AKZO NOBEL!!
Class will be held in Rothschild, WI.
ONLY 10 SPOTS LEFT!!

Scan the QR code below or click [here](#) to register



Estimating Consistency - Documenting Damage

This course is designed to review and refine the Estimators' skills relative to collision repair estimating. The participant will learn how to optimize profitability per repair order, while complying with insurer DRP requirements. Participants will be asked to write an estimate in advance of the course, and participants will critique one another's estimates for thoroughness. Role-playing will allow the participants a chance to practice the various skills that have been taught.

- Better understand the value of writing a thorough, consistent estimate
- Be aware of various techniques available to create fair and reasonable estimates/appraisals
- Understand how to evaluate frame, suspension, and mechanical damage
- Understand which P-page items should be included on an estimate
- Understand the fundamentals of negotiating as it relates to claims management
- Become better prepared to justify tough-to-negotiate items
- Appreciate and understand the importance of measuring sales mix (scorekeeping)
- Understand the need to follow all OEM procedures and specifications in developing your detailed Repair Plan

Date: October 26th 2022

Time: 9:00 am - 5:00 PM

Location: Holiday Inn
1000 Imperial Avenue
Rothschild, WI 54474

Contact: Mark Johnson
715-226-5783
Mark.Johnson1@akzonobel.com

Host: AkzoNobel

Register: www.AkzoNobelTraining.com

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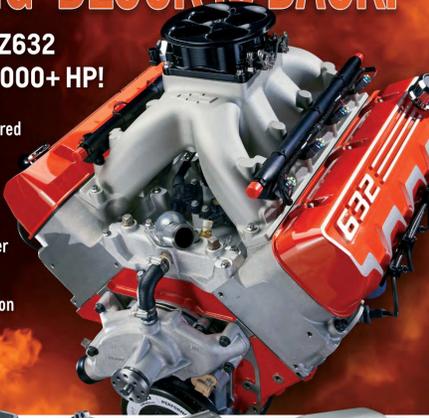
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2022 CATALOG

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DAY 13



**THEY STILL DON'T SUSPECT IM A
MINIVAN**



SCRS QUICK TIPS VIDEO: Capturing Vehicle Options

Capturing all the proper vehicle options can make all the difference in adding the correct parts, prices, labor and necessary operations onto your repair plan. VIN decode tools and build sheet data can help in identifying vehicle options, ADAS features, parts and packages that will affect how you develop your repair plan. Knowing the options up front can create the smoothest experience for your customer and your technicians.

[Click here to watch the video](#)



KNOW OF ANY SHOPS LOOKING TO JOIN WCRP?

Forward this newsletter to them!
They can click [here](#) to go straight to



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



GUEST EDITORIAL

Here's a story:

President Franklin D. Roosevelt supported a bill, saying that "**America should be able to devise ways and means of insuring to all our able-bodied working men and women a fair day's pay for a fair day's work.**"



Dad raised me with that premise from an early age so imagine my dismay when I was given my first commission job at Makkay Auto Body (*Thanks, Bob*). "So, Bob, if I understand this right..." when I fix this dent, you estimated at 6 hours, and I do it in 3 I'll get paid for the 6? and if I can repair this hood, you estimated as new, I get paid for the new hood? GOSH, that sounds great. I was a good tech then; *I was as good once as I ever was*. This rubs against my Dad's core values, but back then Dad wasn't so smart...I was 18.

I never overthought the fact that my wage was \$5 an hour and my buddies made \$10 on the railroad. Hell, I still made more than them, just not in an up front honest fair wage for a fair day pay kind of way. I didn't have any control on the moral compass and girls required money. So, what's to overthink.

Then I opened my own shop (Because I'm so much smarter than Bob and I do all the work anyways. (I was 25). It was then that the pay thing began to bother me. I'm now in charge of the moral compass and in order to pay a livable wage I need to overestimate what we are doing because the insurance industry controls the rates based on the Neanderthal shop down the road? No offense to Neanderthals.

This is not a dig on the commission pay method, not at all. It is, however, a reminder of having core values in your business and why this industry **cannot** continue working at suppressed rates while making up differences by overestimating and other cost shifting. Not to mention the stress on technicians to perform 4 hours of work in a 2-hour time frame to make a professional wage (explain that concept to the newbie).

[There was a time years ago when a suggestion was floated around that the industry should change "hours" to "units" as a pathetic way to disguise that we are billing for things we don't do (then, not now). It didn't fool anyone and was soon dropped from discussion like a wet pike on a hot summer afternoon. Then, like that pike, it flopped

about the industry until some lawyer got a firm grip and explained that it wouldn't fool anyone in a courtroom and you're still open for a lawsuit.

It is time we move the pendulum closer to the *fair day's pay for a fair day's work*. I consider our services and our staff as professionals, and we shouldn't have to exaggerate what we charge/do to get paid for what we did/do.

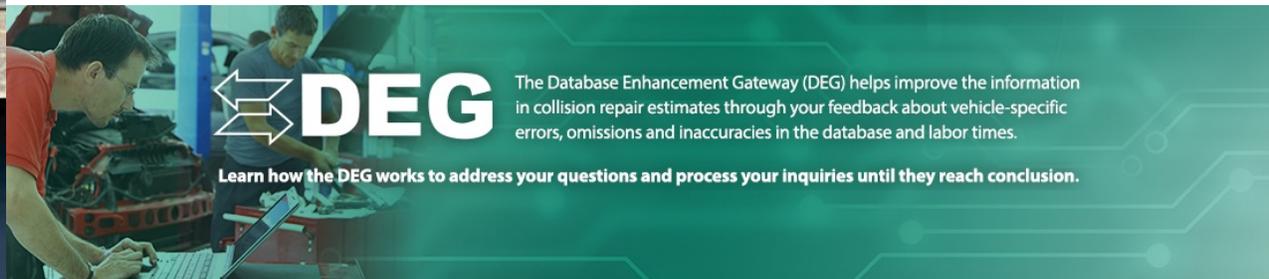
Review the [WCRP All Things Labor tab here](#).

Know *your cost* of doing business, set *your* rates for the new year, demand proper compensation, and when that fails - try again, and again.

This is how it has always been, but now it's more important than it's ever been!

**Best regards,
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



DEG The Database Enhancement Gateway (DEG) helps improve the information in collision repair estimates through your feedback about vehicle-specific errors, omissions and inaccuracies in the database and labor times.

Learn how the DEG works to address your questions and process your inquiries until they reach conclusion.



**P.O. Box 841
Merrill, WI 54452-2841
262-542-7707
E-mail: wcrpinfo@gmail.com
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