

Issue:
April
2025



Wisconsin Collision Repair Professionals

The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~

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FROM THE DESK OF OUR PRESIDENT

The Runt of the Litter: The Collision Repair Shop's Fight for Survival

In the world of collision repair, we are the little guys. The runt of the litter. We are smaller than the insurance companies. We have fewer financial resources. We lack the vast networks and corporate backing that insurers wield. But being the underdog doesn't mean we are weak—it means we have to be smarter, faster, and more resourceful.

We have to rely on our skills, our integrity, and our determination to survive in an industry where the odds are often stacked against us.

We navigate an environment where insurance companies dictate repair procedures, push for cheaper parts, and prioritize cost-cutting over quality. Despite these challenges, we fight every day to ensure our customers receive safe, high-quality repairs. We don't have the luxury of billion-dollar budgets, but we do have something insurance companies don't: heart.

The Story of the Ranch Hand and the Runt

On a ranch, a good herding dog is worth ten men. Always one step ahead of the cattle, it keeps the herd moving in the right direction. But even the best working dogs grow old. When they slow down, ranchers breed them with another proven ranch dog to pass on their instincts and work ethic.

From that litter of puppies, the rancher watches carefully. One pup will be noticeably smaller, weaker—the runt. The rancher ties a string around its neck to mark it. While its



bigger siblings use their size and strength to get ahead, the runt has to be different. It has to be quicker, more cunning, more determined. It doesn't have the advantage of raw power, so it learns to outthink, outmaneuver, and outwork the others.

This runt, the one that had to fight harder for everything, becomes the best working dog on the ranch. It develops the biggest heart, the strongest will, and the deepest loyalty.

Collision Repair Shops: The Runts of the Industry

Like that runt, independent collision repair shops are constantly underestimated. We don't have the deep pockets of the insurance industry, but we have something more valuable—experience, craftsmanship, and a relentless commitment to our customers. We take pride in our work because we know that every repair impacts someone's safety.

Insurance companies may try to control the industry, but we refuse to be pushed around. We use every ounce of our knowledge and passion to advocate for proper repairs, OEM parts, and fair treatment for vehicle owners. We don't cut corners. We don't compromise on safety. We fight for what's right.

We may be the runts of the industry, but just like the ranch hand's dog, we have the biggest heart. And in the end, heart wins.

- Site Bo Eason

Andy Grundman



WISCONSIN STATE LEGISLATURE

[Assembly Bill 135 - CLICK TO VIEW](#)

(WCRP is opposing this bill)

Get involved! Board members needed!



Email wcrpinfo@gmail.com for more information



PAYS

FOR WHAT? 2025

FOR RELEASE: April 1, 2025

FOR MORE INFORMATION: John Yoswick, john@CrashNetwork.com, (503) 335-0393

'Who Pays?' survey finds more shops recognize insurers will pay for use of spectrophotometer; latest survey open through April

More than 1 in 5 shops now say they have billed insurers for the labor time required to set up and use a spectrophotometer, or color match camera, according to the quarterly "Who Pays for What?" survey completed earlier this year, and a higher percentage of them say they are being paid regularly for it by eight large national insurance companies.

"We only started asking this question two years ago," shop consultant Mike Anderson of Collision Advice, who conducts the quarterly surveys with CRASH Network, said. "In that time, the percentage of shops who believe that insurers 'never' pay for this procedure has dropped from 71 percent to 65 percent, while the number of shops saying they are paid for it 'always' or 'most of the time,' has grown."

In response to inquiries submitted through the Database Enhancement Gateway, all three major estimating system providers have confirmed that use of the camera to determine a color code formulation is not included in the published refinish labor times.

"As automakers come out with more variations of colors, the use of a camera can become even more critical," Anderson said. "It can be a not-inconsiderable amount of time in that you may have to buff or clean the panel prior to using the camera, and ensure you have the vehicle or panel placed in certain lighting conditions."

The latest quarterly "Who Pays for What?" survey is now open through the month of April. It focuses on not-included frame and mechanical labor operations. Shops can take the survey at:

Survey participants receive a free report with complete survey findings along with analysis and resources to help shops better understand and use the information presented.

The survey can be completed in about 15 minutes by anyone familiar with their shop's billing practices and the payment practices of at least some of the largest national insurers. Each shop's individual responses are held in the strictest confidence; only aggregated data is released.

The results of previous surveys are also available online (<https://www.crashnetwork.com/collisionadvice>).

Collision Advice (www.CollisionAdvice.com) is an independent training and consulting firm featuring some of the most respected and experienced experts in the collision repair industry. CRASH Network (www.CrashNetwork.com) is a subscription newsletter offering news and information not available from other industry sources.



****Upcoming WCRP Industry Night****
October 2025 - Eau Claire, WI
Details to come!





SCRS: SETTING SUBLT EXPECTATIONS

**“Today I will do
what others
won’t, so
tomorrow I can
accomplish what
others can’t.”**

— Jerry Rice





"Be the leader you wish you had."

— Simon Sinek



**Bryant on Survival
Through**

Consistency: The Discipline to Thrive in Collision Repair

March 19, 2025 - Drew Bryant



The shops that will make it through today's challenges are the ones that do the hard things, the right things, consistently.

In my opinion, the collision repair industry has never been for the faint of heart. In today's market, the challenges come at us from all sides — rising operational costs, constant technological advancements, workforce shortages, insurance pressures, and shifting customer expectations. It can feel like we're fighting an uphill battle just to keep our doors open.

I've talked to many shop owners who are feeling the pressure. Some are exhausted, burned out, and questioning whether it's even worth it anymore. I get it. But let me tell you this — survival is possible. Thriving is possible. But it will take more than just showing up. It will take discipline, consistency, and an unwavering commitment to doing things the right way, every time.

[Continue reading...](#)



Estimate Tip – CCC – R&I Headlights does not include Aim Lights

Recent DEG Inquiry 38543 features feedback from MOTOR that establishes "anytime the headlamp assembly is removed from the vehicle the 'Aim Headlamps' operation should be

performed and added to the estimate."

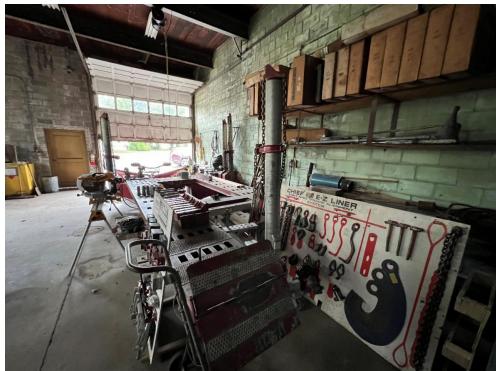
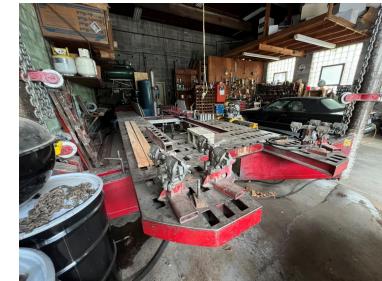


Additionally, in DEG Inquiry 37473 MOTOR states: "The estimated work time for 'Headlamp Aim' does not include the following. Component part replacement. Inspect vehicle for damage. Verify Oil level. Verify Coolant level. Verify Tire Pressure. Verify Trunk & Vehicle cargo removal. Load "Appropriate Weight" in Front Seat. Special Equipment Set-Up.

Please Note: This list would apply to aiming Fog Lamps"

FOR SALE BY MEMBER:

Chief EZ Liner Frame Rack with Tools, Measuring System, Extra Tower, and Truck Set-up for \$10,000; additional EZ Liner Frame Rack for \$2,000; buyer to arrange pick up. Please call 920-457-5494 -Dean's Auto Body in Sheboygan or email suzieq@deansautobody.com





Looking to sell something? Submit a brief description and photos to wcrpinfo@gmail.com to be considered for a posting in an upcoming newsletter

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RDN REPAIRER
DRIVEN NEWS

Florida bill would require repair shops to obtain crash reports from customers and submit estimates to police



A Florida bill that would require collision repair shops to obtain crash reports from customers before fixing vehicle has been approved by two Senate committees in recent weeks.

Sen. Joe Gruters (R-Sarasota) refiled SB 92 on Dec. 10. The bill would be effective Jan. 1, if it passes.

The bill uses the same title, “Lilly Glaubach Act,” as SB 194, which was filed by Gruters in 2023 but was not successfully passed. Both bills are in honor of Lily Glaubach, 13, who died following a hit-and-run crash.

It later emerged that the driver convicted of killing her, David Chang, took his car to a repair center immediately after striking the girl, telling employees that a fallen tree damaged the vehicle.

The new bill will require repair shops to request a written crash report after writing an estimate to repair a vehicle involved in a collision that resulted in damage estimated at \$2,500 or more.

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Menefee: Do You Want to Win the Battle, or Do You Want to Win the War?

March 18, 2025
Tiffany Menefee



Dealing with insurers may feel like a long, uphill battle, but there is strength in numbers and the actions we can take.

As an avid history enthusiast, I've often heard the saying, "Do you want to win the battle, or do you want to win the war?" While the larger goal is to win the war with the insurance companies, I also know that winning individual battles is crucial when you're in the trenches every day. After all, I run a business, and I have bills to pay and employees to support.

The tactics we use to fight insurance companies vary greatly depending on factors like the region, state, and specific company involved. On top of that, how insurance companies handle claims can be constantly shifting. For example, today I reviewed four claims from Allstate, and

each one was processed differently. One was handled through an Open Shop assignment, another through a field assignment, one was a Virtual Assist assignment, and the last one was a desk review where everything had to be submitted via email. If insurance companies were truly on a battlefield, they'd be winning with their tactics of distraction, confusion, and redirection. How can we even begin to establish standard operating procedures (SOPs) when each insurance company handles claims differently, and often changes those procedures without notice?

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Please join us for the full benefits of membership.

[Applications can be found here.](#)

Guest editorials and other submissions are the opinions of the author and may not reflect those of the organization.



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