

**Issue:  
August  
2023**



**Wisconsin Collision Repair Professionals**

## *The Body Shop Advocate*

*~ WE ALL DO BETTER TOGETHER ~*



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### **FROM THE DESK OF OUR PRESIDENT**

We have a very unique opportunity coming up in September! Several WCRP board members will be meeting with the new Insurance Commissioner, [Nathan Houdek](#) (see Steve's article on OCI below). This is your opportunity to inform and educate the commissioner on how insurance practices in Wisconsin are impacting consumers. Please take a few minutes and jot down a question or a comment and get it to the WCRP office or one of the board members (link to their contacts are in Steve's article below).



Also, this month we have a very surprising result from last month's poll question on whether or not times allowed for 3-stage finishes are accurate. Respondents overwhelmingly indicated that the times are not accurate. This brings up the question of what can we do about it? The answer is to open an inquiry with the [DEG](#) (Database Enhancement Gateway) This is probably one of the best kept secrets in our industry and it gives you a tremendous opportunity to address issues with the estimating systems that are inaccurate. These inquiries are resolved quickly and most result in a positive change in the database. This is a free service (WCRP is a sponsor), so please take advantage of it!

Larry Terrien  
President WCRP

### **IMPORTANT NOTICE!!**

**OCI (Office of the Commissioner of Insurance)**



Your WCRP lobbyist, Jolene Plautz, has secured a meeting with the [WI State Insurance Commissioner, Nathan Houdek](#). Specific consumer centered questions are needed for this meeting.

**Please contact any board member to offer any specific issues to address!!** ([You can find their contact info here](#))

**Just REMEMBER!** This is taken from their [mission statement](#):

OCI's mission is to protect and educate Wisconsin consumers by maintaining and promoting a strong insurance industry.

Is there not some inherent friction within that mission statement? However, you read it, this is not an agency that has any interest in the free will of independent businesses. We are free to operate independently, and quite frankly with very little oversight. Perhaps we should all do just that.

I plan on attending, but struggle greatly in coming up with that "consumer centered" complaint to present. Shops continue to provide the financial and administrative buffering to the harsh realities of claims processing. The motoring public really has not been all that inconvenienced. Yes, they will complain bitterly to us, perhaps the agent, and even the adjuster. But, ask them to write it down or go online to file the complaint and that fire smolders abruptly. Until shops get the consumer actively involved in the process, the Commissioner's office has very little data to justify any interest whatsoever.

Suggestions are very welcome!  
Steve

\*\*\*This is the opinion of Steve Humblet, Quality Paint & Body



A Spring convention and trade show is in the works. Are you interested in attending this event?

Yes

Select

No

Select

Have you ever submitted a DEG inquiry?



Yes

Select

No

Select

If yes, did it have a positive outcome?

Yes

Select

No

Select

## POLL RESULTS



We had 17 responses to last month's poll question of: **"Do you feel the refinish times are accurate for 3-stage refinishing in your estimating system?"**

Yes-2

No-15

## MEET THE MEMBERS



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## Take the BodyShop Business Industry Profile Survey

And enter to win a \$100 gift card or one of eight \$50 gift cards!



Every other year, BodyShop Business conducts its Industry Profile survey. This is a very important study, since it gives us a look at our readers and the state of their businesses. From this survey, we will be able to develop more relevant content for you as well as give you some important metrics against which you can compare your business. Click [here](#) to take the survey.

The survey takes around 10 minutes to complete and saves your progress. You can start and finish at your convenience over multiple sessions. At the end of the survey, you can enter for a chance to win a \$100 gift card or one of eight \$50 cards from various big-box retailers.

If you have any questions about the survey, please contact Market Research Analyst David Ramos at [dramos@babcox.com](mailto:dramos@babcox.com).



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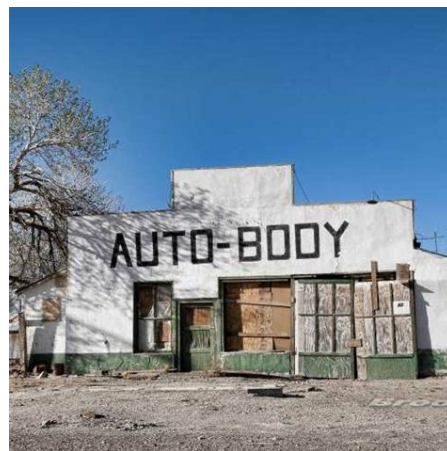
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## GUEST EDITORIAL

### Is this the end of the independent BODY SHOP?

I had a conversation recently depicting the demise of the "independent" shop. Shortly thereafter I had a much different yet optimistic conversation. It was pointed out the industry has a unique opportunity to obtain "boutique" status. A boutique shop of any kind offers personal attention and a specialized service or product. In doing that they can survive very well, despite Goliath competitors and the perceived overwhelming odds. They play a different game; I suggest this industry do the same.



Don't try to be everything to everyone. Not all repair opportunities align with your shop's unique set of skills. Maybe let that quarter replacement go the insurance's preferred shop? Focus on the repairs that move swiftly through your shop. Focus on the insurers that allow swift processing of claims...and payments...and supplements. We all have limited resources, don't squander them with low profit jobs and cumbersome claims processing.



Let the giants contend with that.

I'm very willing to refer that low profit job with a pain in the butt insurer to the corporate giants. After all, they have insurance "partners" for support.

Stuff to think about?

Steve



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BUSINESSES THAT WANT TO WIN"**

Auto Web Tuners is WCRPs new website host. They work exclusively with body shops and towing companies helping to market your business through your online presence. They are very familiar with our industry! Contact Don Miller, Co-Founder, at 480.800.4930 or email him at [don@autowebtuners.com](mailto:don@autowebtuners.com) to get started building your digital marketing platform. Website; [www.autowebtuners.com](http://www.autowebtuners.com)







## *Strength vs. Adaptability*

Size and strength do not guarantee success, despite the way it may seem. Adaptability? Now THAT is a powerful advantage in business. If it feels like you're battling giants, don't miss [this week's quick tip from Dave](#) and discover the superpower your independent body shop holds. In a world of collision industry giants, how does a small business win? Listen to Dave's advice... the answer may surprise you!



[CLICK HERE TO BE TAKEN TO THE  
REGISTRATION SITE](#)



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AVAILABLE COURSES PAGE](#)

## **Gravel Guard Texture Matching is NOT INCLUDED in Audatex Qapter, CCC & Mitchell**

[Audatex DBRM](#): Page 43 Labor Exclusions "OEM aesthetic appearance matching of sealants, sound deadening or bonding materials"

[CCC/MOTOR GTE](#): "Does not include: Texture Matching"

[Mitchell CEG](#): "Gravel Guard application and appropriate refinish may be necessary beyond the actual replacement area to achieve a "texture" match."

## **ESTIMATE TIPS**



Which of the following are you giving away?

- 1) Feather, Prime & Block
- 2) Welding consumables
- 3) EPA & solid waste disposal



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Are you interested in being a sponsor? Our Body Shop Advocate e-newsletter is sent out every month to 500 addresses.

***YOUR TARGET MARKET!***

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[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.



Wisconsin Collision Repair Professionals

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