

Issue:
February
2025



Wisconsin Collision Repair Professionals

The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~



FROM THE DESK OF OUR PRESIDENT

Strength in Numbers: How WCRP is Driving Change in the Collision Repair Industry

In the collision repair industry, change can often feel slow or unattainable. But one thing is certain: when we stand together, our collective effort becomes a force that cannot be ignored. The Wisconsin Collision Repair Professionals (WCRP) understands this concept perfectly—small efforts, combined, can create massive changes. And that's exactly how we're making a difference in the industry.



The Power of Unity

Each individual collision repair shop contributes something important to the conversation, whether it's knowledge, expertise, or a shared experience. When these voices come together under the WCRP umbrella, they amplify one another. We are stronger as a group because we can advocate for better practices, fairer laws, and a more sustainable future for everyone in the industry.

One shop on its own may face difficulties when pushing for change. But when

dozens, then hundreds of shops unite, we gain the attention of legislators, insurance companies, and other stakeholders. This collective strength makes it possible to tackle issues that seem impossible to resolve alone. That's the power of membership in WCRP: one small effort, joined by many, creates a tidal wave of progress.

Be Part of the Change

If you're reading this article and are not yet a member of the WCRP, we encourage you to join us! The more shops that get involved, the greater impact we can make on the collision repair industry in Wisconsin. WCRP is actively working to shape the future, from pushing for legislative change to holding insurance companies accountable for the rising costs of materials. By joining, you're not just getting access to resources and industry insights—you're helping shape the future for your business and the businesses of your peers.

If you're already a member, we need your help. Reach out to other shops in your area that aren't yet members. Spread the word about the importance of having a unified voice in the collision repair world. Sometimes all it takes is a simple conversation to plant the seed of change. Tell them about WCRP's website, our OCI complaint forms, and the bill we're working hard to pass into law that will require insurance companies to pay for increased material expenses.

By visiting local shops, you're doing more than just recruiting members—you're helping to bring change to the entire industry. When we grow stronger together, we can make sure the industry thrives, and every repair shop has the tools and support it needs to succeed.

Together, We Can Lead the Way

Let's make Wisconsin the state that leads the charge in improving the collision repair industry. The more shops that are part of our organization, the stronger we become. It's not just about growing numbers; it's about creating the kind of change that benefits every shop and ensures a more sustainable and profitable future for everyone in the business.

Together, we can make Wisconsin the model for the industry's future. Stand with WCRP, and let's make the change we need to see!

Are you in? Join us today, and if you're already a member, let's get to work making sure every shop has a seat at the table.

Andy Grundman





Wisconsin Collision Repair Professionals

- **Hands-On Learning:**
Get practical, real-world training that you can apply immediately.
- **Expert Instructors:**
Learn from industry professionals with years of experience.
- **Actionable Insights:**
Walk away with actionable strategies to improve both technician performance and front office operations.

**"Victory Without the Fight:
WCRP's Path to Collision Shop
Prosperity"**



**April 4, 2025 at
The Osthoff Resort
in Elkhart Lake, WI**

WCRP's exclusive training seminars are designed to ensure your shop stays competitive, efficient, and profitable.

Don't miss out on this valuable opportunity to invest in your team's success!

Please visit our events website at events.wcrp.pro and our Facebook page for updates with current information soon.

Register Now



*Victory Without the Fight: WCRP's Path
to Collision Shop Prosperity*

Spring 2025 Industry Event

April 4th, 2025

Osthoff Resort, Elkhart Lake, WI

**** Follow the [WCRP Facebook](#) page for more details ****

Get on Facebook and "like" and "follow" the WCRP page for industry updates and information on a more frequent basis -[Click Here!!](#)

Luke Salter, Board Member

Guest Article on Proposed Legislation

Proposed Legislation to Protect Auto Body Repair Standards and Insurer Accountability

WCRP is taking a significant step forward in advocating for fair practices and ensuring high-quality vehicle repair standards with the introduction of a proposed bill aimed at addressing challenges in the insurance claims process. This legislation is designed to protect both repairers and consumers by fostering transparency and fairness in repair cost estimations and insurance reimbursements.



Key Provisions of the Proposed Legislation

The bill introduces two critical sections to the statutes: 632.377 and 632.378. These sections outline new requirements for insurers and provide mechanisms to resolve disputes between repairers and insurers over repair costs and procedures. Below are the main elements of the proposed legislation:

Section 1: Paint and Materials Estimates

1. Rebuttable Presumption for Independent Estimates:

- If a repairer does not accept a paint and materials estimate proposed by an insurer, the bill establishes a rebuttable presumption that estimates derived from independent, third-party paint and materials guidelines utilized by the repairer are necessary to restore the vehicle to its pre-loss condition.

1. Insurer's Obligation to Provide Evidence:

- An insurer may not withhold payment for a claim based on the repairer's independent estimates unless it rebuts the presumption with evidence from a commonly used third-party paint and materials calculator showing that the repairer's estimate is unnecessary for restoring the vehicle.

Section 2: Use of Repair Cost Estimating Systems

1. Prohibition on Unilateral Disregard:

- Insurers cannot unilaterally disregard a repair operation or cost identified by an estimating system that has been mutually agreed upon by the insurer and the auto body repair business.

Implications for the Auto Body Repair Industry

This legislation represents a landmark step in leveling the playing field between auto body repair shops and insurance companies. By emphasizing the importance of independent third-party guidelines and agreed-upon estimating systems, the bill aims to:

- **Ensure Accurate Repair Costs:** Protect repairers and consumers from inadequate estimates that compromise the quality of repairs.
- **Promote Fair Compensation:** Prevent insurers from unfairly withholding payment for legitimate repair costs.
- **Enhance Consumer Protection:** Ensure that vehicles are restored to their pre-loss condition using appropriate materials and procedures.
- **Encourage Collaboration:** Foster a collaborative relationship between insurers and repairers, reducing disputes and delays in claim processing.

Call to Action

As members of the auto body repair community, it is essential to support this proposed legislation and advocate for its adoption. By doing so, we can secure a future where quality repairs and fair practices are prioritized, benefiting both businesses and consumers alike.

We encourage all members to:

- Contact your state legislators to express your support for the bill.
- Educate your customers about the importance of fair repair practices and the role this legislation plays in protecting their vehicles.
- Stay informed about updates and developments as the bill progresses through the legislative process.

Together, we can make a meaningful impact on the future of the auto body repair industry in Wisconsin.



SnL's Comments

(Sue and Leah)

We are so excited to have as many of you attend the industry event in April as possible! Not only can the office personnel stay up to date, but your technicians will be trained on some newer procedures. Since we are 20 minutes down the road from Elkhart Lake, we'd like to mention an array of activities you and your spouse could take advantage of while here, whether it be for a couple of extra hours or the entire weekend

(A Valentine's Day gift for that someone special or yourself? – Hint, Hint)

Be sure to check out everything [The Osthoff Resort](#) has to offer including [Aspira Spa](#), a variety of [dining options](#), fitness center, as well as a [game room](#) and [daily activities](#) geared towards children.

If you are thinking about staying longer be sure to check out the [Elkhart Lake visitor's guide](#). Many of our suggestions, and favorites, are listed in this amazing guide. We have also provided some community links from around Sheboygan County:

[Plymouth](#) [Sheboygan](#) [Sheboygan Falls](#) [Kohler](#) [Elkhart Lake](#)





Quick Tip: Refinishing Bumpers w/ ADAS

If you don't drive your business, you will be driven out of business.— B.C. Forbes



Need more technicians?
Mentor Students!





- [Inspire Wisconsin Facebook page](#)



**IT'S TIME TO JOIN WCRP OR
RENEW YOUR MEMBERSHIP!**

Without our members and sponsors there would be no association.

We value your membership and input.

If you haven't joined already, please consider doing so.

If you are already a member, thank you!

[Click here to join and/or renew now**](#)**

If you wish to pay by check, please download & fill out the [WCRP Membership Form](#) and email back to Deb Brunett - wcrpinfo@gmail.com



Do you want to be part of change in our industry?? Become a board member at WCRP!

Email wcrpinfo@gmail.com for more information.

Insurance Complaints:

The following forms are available to download and use at your discretion. Excel “workable” formats are available for the asking. Utilize these forms to track your insurance short pays and disputes.

The forms provide a simple, easy to follow format when negotiations fail. If presented to your customer in a professional manner, you’ll be surprised who steps up. They can, in turn, submit that co-pay to their insurance for reimbursement.

This creates customer involvement and a conduit for change. Plus 50% of the time they will get reimbursed.



LABOR SHORT-PAY PARTS CO-PAY PROCEDURES CO-PAY



Okla. Sen. introduces bill setting labor rate, storage fees and tear-down estimate procedures



By Teresa Moss on January 21, 2025
Announcements

Oklahoma Sen. Lonnie Paxton (R-District 23), an insurance agent has introduced a bill that caps storage fees, labor rates and restricts the max amount of billable hours for tear-downs and administrative work. Paxton, an insurance agent, introduced two bills (SB1853 and SB1741) last year that critics said would have limited what collision shops could charge for storage fees. SB1853 also would have restricted what shops could charge for multiple standard procedures. Both bills failed to make it through the legislative session.

The newest bill, SB784, sets the market labor hourly rate for tear-downs of a total loss vehicle at \$65 per hour and restricts the Insurance Commissioner’s ability to adjust the rate until July 1, 2030. The rate would be adjusted by the commissioner every five years thereafter, the bill says.

[Continue reading...](#)



OPINION ARTICLE

BY: ANDY GRUNDMAN

Break Free from the Victim Mindset: Taking Charge in the Collision Repair Industry

The collision repair industry is no stranger to challenges. For many shop owners, one of the most persistent struggles comes from dealing with insurance companies. The frustration of battling for fair compensation can sometimes feel like an uphill climb, leading many to fall into what we call the "victim zone."

But here's the truth: you are not powerless. As collision repair professionals, we have more control than we often give ourselves credit for. The law is on our side, and when we unite under organizations like the Wisconsin Collision Repair Professionals (WCRP), we can create meaningful change. It's time to shift out of the victim mindset and take charge of our businesses, our industry, and our future.

Why the Victim Mindset Holds Us Back

The victim mindset stems from a sense of helplessness—the belief that external forces, like insurance companies, dictate our success or failure. While it's true that insurers often push back against proper compensation for quality repairs, dwelling on this can lead to:

- **Paralysis: Feeling stuck and unable to take action.**
- **Complacency: Accepting inadequate payments or unfair practices as the norm.**
- **Frustration: Draining energy on complaints rather than solutions.**

This mindset doesn't just hurt your bottom line—it impacts your team's morale and, ultimately, the service you provide to your customers.

You Are in Control of Your Shop

Let's make one thing clear: you own your shop. You set your standards, control your operations, and determine the final bill. Insurance companies do not dictate how you run your business—you do. Your role as a professional is to ensure safe, quality repairs for your customers, not to compromise your standards to fit an insurer's bottom line.

When you take charge of your business:

1. **You Build Confidence: Confidence in your processes and pricing reassures your customers and strengthens your position with insurers.**
2. **You Stand for Quality: Proper repairs require proper compensation. Do not allow external pressures to undermine the safety and integrity of your work.**
3. **You Lead Your Team: When you demonstrate a proactive, solutions-oriented mindset, your team will follow suit.**

The Power of Unity: Why WCRP Is Key

As an individual shop, the challenges can feel overwhelming. But when we come together through WCRP, we amplify our voice and influence. The law is on our side, and by working together, we can ensure it's enforced. Here's how WCRP can help:

- **Advocacy: WCRP fights for fair legislation and holds insurers accountable.**

- **Education:** Learn how to document your repairs, justify your charges, and protect your rights.
- **Collaboration:** Share strategies, successes, and insights with other professionals facing similar challenges.

Winning the War Together

The battle with insurance companies may feel like a war, but it's a war we can win. By shifting out of the victim mindset and embracing the power we have as professionals and as a united organization, we can:

- Push back against unfair practices.
- Demand proper compensation for the quality work we deliver.
- Protect the safety of the customers who trust us.

The law is clear: insurance companies are not allowed to dictate how you repair vehicles. Your responsibility is to your customers and the integrity of your work. Together, through WCRP, we can ensure that message is heard loud and clear.

Take Action Today

It's time to stop feeling like a victim and start acting like the professionals we are. Join WCRP, engage in its initiatives, and commit to running your shop with confidence and integrity. When we fight together, we win together. Let's take control of our future and elevate the collision repair industry in Wisconsin.

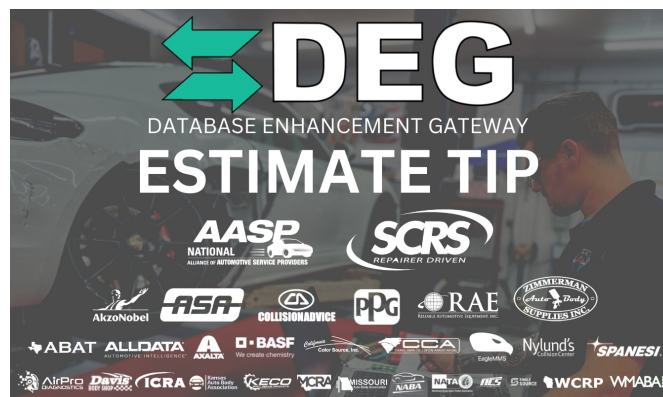
Legislative Tip:

Ever have an abandoned vehicle or a vehicle that has accumulated high storage fees? You have rights!



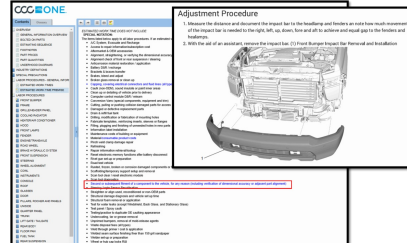
779.41 Mechanic's liens.

(1) Every mechanic and every keeper of a garage or shop, and every employer of a mechanic who transports, makes, alters, repairs or does any work on personal property at the request of the owner or legal possessor of the personal property, has a lien on the personal property for the just and reasonable charges therefor, including any parts, accessories, materials or supplies furnished in connection therewith and may retain possession of the personal property until the charges are paid.



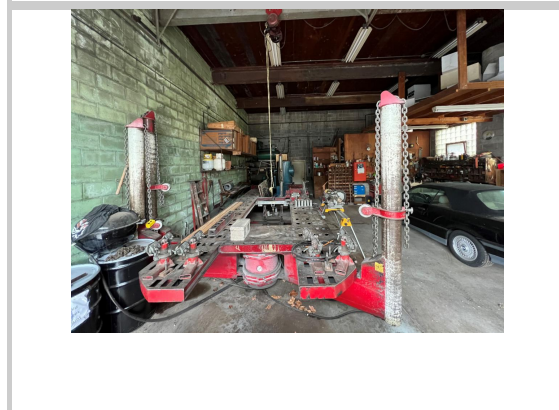
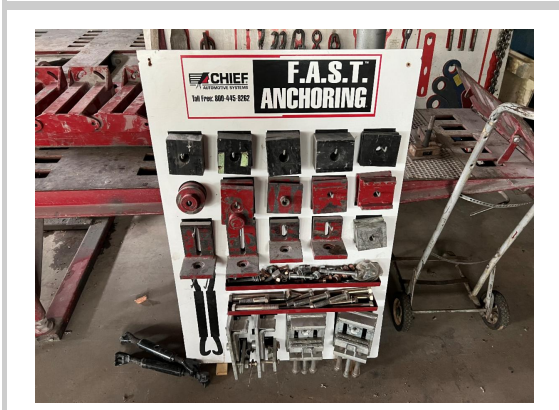
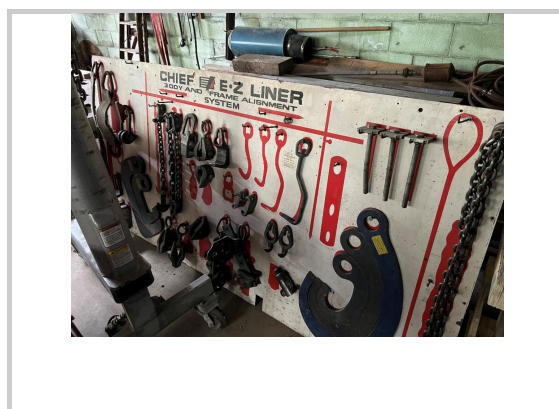
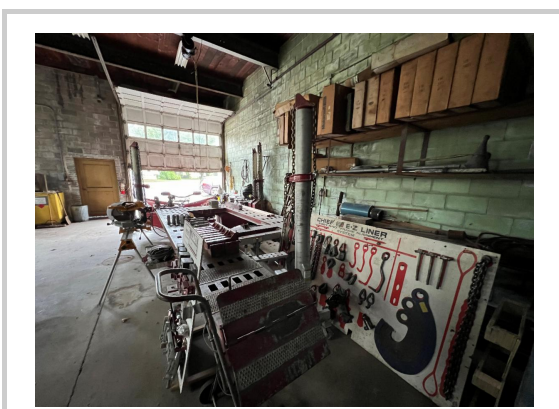
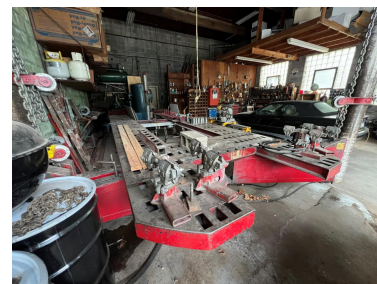
Sensor Aiming

<https://degweb.org/estimate-tip-ccc-camera-and-sensor-aiming/>



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

Need to update your "FIND A SHOP" listing on the WCRP website? [Check here..](#)



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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.

RDN REPAIRER DRIVEN NEWS

‘Delay, Deny, Defend’ author addresses American response to CEO killing, reveals frustration toward insurance industry

By Teresa Moss on January 14, 2025
Announcements

Author Jay Feinman says frustration witnessed following the killing of UnitedHealthcare CEO Brian Thompson extends to the entire insurance industry including auto and homeowners.



In a MarketWatch opinion piece, Feinman, author of "Delay, Deny, Defend: Why Insurance Companies Don't Pay Claims and What You Can Do About It," describes his thoughts on why the act of violence forced a national conversation about insurance.

Feinman notes that he was "struck" when learning that investigators found bullet casings inscribed with the words delay, deny, and depose at the scene of the killing.

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Lobsiger: Fighting Labor Rate

Suppression

Jan. 10, 2025

Why do insurers push back so hard on just a \$2-per-hour increase?

Greg Lobsiger



In the December column, we discussed the effect of adding one to four more hours to each estimate and tools to do so. This month we are going to discuss why insurers fight so hard to suppress labor rates, and some different tools we can use to combat this.

Let's say, for example, in ABC Auto Body's market most insurance companies are paying \$65 per hour for body and refinish labor with an average 40 estimate hours. How many dollars in labor sales is ABC collecting at an insurance-pay rate? \$65 per hour X 40 estimate hours = \$2,600. Let's say in ABC's market that most independent mechanical shops are charging \$150 per hour. ABC also has several OEM certifications, new equipment, highly skilled/trained technicians with not only I-CAR Platinum, but specific OEM training, excellent customer service, and a first-class facility. What if ABC figured out they needed to charge \$130 per hour to achieve their business objectives no matter what repair process was needed (body, frame, mech, etc.)? The catch is they no longer add for not included operations like "safety inspections," "corrosion protection," "denib & buff," "pickup & drop-off for sublet," etc. You get my point. Now instead of 40 average hours of labor per RO, they only charge 30. Sounds insane, right?

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[Applications can be found here.](#)

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