

Issue:
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2025



Wisconsin Collision Repair Professionals

The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~



FROM THE DESK OF OUR PRESIDENT

The Hardships of the Collision Repair Industry: A Call for Change

The collision repair industry is one of the most skilled and technically demanding trades, yet it remains at the bottom of the compensation ladder among all skilled trades. This contradiction is a major challenge when trying to attract young talent to the industry. When young people consider career options, they look for competitive wages, stability, and opportunities for growth. Unfortunately, our industry lacks the compensation structures and support systems necessary to compete with other trades, making recruitment and retention increasingly difficult.



The Unfair Compensation of Skilled Technicians

Unlike other trades such as plumbing, electrical work, or welding, which offer well-established wage structures and clear career progression, collision repair requires a longer and more intricate skill development process. Technicians must master metal shaping, welding, paint matching, frame straightening, and advanced vehicle safety systems, all while keeping up with rapidly evolving vehicle technology. Despite this, wages remain disproportionately low, making it difficult to justify choosing this career path over others with higher pay and less

demanding learning curves.

Insurance Companies and Short Payments: A System Designed to Fail

One of the major reasons the industry struggles with fair compensation is due to the way insurance companies handle claims. Many insurers short-pay claims, treating non-Direct Repair Program (DRP) shops the same as DRP shops. This is a calculated move to pressure independent repair facilities into compliance with insurer-set rates. If a shop starts to pass the short-pay amount onto the customer as a co-pay, the insured will not return to that shop for future repairs. And you know the insurance companies words will be ringing in their ears “If you go to that shop you may have to pay out of pocket” This is steering at its finest, and the insurance company knows this is an effective way to steer the customer to a DRP shop for future repairs, violating consumer choice laws.

Under Wisconsin statute 632.375:

- **(2)(a)** No insurer can require that vehicle repairs be completed by a specific contractor or repair facility. Consumers have the right to choose their repair facility.
- **(2)(b)** No insurer can delay or deny a claim based on the repair facility chosen by the consumer.

Despite these regulations, insurance steering remains rampant, making it difficult for independent shops to compete fairly. Proving these violations and fighting back is nearly impossible without strong documentation and legal support.

Moving Beyond the Victim Mentality: Taking Back Control

While these challenges are real and frustrating, staying in a victim mindset will not change the industry. Shop owners and managers must take proactive steps to ensure they are paid fairly for their work. The key lies in documentation and holding insurers accountable for proper payment.

Here’s how to take control of your business:

1. **Bill for the work you perform.** Your final bill should reflect the work completed, not what the insurance company dictates.
2. **Charge your actual labor rate.** Don’t accept artificially low rates set by insurers—charge what your expertise is worth.
3. **Get paid for the parts and materials used.** Charge MSRP for all materials and ensure you receive proper compensation for every part used in the repair.
4. **Charge for administrative burdens.** The increasing complexity of insurance claims processing takes time. Ensure you are compensated for it.
5. **Document everything.** OEM procedures, materials invoices, labor rates, admin time—treat every repair like a potential court case.

Tools to Help You Get Paid

With modern tools like **Eagle MMS, Repair Logic, and Labor Rate Hero**, documentation is easier than ever. These programs help ensure all necessary information is properly recorded, making it harder for insurers to deny rightful payments. However, even with perfect documentation, some insurers will still refuse to pay what is owed.

This is where **Good Faith Payment Systems** steps in. They take your documentation, build a legal case, and force insurers to pay you what you are owed for your hard work. If you've ever felt powerless against insurance companies, this is the solution that can level the playing field.

Join the Evolution of the Collision Repair Industry

If you are ready to take action and be part of the change, attend the **Wisconsin Collision Repair Professionals training event on April 4th** at events.wcrp.pro. This event will teach you how to force insurers to pay your final bill while also providing technician training, including PDR training featuring **KECOTABS**.

The time for complaining is over—the time for action is now. Take control of your business, get paid what you deserve, and help shape the future of the collision repair industry.

Andy Grundman

Earlier this week we were made aware of some sad news for the WCRP organization and our industry. Our friend and fierce supporter of the collision industry, Chris Slack of Gandrud Chevrolet Auto Parts, died unexpectedly on February 28.

Chris advocated for our organization and shops through the Gandrud Auto Group, and they helped us to get through some rough times as an organization. He spoke at several of our events and was always there to find a part that a shop was missing, if he could, as soon as he could. Please keep his family, friends, and colleagues in your prayers as they navigate this unexpected loss.

<https://www.huehnsfuneralhome.com/obituary/Christopher-Slack>



WCRP is excited to bring you their 2025 Industry Training Event. Shop owners, managers, technicians, and families can all enjoy what The Osthoff Resort & Spa has to offer. We would appreciate registration by **March 12** so that we have an accurate count for meals to give The Osthoff. Come for the conference and stay for additional activities for the family afterwards!



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



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

- **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.

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



SnL 's Comments

(Sue and Leah)

During our industry event on April 4th 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 favorites places are listed in this amazing guide.



SCRS: UN-DIVIDE AND CONQUER

February 20, 2025 Press Release
shared by Aaron Schulenburg, Executive Director of SCRS

[Independent Repairers, Automakers Announce Landmark Right-to-Repair Legislation](#)

Automotive Service Association, Society of Collision Repair Specialists and Alliance for

National plan includes additional protections for consumers; preserves vehicle safety, fair competition

Automotive right-to-repair already exists in U.S.; owners can have vehicles serviced by independent repair shops, national chains, franchised dealerships and more

70 percent of post-warranty automotive work is currently handled by independent repair community

WASHINGTON, DC – Organizations representing the country’s independent automotive repair industry, service professionals, collision repair experts and leading automakers today presented a legislative proposal to Congressional leaders on automotive right-to-repair.

The [Safety as First Emphasis \(SAFE\) Repair Act](#) guarantees independent repair facilities will continue to have the *same* ability to perform diagnostic and repair services as franchised auto dealers.

The bill will give consumers confidence their vehicles are safely repaired, in well-equipped shops, by well-trained technicians using the repair information made available by automakers.

The SAFE Repair Act builds on a [2023 agreement](#) by independent repairers and automakers that said: “*independent repair facilities shall have access to the same diagnostic and repair information that auto manufacturers make available to authorized dealer networks.*”

In a [letter](#) to Congress outlining the proposal, the coalition of repairers and automakers wrote:

The SAFE Repair Act includes:

1. **Affirmation of vehicle data access:** Ensures consumers and independent repair shops have data needed to repair vehicles.
2. **Empowers consumers:** Ensures consumers retain the right to decide where and how their vehicles are repaired.
3. **Prioritizes vehicle safety:** Guarantees repairs are performed in accordance with manufacturer-produced repair procedures to restore vehicle safety systems and structural integrity.
4. **Offers part choices:** Ensures consumers have a choice between original equipment manufacturer (OEM) parts and non-OEM repair parts.
5. **Protects non-OEM choices:** Extends the same recall and safety protections to customers choosing non-OEM parts as currently available for customers choosing OEM parts.
6. **Enhances transparency:** Requires disclosure of prior alterations or repairs for used vehicles.
7. **Promotes inspection programs:** Supports periodic safety inspection and post-collision inspection programs to safeguard against unsafe or improper repairs.

What about the REPAIR Act?

Last Congress, policymakers considered the REPAIR Act. That bill mandated access to

tools, data and information but was silent on a consumer's right to ensure these were utilized to restore a vehicle's safety systems or structure to full functionality. In fact, safety was never addressed as a priority of the REPAIR Act – but is a priority of the proposed SAFE Repair Act.

More information:

1. SAFE Repair Act one-pager available [HERE](#).
2. SAFE Repair Act letter to Congress available [HERE](#).

About Automotive Service Association (ASA)

ASA is the largest and oldest national organization committed to protecting the automotive repair industry with ONE VOICE. Our members own and operate automotive mechanical and collision repair facilities responsible for the majority of all, post warranty, repair services in the United States. ASA advocates for the interests of its members and their customers in Washington, D.C. The education, resources, and services ASA provides empowers its members in all 50 states to remain trusted stewards of mobility in their communities. www.ASAShop.org

About the Society of Collision Repair Specialists (SCRS)

Through our direct members and affiliate associations, SCRS proudly represents over 6,000 collision repair businesses and 58,500 specialized professionals who work to repair collision-damaged vehicles. Since 1982, SCRS has served as the largest national trade association solely dedicated to the hardworking collision repair facilities across North America. Since its formation, SCRS has provided repairers with an audible voice, and an extensive grassroots network of industry professionals who strive to better our trade. Additional information about SCRS including other news releases is available at the SCRS website. www.scrs.com

About Alliance for Automotive Innovation

From the manufacturers producing most vehicles sold in the U.S. to autonomous vehicle innovators to equipment suppliers, battery producers and semiconductor makers – Alliance for Automotive Innovation represents the full auto industry, a sector supporting 10 million American jobs and five percent of the economy. Active in Washington, D.C. and all 50 states, the association is committed to a cleaner, safer and smarter personal transportation future. www.autosinnovate.org

Some succeed because they are destined to, but
most succeed because they are determined to.

— Henry VanDyke

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GREEN BAY, WI

Presentations at the April Industry
Event will include:



The RepairLogic Repair Planning Platform promotes safe & proper repair through easy access to OEM repair information, digital collaboration tools, and advanced documentation capabilities.



Good Faith Payment Systems Payment Solution for Short Pays



EagleMMS

Our fully automated Material Management System allows your collision center to seamlessly track and invoice all repair material costs.



OEC connects those involved in the vehicle parts and repair ecosystem so they finally have an easier way to get their job done.





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

Email wcrpinfo@gmail.com for more information.

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How Outside Sales Can Drive Growth for Your Collision Shop

Feb. 14, 2025

New sales opportunities can significantly add to your bottom line.

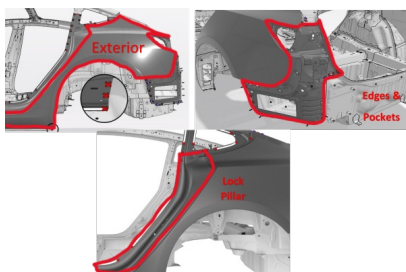
[Brittany Crow](#)



Most collision repair shops rely on a steady flow of insurance work and walk-in customers to keep their bays full. But what if you could take control of your shop's growth instead of waiting for the next job to come through the door? That's where a consistent focus on outside sales comes in!

Implementing a solid outside sales program can unlock new revenue streams, build long-term relationships, and create a steady pipeline of work, giving your shop the competitive edge it needs. Whether it's networking with local businesses, insurance agents, or fleet accounts, an outside sales strategy can significantly impact your bottom line.

[Continue reading...](#)



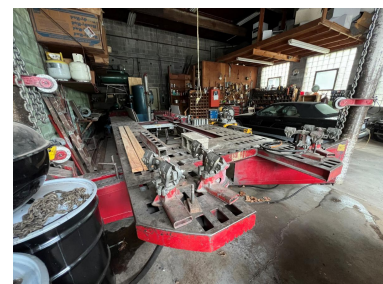
[Recent DEG Inquiry 38332](#) provides feedback on capturing quarter panel “exterior, lock pillar & edging” refinish operations.

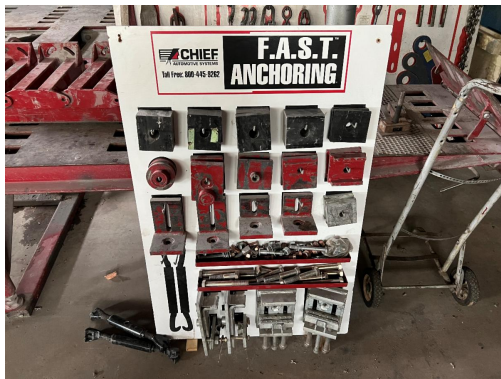
The exterior surface estimated refinish time is for the portion of the Quarter Panel surface that faces outside of the car when the Door, Trunk Lid and/or Lift Gate is closed.

The “lock pillar” is the jam/recessed area located behind the door and the “edges & pockets” is the area located under or behind the Bumper, Trunk Lid and/or Lift Gate when closed.”

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





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

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





Please consider being a sponsor for WCRP! Our Body Shop Advocate e-newsletter is sent out every month to over 550 addresses.

YOUR TARGET MARKET!

[Click here for information!](#)



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

Montana bill requiring insurance to cover OEM procedures approved in committee, passes to Senate floor



By Teresa Moss on February 28, 2025

Montana's Senate Business, Labor and Economic Affairs Committee approved an OEM repair bill Wednesday and moved it to the Senate floor. The bill, SB356, keeps insurance companies from disregarding or requesting a repair business to disregard repair instructions from an OEM or safety inspections of collision-damaged automobiles recommended by an original equipment manufacturer. Language in the bill notes that the requirements do not restrict the use of alternative repair parts.

[Continue reading](#)

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Experience
the *Difference*



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Don't Lose on Total Losses

March 3, 2025



Don't let total losses drain your shop – learn from one collision center in Georgia how to make total losses work for you.

[Noah Brown](#)

Totaled vehicles are a pain. They're a pain for your shop when they take up valuable real estate and don't generate money, and they're a pain for your customers.

Jason Mundy, owner of Mundy's Collision Center in Georgia, and Dustin Davis, general manager of Mundy's, have been in business for 17 years and have dealt with their fair share of total loss vehicles. Through that time, they've found several ways to help make dealing with those vehicles less of a hassle.

"Total losses are an important part of any collision business," Mundy says. "Obviously, we're not getting rich off them, but they do affect your bottom line."

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[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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