

Issue:  
October  
2023



Wisconsin Collision Repair Professionals



## *The Body Shop Advocate*

~ WE ALL DO BETTER TOGETHER ~

### FROM THE DESK OF OUR PRESIDENT

What sets you apart from other shops? Why should customers come to your shop for their repairs? What is your response when an insurance company tells your customer "That shop charges too much?" Hopefully you have already addressed these issues and more with your initial conversations with your customers. Now, more than ever it is critically important to manage customer expectations from the very beginning to ensure a positive customer experience! For more on this, please read Drew Bryant's article from Fender Bender on "Managing Customer Expectations and Co-Pays." Remember that [WCRP](#) also has two excellent videos on "Co-Pay for Insurance?" and "Shopping Wisely for Insurance" available on our website [here](#). These and other important videos can also be found on our YouTube channel [here](#).



Also in this edition, Jolene Plautz, our lobbyist, has an update on our recent meeting with the Office of the Commissioner of Insurance (OCI). It was a very productive meeting! Jolene will have more on this in upcoming issues of the Advocate.

Larry Terrien  
President WCRP

# Upcoming Event

**SAVE THESE DATES!!**

April 4 & 5, 2024

WCRP will be holding a conference / trade show at the [Chula Vista Resort](#) in Wisconsin Dells. More information to follow! [Check here to keep up on our events!](#)

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Wisconsin Office of the  
**COMMISSIONER  
OF INSURANCE**



## **RESULTS OF THE SEPTEMBER MEETING WITH THE WISCONSIN OFFICE OF THE COMMISSIONER OF INSURANCE**

**From the desk of our lobbyist, [Jolene Plautz](#):**

Members of the Wisconsin Collision Repair Professionals met with Nathan Houdek, Wisconsin Commissioner of Insurance and OCI legal staff on September 21<sup>st</sup>. Our association presented the Commissioner with a series of questions regarding what we consider to be unfair business practices in the insurance industry. We discussed a wide range of issues from new forms of steering to unfair supplemental payments.

Our board asked OCI legal counsel specific questions that they will answer in writing. Once we have these answers, WCRP is planning to roll out a complaint driven program that will allow OCI to investigate certain actions by individual insurance companies.

Please stay tuned for more information regarding actions you can take to help in our endeavor to hold insurance companies accountable.

In addition to our work with OCI, we are also arranging a series of meetings with the insurance industry and independent insurance agents. We hope working more closely with them will result in a better understanding of the everyday issues we face in collision repair.



## **Sun Prairie Student, Anahy Lira, Receives WATDA Foundation Auto Collision Technician Scholarship**

The [Wisconsin Automobile and Truck Dealers Association \(WATDA\) Foundation](#), supported by dealerships and other industry partners, annually awards scholarships to students across the state pursuing their education in automotive, diesel, motorcycle or collision at Wisconsin Technical Colleges.

Among the recipients is Anahy Lira of Sun Prairie, WI. She will receive a \$1,500 tuition scholarship sponsored by Wisconsin Collision Repair Professionals (WCRP). In addition to the scholarship, Lira will receive a tool set valued at \$4,855 from Snap-on Corporation headquartered in Kenosha, WI. Lira is attending the auto collision program at Madison Area Technical College (Madison College).

[Read the entire press release here.](#)



\*\*\*Not pictured is scholarship recipient, Lora Hinz of Hill Point, WI. She will receive the same tuition scholarship and tool set from Snap On. Lora will be attending the auto collision program at Southwest Wisconsin Technical College. Press release and photos to follow in the November issue of the Advocate.



**WATDA**  
TRANSPORTATION  
Career Showcase

## WATDA Foundation Transportation Career Showcase

WCRP and the collision repair industry was represented by President, Larry Terrien, Secretary, Ronnie Goss and board member Brent Kindred who helped educate youth at the event by answering questions and giving them some hands-on demonstrations. Check out the event video [here!](#)

Our [Transportation Career Showcase \(TCS\)](#) events are career fairs where dealerships display the cars, trucks, RVs and motorcycles they sell and service. Students are bussed in from surrounding school districts to see these vehicles all underneath a big tent. In total, depending on location, there are between 1,000 – 1,500 students who attend. These are fantastic days where industry gets the opportunity to encourage young people into high-skill, high-wage transportation career pathways.

There is a solution to the current and future demand for a skilled automotive, collision, and diesel workforce. The statewide technician talent shortage is real. Wisconsin dealerships are facing historic technician shortages in automotive, collision, and diesel positions. Fewer students are pursuing a technician career, and dealerships are reporting increasingly shallow application pools for most positions. Addressing these shortages, while attracting, developing, and retaining top talent, is one of the most critical issues facing the industry.

**[Questions? Email: bkindred@watda.org](mailto:bkindred@watda.org)**



## MEET THE MEMBERS



## Zimbrick Body Shops of Madison, WI

- Best Auto Body Shop
- Best Auto Glass Repair
- Best Car Dealership - New

- Best Car Dealership - Used
- Best Oil Change
- Best Tire Store



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273-2060



High Crossing  
5421 Wayne Terrace 608-  
441-3475



Stoughton Road  
1707 N Stoughton Rd 608-  
443-5770



## SCRS presentation lays out how 1234yf is more time consuming to recover, recharge

By [Michelle Thompson](#) on August 17, 2023  
[Education](#) | [Repair Operations](#)

### Share This:

The differences between Freon R-134A (R-134a) and R-1234yf air conditioning refrigerants were laid out during the most recent Society of Collision Repair Specialists (SCRS) meeting.

Barry Dorn, of Dorn's Body and Paint, presented a comparison of the steps required to recharge and recover each refrigerant to raise awareness that the process takes significantly longer when using 1234yf.

"It takes over an hour longer to perform the same operation with [1234yf]," Dorn told Repairer Driven News following his presentation. "This is an ongoing problem that needs to be highlighted and solved."

He added that the tooling, equipment, seals, refrigerant, and workflow are completely different with 1234yf compared to R-134a, saying the newer option "has so many more safeguards to prevent leakage and contamination, those safeguard and processes take a lot more time."

Right now, the two refrigerants are commonplace in the marketplace. However, under [an Environmental Protection Agency mandate](#), R-134a is being phased out and R-1234yf became a requirement in 2021 for all new cars.



[Continue reading here...](#)



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**OCTOBER OML: Zoom meeting:  
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## GUEST EDITORIAL

**What IF...** You take the time to create a proper repair plan? If you know your cost of doing business? If you know your true cost of labor? If you have confidence in your staff? If you commit yourself to the improvement of yourself, your staff and this industry???

It would not be uncomfortable to ask for a co-pay when an insurance allowance falls short. Would you not put better shingles on your house if a professional presented the benefits of that? Would you not select drug A versus drug B if your Doctor explained the benefits? It is often commented "then the insurance company gets away with it." Perhaps, depending on your point of view, but is that an argument worthy of your time? Do you want to continue that quarrel or move your business and staff forward as repair professionals?

I'm just asking,  
Steve Humblet  
Vice President, WCRP

## Estimating Tip – CCC- Final Clean Up Prior to Vehicle Delivery

MOTOR Guide To Estimating Special Precautions: [Hazardous Materials](#) provides the following statement: "Caution must be exercised when dealing with isocyanates, flammables, fumes, liquids, and airborne particles."

After completing repairs, it may be necessary to perform a final cleaning of the vehicle to remove hazardous substances used in the repair process. Estimated work time does not include "Clean up or detailing of vehicle prior to delivery." This would be estimated after an on-the-spot evaluation for labor and material cost. [Read here...](#)

**This year's annual [WATEA](#) meeting is an event you're NOT going to want to miss!**

Humorous, somewhat politically incorrect, direct, energizing, dynamic presentation style and unmatched content, positively focused, and inspirational; on behalf of [WATEA](#), we have [Dave Anderson](#), also known as "Mr Accountability," ready to take center stage at The Hilton Garden Inn, Thursday October 26<sup>th</sup> and you are invited!

**Reservations are required! Reserve your seats today for you and everyone on your team; this is going to be an extremely impactful and exclusive event!**

**Seats will go fast! Please RSVP with your attendees' names by Friday, October 13<sup>th</sup> to Amy at: [exec@watea.org](mailto:exec@watea.org)**



### Annual Meeting & Celebration Invite

## An Event You're Not Going To Want To Miss!

Thursday, October 26, 2023

Hilton Garden Inn

151401 County Road NN, Wausau, Wisconsin 54401

5:00 pm - 9:00 pm

Keynote Speaker:

### Dave Anderson

*"Mr Accountability" is a leading international speaker and author on personal and corporate performance improvement!*  
*"You have to DO what you want to BE."*

#### Ticket Pricing

Members receive two free tickets to the event!

Single Ticket: \$55.00

Member table of 8: \$300.00

Non-Member table of 8: \$400.00

Door Price: \$75.00

**Reservations are required**  
**First come first serve basis**

**Evening Reception**  
Heavy hors d'oeuvres  
Cocktails, Wine, Beer & Soda

4:30pm	Board of Directors Meeting
5:00 pm	Evening Reception
6:30 pm	Program Begins
	WATEA Updates
7:00 pm	Dave Anderson
9:00 pm	Program Concludes

**R.S.V.P.** By Friday, October 13th, 2023 to [exec@watea.org](mailto:exec@watea.org)

Anyone interested in learning more about the WATEA organization and its initiatives is welcome to attend.

Driving the Training that Keeps You Running!

**SCRS QUICK TIP VIDEO:**

## OUT OF POCKET RESPONSIBILITY



When you have your vehicle repaired through your insurance policy at a collision repair facility, you will be responsible for your deductible; but there may be other additional out-of-pocket expenses that your repair center will discuss with you. The vehicle owner contracts the repair facility to perform the repair, and the costs of performing a safe and proper repair are ultimately the responsibility of the vehicle owner. [Watch here.](#)



### Bryant: Managing Consumer Expectations and Co-pays

Help consumers feel confident about their decisions and your services.

[Drew Bryant](#) Sept. 1, 2023

Managing customer expectations during a collision repair is essential to ensure a successful repair and create an outstanding experience for the customer. Customers rely on us to provide quality repairs as well as timely results. However, both are generally considered our apparent responsibilities. Ensuring we can perform a proper repair utilizing the representing insurer's financial restraints is not something that we can accept responsibility for. As shop owners, we tend to believe that if we don't "bend" or "follow the rules" of the insurer, we will lose customers and residual business and risk our sustainable workflow. I would challenge that level of thinking and ask that you consider those concerns as nothing more than the potential impacts of failing to set accurate consumer expectations. Therefore, we must excel at establishing and maintaining them with all consumers.

[Continue reading here.](#)

Co-Pay  
On my car repairs?



WCRP produced a white board video that explains the need for a co-pay in certain instances. [It can be found on our YouTube channel here.](#) Please feel free to share it with your customers, adjusters and associates!



Which of the following are you giving away?

- 1) Seam Sealer / Caulking
- 2) Locate & Drill Park Sensor Holes
- 3) Feather, Prime & Block



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

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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.



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



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

## STEVE'S RANT

Is it a conspiracy, price fixing or simple inflation?

It's no surprise that virtually all insurance companies have announced and/or implemented premium increases. Did they all get together and "price fix" these? Well maybe, but more likely they analyzed their cost and adjusted premiums accordingly. Not price fixing. Simply businesses passing along the increased cost of business. Smart and responsible.



Should labor rates happen to go up according to simultaneous increases in the cost of doing business (easy to substantiate) it is not a conspiracy **or** price fixing. It could be shops realized the need to pass along the increased cost of business. It's unsettling how this entire industry continues to cost shift\* its way around legitimate inflation and increases in labor. This very much includes the adjuster that *adds in* some bogus crap to cover the shortfall in labor rates. It's a wrong that needs to be called out and stopped.

**The call to action:** Study your cost of business. The cost of staying in business, properly compensating your staff, and then adjusting your rates accordingly. The cost of business has gone up universally across the industry, would it really be price fixing or a conspiracy that labor rates went up universally as well? I'd say it was a wrong corrected by courageous people who decided to take a stand against injustice. Smart and responsible people.

Give it some thought,  
Steve

\*Yes, I'm aware there is a lot of money to be made by "playing the game" and some significant players may wish to avoid adding transparency to this issue. Feel free to comment. 24-hour text at 715 892 1740

The above content was contributed by Steve Humblet, a shop owner in northern WI. This rant is not intended to reflect the position of WCRP on this topic or any other topic he picks to rant about.

# Thank You To Our Sponsors

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2022 CATALOG

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Please join us for the full benefits of membership. [Applications can be found here.](#)



Wisconsin Collision Repair Professionals

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