



Body Shop B.S. from CPG



BODY SHOP B.S.

January, 2009

A Body Shop Business Support Publication of
Consolidated Parts Group - Since 1997

Dear Daniel,

CPG has been working within the Collision Repair Industry since 1997 in hopes of truly "Partnering" with owners and managers to try and improve a shops ability to control their business direction, procedures, and profits. Through ongoing educational programs, such as this newsletter, an active role in government to facilitate change and better protection, and through daily contact with shop owners, we continue to work with and for our friends in the collision repair industry.

Our philosophy is quite simple and old-fashioned and is based on what my Dad called the "Barn Raising" concepts that built our country. Help your neighbor without regard for payment or favor in their area of need. We believe we can and want to make a difference and to go well beyond the norm in working with shops to increase their control and profits. This newsletter is just one way in which we want to share the knowledge that is out there and ways shops are winning in a tough business.

The dealers and service companies that are partners in CPG also value this concept of "Community beyond Cash" where doing the right thing is more important than getting the sale. CPG could not exist and do the kinds of things we have and want to continue to do with and for the industry without their belief and support. With that we say a very sincere "Thank You" to them, and we hope you will, too.

Sincerely,

Daniel McAllister
Consolidated Parts Group

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BAND NEW, still in the box and strapped. Torin Big Red 1500-lb capacity, 4 leg engine stand. This stand is on wheels for easy mobility and has a black frame and heavy chrome head for a very

attractive look. The head rotates a full 360 degrees and has 4 hole mounting and locks with a pin. The unit folds up for easy storage. CPG will deliver to any shop in the West Michigan market FREE! PLEASE share with any of your techs or friends who might be looking for a GREAT deal on this fine Engine Stand.

Contact us for more information via e-mail, just [CLICK HERE](#)

Our Price: \$75.00

List Price: \$149.99

CCC Abandons Prior Stance in Collision Industry

In a Press Release from SCRS, CCC has changed course on a previous commitment to the collision repair industry concerning bumper refinishing. Although these developments should come as no surprise to the collision repair industry, they do prove that estimating software companies seem to have a strong bias and allegiance to the insurance industry when it comes to procedures, repair times, and overall reimbursement in their estimating software. CPG believes this discovery should quickly and forcefully be brought to the attention of law makers in Michigan and Washington DC in order to further make the case for stronger oversight in insurance business. However, CPG would also admit this would likely fall on deaf ears with politicians from both sides of the isle, and in a similar way that CCC is shown to deal with this issue in the article below, politicians would likely have some "smoke and mirrors" response trying to artificially passify the collision repair industry with powerless legislation.

The Database Task Force (DTF), comprised of representatives from AASP, ASA and SCRS, recently completed a multi-year effort involving discussions, data gathering and arguments, in an effort to convince CCC that their estimating system bumper refinish prompt was in direct conflict with paint manufacturer approved refinish procedures. As a result of these discussions, CCC removed the "Bumper Refinish Prompt" in their March 2008 software release. Unfortunately, CCC now feels compelled to once again go against ALL paint manufacturers information and has reintroduced the "Bumper Refinish Prompt" in their Pathways 4.5 release.

The Database Task Force was shocked and disheartened to learn of this most recent reversal. Interestingly, after literally years of discussions and the Task Force providing documentation, coordinating meetings with all the paint manufacturers, as well as providing accolades publicly for CCC "doing the right thing", they elected to "forget" to discuss the change in direction with the Database Task Force prior to implementing the change. Furthermore, documentation that the Task Force has received subsequently shows that at least one major insurer was fully apprised of the proposed changes at least 60 days in advance of the release. In fact, this major insurer drafted instructions (including screen shots), and distributed them, on how they want their "Repair Partners" to set the default in their systems (regardless of how repairers perform the actual repairs). During a CIC meeting at NACE 2007, the following statement was publicly read by Bruce Yungkans representing CCC, to the audience. "Based on some documented and very compelling and convincing new information to us, we've been able to determine unequivocally that...refinishing non-metallic bumpers require use of a material that is not recommended on the rest of the vehicle." Following that, Mr. Yungkans also stated that CCC would, "as soon as practical," change its estimating system to ensure "the refinish overlap between bumpers and other parts refinished on the vehicle will not be applied" and that "clearcoat refinish labor and material that is applied to the bumper will not be included in the calculation of any pre-defined clearcoat caps." In an attempt to resolve this extremely sensitive issue, members of the Database Task Force contacted Jim Powers of CCC and then had additional discussions with Jim Powers, Jim Dickens and others from CCC. Jim Powers stated that CCC had information from one or more paint manufacturers that led them to believe that utilizing the same materials on flexible parts as well as on metal parts was fully acceptable. Interestingly, when the Database Task Force contacted each of the major paint companies, none of them were able to confirm that statement. CCC committed to promptly furnish that data to the Task Force for review, but after 5 days notified the Task Force they "were having a difficult time obtaining the requested documentation". In addition, CCC stated that in discussions with their repair center customers, they were "told" that it was okay to use the same products on all surfaces. Once again, we find it amazing that an information provider goes against a paint

manufacturer's recommendation and changes their system to allow a process because they were "told" it was acceptable. During a conference call with CCC, representatives of the Database Task Force applied the analogy that any estimating software that produces a calculation where $5 + 4 = 6$ is by all measures inaccurate and indefensible. Pathways software that enables the lowering of estimate values, based on outside influence or non-scientific conversations with a few repairers choosing to deviate from recommended procedures, is similarly indefensible.

Many in the collision industry have contended for years that the estimating platforms have been influenced by market forces in a manner that sacrifices accuracy. The DTF was created to address this very issue, and continues to exist today both to enable a constructive working relationship with the IPs, but also to act as a watchdog to address issues such as this one. As such, the Database Task Force is fully committed to taking strong and immediate action to have this prompt removed. The documentation that was furnished by CCC to the Database Task Force on 12/16 consisted of excerpts from trade publications, paint manufacturer marketing materials, and emails to and from paint manufacturer representatives dated just days earlier. These documents in no way provide a justification for a reintroduction of the bumper prompt, and we contend that the information provided pales in comparison to the ironclad and "unequivocal" documentation that the Database Task Force had to furnish to CCC to remove the prompt. In fact, the majority of the documentation references the ability to utilize the same refinish products; however, it did not specifically address the need for additives or additional processes in order to properly use the products on flexible substrates. Most disturbing though, is the apparent fact that the paint manufacturers were first formally contacted on this issue just this month, while the decision to reintroduce the refinish prompt was made as early as September of this year. One can't help but conclude that CCC made the decision first, and then later, only after being challenged, unsuccessfully attempted to generate and furnish documentation supporting the decision. Until compelling evidence is provided otherwise, the Database Task Force contends that this prompt was once again added to the CCC Pathways estimating system without cause, in a probable effort to assist a select few. Furthermore, the documentation that was sent out with the 4.5 release explained that CCC's newest update "introduces several enhancements to make estimating easier and support good relations between DRP repairers and insurers." We find it interesting that to "help" DRP relationships, CCC elected to go against paint manufacturer's recommendations. This type of biased alteration to the system without justification from manufacturer recommendation is exactly the type of activity that causes the industry to question the accuracy of the databases as well as the motivation of those responsible for these decisions. The Database Task Force is committed to ensuring the accuracy of the data the industry at large is utilizing and therefore will not accept arbitrary changes without justifiable cause. In light of the current scrutiny by the FTC over CCC's proposed merger with Mitchell, we find it even more unbelievable that this was implemented now. The members of the Database Task Force encourage the repair community to express your thoughts regarding this reversal and the publication of processes that are contrary to manufacturer recommendations.

CHRYSLER EXTENDS CONQUEST PROGRAM



"MATCH THE ESTIMATE" PROGRAM EXTENDED!

K&M Northfield Dodge and Mopar are pleased to announce the extension of the "Match The Estimate" or "Conquest" program. We will continue to match the entire collision estimate through March 26, 2009.

Reminder: All parts on the collision estimate are included in the Match The Estimate program except tires. **This includes used parts.**

The Chrysler "Conquest Program" was designed to offer shops and Chrysler vehicle owners the ability to install OEM parts on collision damaged Chrysler vehicles even when the insurer has

specified aftermarket or used parts. Chrysler will "Match" the estimate price on any/all A/M or used parts, other than tires, with the OEM replacement(s). K&M Northfield Dodge has fully participated in this program since its inception and continues to take advantage of every and any program that Chrysler offers which will benefit their collision shop customers. If you have any questions about how it works, what shops need to do in order to take advantage of this incredible program, or have any related questions, please feel free to contact any of the experienced Wholesale Parts staff, Parts Manager Mike Doyle, or Director of Operations Kevin Clements.

1-800-999-9470

INDUSTRY NEWS SHORTS & LINKS

CPG SURVEY COMING SOON - CPG will be sending out an industry Survey containing several questions concerning the industry, and we hope you will take the time to participate in this survey. The results are always available from our website once they are completed and compiled, and can be helpful in many ways for shops. However, the results may not be as accurate if shops do not respond. [Click HERE For Past Survey Results](#)



CPG GARAGE SALE PAGES SAVE YOU \$\$\$\$ - CPG developed our Garage Sale Pages several years ago to address some mutual issues with returned parts for dealers, while also offering otherwise unreturnable parts to shops at a substantial savings. OEM Manufacturers have decreased a dealers ability to return parts in a variety of ways, and this has made it more important to find other ways to take care of returned parts that may be dinged, scratched, painted, out of the package, or in some way un-returnable to the manufacturer. Shops can save significantly on these parts, and that creates a win-win for shops and dealers. One other note, this also helps ensure that dealers won't have to reduce discounts because of the increased cost of returns as long as they have a way to sell them, as with our unique GARAGE SALE Pages. To get there and take a look around, simply [CLICK HERE](#).

2008 CONSUMER GUIDE TO AUTO INSURANCE - This is a VERY helpful guide put out each year by the State of Michigan for consumers. Shops can use this guide to show their customers other insurance options that are less expensive, and of which your shop prefers to do business with. This is a shops way of creating their own "Preferred List of Insurers" while helping customers save on their car insurance. Check out some comparison premiums in this guide and see how often times the insurance companies that are spending million\$ on advertising telling consumers how much they will save them (who's paying for these millions spent on it?) are actually noticeably higher in a apples-to-apples comparison than some of the smaller, more regional insurers that don't spend outlandish amounts on advertising, but rather, just take care of their customers at claim time. Read and print out this guide by [CLICKING HERE](#).



COLLISION LINK IS A GREAT TOOL FOR SHOPS - CollisionLink has been around for quite some time now, and just like many other revolutionary industry improvements, it has taken some time for the industry to embrace it. Many shops utilize their fax machines to send estimates to their parts vendors in order to save time otherwise spent on the phone, but this system, which utilizes the internet, is much faster, efficient, and complete, and it can help shops make more money and improve their CSI. If you have not taken a serious look at the CollisionLink system lately, we recommend you check it out by [CLICKING HERE](#).

ORLANDO TIMESHARE OUTLET WITH CPG - The *Orlando Timeshare Discount Mall* from

CPG has a limited number of incredible Timeshare deals where you can get over 90% OFF the original developers price on Timeshares in the Orlando, FL area, the #1 Vacation Destination in the world. Flexible Floating week options ONLY so you can travel on a variety of weeks during the year, and STRONG tradability with resorts worldwide thru Interval International and/or RCI exchange companies so you can go to other places as well. Investing in your vacations is as important as investing in your health. And at these rock bottom, incredible deals you owe it to yourself to at least give them a look. [Take a Look at what's in stock by clicking HERE](#)

Berger Chevrolet has a "Classic" Addition

With the recent closing of Classic Chevrolet's Wholesale Parts operations, CPG Partner Berger Chevrolet has added three former Classic parts employee's to their award winning parts department. Those three additions are as follows:

John Grinstead - Wholesale Parts Specifier - 12 years experience

Jerry Appledorn - Parts Delivery Driver

Jerry Steelman - Parts Delivery Driver

Berger's Parts Department, with the leadership of Parts Manager Gerry Rozeboom and Wholesale Parts Manager Larry Hose is the #1 selling GM parts department in Michigan, and are committed to exceptional customer service in the collision repair industry, and both believe the addition of these three employee's will help them in that quest.

Berger Chevrolet has the largest GM Parts Inventory in the entire state of Michigan, offers twice/day delivery to most out-of-town West Michigan markets, constant delivery to all local shops, and has arguably the most experienced and talented wholesale staff in the state, if not beyond, with many, many years of GM experience. In addition to those mentioned above, their roster of Wholesale Parts Specifiers and staff (pictured left to right below) includes:

Kevin Palmbo - 20 Years

Tim Knapp - 31 Years

Josh Chatman - 16 Years

"Spike" Hayser - 15 Years

Performance Specialist - Dan Vosovic - 21 Years

Wholesale Parts Manager - Larry Hose - 38 Years

Parts Manager - Gerry Rozeboom - 34 Years



Another factor to take advantage of with Berger Chevrolet, is their GM Outlet Mall's huge selection

of discounted OEM parts. These parts are Original Equipment GM parts that are overstock or have been taken off the assembly line for a variety of reasons, and are typically available for new, current model production vehicles. GM has continued to expand the depth of parts offered and Berger Chevrolet has made a very large investment into their inventory of these Outlet Mall parts in order to offer shops many options to save AND use OEM parts.

Berger Chevrolet is also building a brand new, state-of-the-art onsite Warehouse which will add another 50% to their already large warehouse area. Currently having to utilize 3 different offsite warehouses to stock their huge inventory, this new warehouse, slated to open around March, 2009 will add space and convenience to the Berger Wholesale parts operations. Berger is dedicated to exceptional service and this is just another piece of providing the best service possible.



1-800-878-2121

Challenges = Opportunity



A very close friend of mine is vice president of Tech-Line Products, a family owned manufacturer of bowling products located in Muskegon, MI. The company was started by his father in the 1960's and for years made bowling ball cores for Brunswick. In 2006, like many other manufacturer's, Brunswick moved their bowling ball manufacturing to Mexico in favor of lower labor rates, and put a lot of pressure on Tech-Line. They were still manufacturing the inner and outer cores for Brunswick up until April, 2008 when Brunswick moved even that process to Mexico. However, Dave and his brother Scott, faced with a challenge not experienced throughout the 40+ year history of their business, were determined to keep the business viable.

Already fully experienced in the manufacturing of bowling ball cores, but not in the ball covering process, they went on a mission to master that process and along the way also added a process they call "NeoMark" graphics that has graphic inlays of their product name(s) and logos inlaid right into the urethane cover. Tech-Line recently introduced their own line of medium to high level professional series bowling balls in 6 different models and color schemes. Response from the bowling community has been very good for the strikingly graphic balls, yet more importantly, the reviews from professional bowlers and bowling experts who have tested the balls has been even more impressive. Currently running at capacity and still behind on production, Tech-Line Products is optimistic for 2009 and beyond. Their challenge drove them to an even better opportunity.

What does a bowling ball manufacturer have to do with your collision repair shop? You face your own challenges AND opportunities in the current economic climate we face. The news media and our state and national politicians are barraging us on a daily basis with negative statements about

the economy. While we certainly do face some challenges, one has to wonder as you fight/wait for a parking place in the crowded malls and Walmart/Meijer Stores, "**Don't all these people know we have an economic CRISIS on our hands?**" Or when you take your spouse out for dinner on a Friday or Saturday night only to find a 30-60 minute wait at many of the area's restaurants and wonder "**How can all these unemployed people afford to go out to eat?**" If people tell me I am stupid long enough, I begin to believe it. Many economists are now saying that many of the layoffs companies are making are a reaction to the economic news they keep hearing in the media, not a real reflection of their own numbers or reality. Many believe those who over-react now are going to pay a hefty price once they realize their hasty mistakes and can not find qualified employee's to fill the void they artificially created. Their best employees will be absorbed by the optimistic and thriving competitors, and what is left will negatively effect companies quality.

Without a doubt, people are losing thier jobs. Manufacturers in Michigan have been making their "Exit" for decades and the past few years has shown no improvement. So what can any of us do? Be proactive in your company. You must know/learn your numbers. Work your business more, not work in your business. Owners will need to be more "hands-on" in their business operations, including accounting (best to hire out and get guidance from professionals), marketing, and customer relationships, while less involved in repairs. There are numerous opportunities shops have to maintain their customer base, while capturing and growing it as well. In recessionary times, people often look more seriously at the "small guy" in the market place. They want personal attention and someone who will "care" about thier business. Relationships are more important and prominent, your marketing plan should reflect these emotions.

My friend Dave faced impending closier of their family manufacturing business of over 45 years because of things he could not control. Rather than give-up, he rose-up to the challenge and has revived his company. His current 24 employee's are working like crazy to keep up with demand. They all have benefited from the optimism and hard work of completely redesigning their operations. What kinds of things might you do to "grow" your business when many are telling you that it can't happen? Challenges? YES! But Opportunty, too? ABSOLUTELY!

BETTEN ON MICHIGAN



In an economy that is supposed to be about the worst in the entire USA, Volkswagen USA said Michigan ranks #3 in VW Parts Sales of all states in the Nation. Betten Imports Parts manager John VandeKeift (Far right in photo above) equates that personally to his very experienced and dedicated parts staff, as well as his own commitment to customer service within his leadership. Having made

investments in personnel, technology, and inventory, Betten Imports ranks #1 in parts sales in West Michigan for all 3 vehicle lines they sell and service, Volkswagen, Volvo, and Mercedes.

John would like to say a very sincere "Thank You" for your loyalty and trust in using them as your source for parts for these lines. They want to continue to earn your business through every means possible. Should you ever have a concern, question or a problem, PLEASE give John a call. They are dedicated to doing everything they can to exceed your needs, and also in ways to even better improve how they do things. Utilizing an array of tools provided by their manufacturers, John continually trains his staff in product knowledge, procedural processes, communication skills, and service.



Where Relationships Grow

1-800-328-2471

Garmat Paint Mixing Rooms SAVE \$\$\$\$

Garmat® USA Paint Mixing Rooms are designed to provide a well illuminated, clean, and ventilated work area for mixing applications. These units have filtered positive pressure air to help eliminate shop contaminants from the mixing process. The Paint Mixing Room is a key element when considering your paint shop requirements. We offer several standard models as well as custom sizes that can meet your specific needs. Maximum square foot floor space is limited to no more than 150 sq/ft.

To find out how to save \$5,000 - \$6,000 on a Paint Mixing Room from Altra Products, check out the Coupon Information and link below!

**Save 50% on a
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Room!**

Altra Products is going crazy! When you buy a Paint Booth from Altra Products, they will also install a NEW Paint Mixing Room at 50% off. [Get your COUPON by Clicking HERE.](#)

Offer Expires: 2/27/2009

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MO Clamps are the most innovative products on the market offering everything from common clamps to specialized clamps, chains, hooks, specialized nuts and bolts, frame pulling brackets, and frame measuring accessories. Altra Products not only sells these fine products, but also offers FREE training on these, and all products they sell. Service and training AFTER the sale are what separates Altra Products from the competition.

And now is the time to save MO' Money on MO Clamps with the coupon special Altra Products is offering below. Check it out!

Save 25% on MO Clamps

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Offer Expires: 2/27/2009

Get in "Touch" and Save BIG Buck\$\$\$\$



Touch is a computerized electronic measurement system from Spanesi that sets up fast, measures in minutes and lets you monitor pulls as you repair the vehicle. The Touch system comes complete with everything you need. Documentation of your repairs is easy, and quick. TOUCH is priced significantly below other systems and is affordable for any size shop. TOUCH delivers the precision you need for fast and accurate repairs. It has multiple capabilities already included that add even more value to its usefulness. The TOUCH system is completely portable so you can use it for diagnostics in one area of the shop then move it to another area for actual repairs. TOUCH has full upper body capability and even allows for the measurement of parts, like struts, while off the vehicle. TOUCH is not affected by moving air or any type of shop noise. Finally, a computerized electronic measuring system every shop can afford. The TOUCH has portability that makes it fast and easy to learn. We would love to have a chance to show you just how versatile and valuable this system can be for you and your shop. We promise that we won't use up a lot of your valuable time.

Altra Products offers another Savings Coupon for the Touch System. Check it out below!

Save \$3000 on TOUCH Measuring System.

Altra Products is NOT out of Touch with this incredible offer. You can save \$3000 on the coveted TOUCH Computer Measuring System. [Get your COUPON by Clicking HERE.](#)

Offer Expires: 2/27/2009

Consolidated Parts Group and its partners are VERY seriously committed in partnering with the Collision Repair Industry and working towards more control for shop owners. Our industry e-newsletter BODY SHOP B.S. is just one example of our continued work since 1997.

In 2007, we added Survey's to our website so shops can cast their Vote on different important issues faced within the industry. We continue to add "Shop Tools" that shops can use for various issues confronting shops in the ever-changing, ever-challenging world of collision repair. CPG is

committed to the Collision Repair Industry beyond providing options for Parts and Services.

Lastly, please consider the support and efforts put forth by your CPG Partners as you decide on who you will spend your money with for parts and services. CPG Partners believe in the mission and goals of CPG, and likewise, support those efforts through their participation as a CPG Partner. Please "Support those who support you."

Sincerely,

Daniel McAllister
Consolidated Parts Group

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