

**Issue:
January
2023**



Wisconsin Collision Repair Professionals

The Body Shop Advocate

~ WE ALL DO BETTER TOGETHER ~



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FACEBOOK!**



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YOU TUBE CHANNEL**

FROM THE DESK OF OUR PRESIDENT



What a Difference a Year Makes!

Well, it's already a year since our last labor rate survey and insurance ranking survey. Has anything changed in your shop in the past year? Have your costs gone up? Has your labor rate increased? Is your labor rate covering your increased costs? Do you know what your competitors/colleagues labor rates are? Have any of the insurance companies that you deal with gotten better in the past year? Have some gotten worse? If you are interested in how your answers compare to other shops on these and other questions then you will want to see the results of our latest surveys. However, we cannot provide accurate results unless everyone fills out the survey. So please click the links below and fill out the survey now!

Larry Terrien
President WCRP



SURVEYS

It is once again time for the annual WCRP Labor Rate and Insurance Ranking surveys. We have ***GREATLY*** simplified them for you and it should only take a few minutes of your time. This is important information and we would really appreciate it if you could take the time to complete them.

[TAKE THE INSURANCE RANKING SURVEY HERE](#)

[TAKE THE LABOR RATE SURVEY HERE](#)





Dupli-Color Truck Bed Coating Aerosol, 16.5 oz
Order No. DUP-TR250

- 16.5 ounce aerosol spray
- Versatile all-purpose black protective coating
- Durable impact resistant coating
- Dry to touch in 1 hour/ handle in two hours

LONELY? FEEL LIKE YOU'RE THE *ONLY* ONE?

You're not, but if you don't network with your fellow shops and have some involvement in the industry, you'll never really know. Nor will you learn some strategies for dealing with those "*you're the only one*" issues.

The following Gladiator quote really does capture the situation well. "*Whatever the outcome –we stay together, we survive.*" If you're not a [WCRP](#) member please consider joining. If you're not a sponsor, please consider adding your support. Your investment will reap benefits. We truly are better together.



[CLICK HERE TO BE TAKEN TO THE MEMBERSHIP PAGE!](#)

[CHECK OUT OUR MEMBER BENEFITS HERE!](#)





Wisconsin Collision Repair Professionals

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Email: wcrpinfo@gmail.com



We need you as a member!

**Please visit www.WCRP.pro and click on the
"membership" tab for more info**

Wisconsin Collision Repair Professionals (WCRP) is a statewide trade association comprised of independent and dealer collision repair centers, technical colleges, and businesses affiliated with the collision repair industry.

**THE MONTHLY "BODYSHOP ADVOCATE" E-NEWSLETTER IS FREE TO ALL
INDUSTRY PROFESSIONALS. SEND YOUR EMAIL TO
DENTOUT9610@GMAIL.COM TO BE ADDED TO THE EMAIL LIST!**

**"I can absolutely tell you the states that have the highest labor rates
also have the best trade associations. It's a direct connection"**

Mike Anderson ~ Collision Advice



**"Whatever comes out of these gates, we've got a
better chance at survival if we work together.
Do you understand? We stay together, we survive."**

General Maximus Decimus Meridius

MEET THE MEMBERS

T **TRUCKSTAR**
COLLISION CENTER, INC.



Since 1998, Truckstar has been an industry leader in collision repair for the heavy-duty trucking industry serving South Central Wisconsin including Dane and the surrounding counties. We take great pride in being an independently-owned heavy-duty and other large vehicle collision repair center that is committed to our customers by always delivering honest and quality repairs.

CHEVROLET PERFORMANCE
VEHICLES / PARTS / RACING

2022 CATALOG

THE BIG-BLOCK IS BACK!

**ALL-NEW ZZ632
DELIVERS 1,000+ HP!**

- New Pro Stock-Inspired Spread-Port Heads
- Modern Electronic Fuel Injection
- Precise Crank-Trigger Ignition
- 1,004 HP & 876 lb-ft on Pump Gas!

NEW Big-Flow RS-1 Z2832 Spread Port Head! NEW SuperMetric 6L80 for LS 6400 NEW COPI Returns with 572 PPI Big-Block!

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Gandrud Chevrolet

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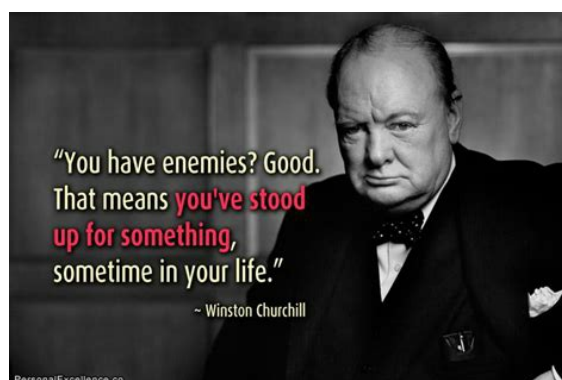
Gandrud Nissan



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NEW SPONSOR:**

[AUTO WEB TUNERS](#)

**"HELPING AUTOMOTIVE
BUSINESSES THAT WANT TO WIN"**



GUEST EDITORIAL

The Great Awakening: Collision Repairers Taking a Stand

Many repairers are now taking a stand, realizing they cannot conduct business the way they used to.

By [Barrett Smith](#)

January 10, 2023, [Body Shop Business](#)

No doubt most collision repair facility owners and managers reading this have seen insurers ramp up their efforts to contain claims costs, which surely has created a great deal of consternation, uncertainty and concern about the future.

Challenges Galore

The collision industry is facing:

- Increasing electric vehicle (EV) technologies
- Increasing advanced driver-assistance system (ADAS) technologies
- Evolving methods of vehicle construction
- Increasing diagnostic repairs
- OEM-mandated and recommended repair procedures
- Investment in costly required equipment
- Increased costs of goods and services.





Insurers have seen this coming for some time and, in response, have changed their operations to reduce their costs while increasing their push-back against those repairers who seek to be satisfactorily compensated for their efforts.

The required equipment and procedures have added substantially to quality repairers' investments, not including the costs associated with OE training and certifications ... and the potential liabilities, which have increased fourfold if not more in recent years. And there's no sign of this letting up in the foreseeable future.

In my role as an industry consultant to some of the nation's most forward-thinking collision repairers, and in speaking with others involving post-repair inspections, I've found that every shop is confronted with significantly increasing demands while the added investments of time and financial resources are often being underpaid or even denied by insurers. [Continue reading here](#)

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Our exterior products

 <p>Primer Ensuring adhesion to the substrate.</p> →	 <p>Basecoat Used to create a wide variety of colors and effects.</p> →	 <p>Topcoat Deliver special properties to the painted components.</p> →	 <p>Clearcoat We offer a wide range of clearcoats from matt to high gloss.</p> →
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The National Institute for Automotive Service Excellence

ASE, is short for the National Institute for Automotive Service Excellence. Since 1972 our independent non-profit organization has worked to improve the quality of vehicle repair and service by testing and certifying automotive professionals.

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

SCHEDULE

Registration Calendar

WINTER REGISTRATION January 10 - March 31	WED 31	SPRING REGISTRATION April 10 - June 30
SUMMER REGISTRATION July 10 - September 30	7	FALL REGISTRATION October 10 - December 31



UltraClean™ Surface Cleaner - Fast

A fast-evaporating solvent wash.

UltraClean™ Surface Cleaner - Fast is solvent based and designed to remove debris from any and all OEM finishes. It evaporates quickly to cut down on surface prep time and increases productivity.



I-CAR®, the Inter-Industry Conference on Auto Collision Repair, is an international not-for-profit organization dedicated to providing the information, knowledge and skills required to perform complete, safe and quality repairs.

The I-CAR Vision

That every person in the collision repair industry has the information, knowledge and skills required to perform complete, safe and quality repairs for the ultimate benefit of the consumer.

The I-CAR Mission

To deliver increasingly accessible, on-demand and relevant education, knowledge, services and solutions for the Collision Repair Inter-Industry.

[CLICK HERE TO BE TAKEN TO THE AVAILABLE COURSES PAGE](#)



3M™ All Purpose Cleaner and Degreaser, 38052
Cleans dirt stains and soils from carpets, fabric and leather upholstery. For general cleaning, add 1 part concentrate to 30 parts water. For heavy cleaning or stain pre-spotting, add 1 part product to 15 parts water.



Operations Monthly LIVE: How to Recruit the Best Employees

Tuesday, January 10:11:00am – 12:00pm

We will show you the reasons you may be struggling to find, recruit, and keep the best employees and what you can do differently to become a Talent Magnet!

[Click here for the details!](#)



Estimate Tip- Audatex/Qapter- How to add Feather Prime and Block

We will show you in this quick video how to add “Feather Prime and Block” in Audatex Qapter and allocate the labor to REFINISH. [Click here for the video.](#)



3M™ PPS™ Lid & Liner Kits

- Designed for use with 3M™ PPS™ (Legacy) paint preparation system
- Kits contain disposable lids with micron filters, liners and sealing plugs
- Stock PPS™ Lids & Liners efficiently and cost-effectively
- Available for PPS™ Cups & Collars in five sizes (90mL – 850mL; 3 fl oz - 28 fl oz) for jobs ranging from spot repairs to 4-panel repairs

SCRS Study Concludes Blend Time is Greater than Full Refinish

The recent, extensive, and indisputable blend study is once more attached here. If you have not taken the time to address this, you really need too, and quickly. I've noticed no statements from the insurance industry on this. One could suspect they know that given

enough rope we will all hang ourselves by doing what we've always been doing. Too lazy and too frightened to stand up for a wrong that's been obvious for twenty plus years. "Blending" does not reduce labor times to color match an adjacent panel. However, *in an honest and genuine, do the right thing /peace offering*, I now take more time to consider the cost of that "refinish adjacent panel." It may be worth some extra tint labor to save the greater cost of "refinish adjacent panel." The job will move through the shop quicker and reduce the overall cost of repair, a win-win and win in my opinion. Yet this won't be as obvious to the bean counters like suppressed labor rates, a/m part allowances, or paint thresholds. It would require trusting the repair professionals to do their part. We need to step up to that task and then stand up for what's right.

Just my opinion, feel free to share yours @ wcrpinfo@gmail.com

Steve

[CLICK HERE TO DOWNLOAD A FREE COPY OF THE BLEND STUDY](#)



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 WCRP.

[Click here for information!](#)

ESTIMATE TIPS



Which of the following are you giving away?

- 1) Research Repair Procedures
- 2) Prime & feather edge repair
- 3) Disconnect & reconnect battery



The all new Glasurit 100
Line Eco friendly paint
to improve your business
efficiency



Do you have items to sell/trade? Car parts, the whole car, boat, motorcycle, snowmobile, utv or looking for something to buy?

List them here. ***For Free!***

*****WCRP members only, 3 month limit*****

Email your item and information to Deb at wcrpinfo@gmail.com

CURRENT LISTINGS:

- 1) Looking to buy old (yet restorable) BMW motorcycles. Steve @ 715-892-1740
- 2) HUNTER 311 alignment system with spare parts will be available soon! \$2,500
Steve @ 715-892-1740



TC725 2.1 VOC Production Glamour Clearcoat with Pre-Flex™ technology is designed for force-dry or air-dry applications and for use on spot to multi-panel repairs.



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