



Presented by Your Business

# Don't Blink Collision Shop Estimating Skills

One Full Day of Estimating Instruction

The Collision business is evolving, and so must the estimate-appraisal process. Getting it right the first time is a necessity. Safe-Proper-Repairs is what our clients demand and what our business must deliver. A quick estimate in the parking lot is predestined for failure. Estimates that were written on the drive in the past must evolve into a pre-qualified customer that wants our business to repair their vehicle. We cannot afford to waste time preparing an estimate instead of an appraisal.

This class is developed to provide estimate instruction for Novice and Pro-level collision shop appraisers. The method and tools developed reduce the learning curve for entry-level writers and sharpen the focus of professional appraisers.

Vehicle not Delivered on time is the most significant customer complaint, and it is directly related to a poorly written

appraisals.

- 63.9% of jobs written in a DRP environment require supplements
- The average supplement is \$850 or 22.9% of the work, missed on every average claim
- This KPI adds unnecessary days of cycle time to every claim

Many businesses cannot afford to have their valuable appraisal staff away from the office for two days. This one-day class is written to deliver as much estimating information as possible, which can still be retained in one sitting. This class delivers tools and methods for producing accurate appraisals by employing the hidden, overlooked procedures buried in our estimating platforms.



Ralph Defibaugh is a Collision Shop consultant he opened his own collision business in 1986 , and it grew into a four-location MSO in Upstate New York, which he sold in 2010. He was also an exclusive trainer for PPG Industries from 1997-2020. He holds many industry accreditations. He is President of Benchmark Consulting Services, offering business and process solutions for the collision industry. He was also past president of The N.Y. State Auto Collision Technicians Association.

# Your Logo

# Your Place

**This one day class will be held in**

**Your city**

**Your Date, from 8:00 AM to 4:30 PM**

**Your set Price Per Person**

**Support your business and or  
Association**

**Capacity for this event is — people,  
Don't Blink and miss this event.**

We will cover comprehensive reviews of;

- Current shop statistical analysis and how you should use it to improve your business
- Motor P-Pages covering the included and not included information in CCC One estimating
- Alldata – researching OEM repair data using their integrated tool because you don't know what you don't know, about every vehicle that enters your shop
- Employing In-house point-of-sale inventory systems for hardware and material pricing and control
- Differences in Audatex, Mitchell, and CCC (*be aware of how the estimate is built, (Inside-out vs outside-in)*)
- Implementing an updated version of SCRS's Discovery Codes on the initial estimate and mapping sequence.

This is not a how-to disassemble and Repair Plan class. But we will discuss the typical pros and cons and discuss examples of facility layout, and the tools required to perform "Discovery Disassembly" successfully.

I encourage attendees to bring a few of their estimates they have previously written in the \$4-5000 range for break out comparison exercises. Their work will not be shared with the rest of the class.

Handouts supplied are actual in-process guidelines implemented by real collision shops today, averaging 5 - 7 day cycle times. Even in today's current pandemic recovery crisis.

- The answer is not hiring new people or additional construction
- It's coming to grips with how much time it takes to write accurate repairs
- Its taking a hard look at your Estimating and Appraisal Capacity
- It's adapting and changing your existing employee roles and pay plans that are now paralyzing your business
- Its pre-qualifying customers and assignments as they come in your front door
- It's applying what you already know, won't work, before it's a problem
- It's finding what you've missed, before it's too late, on every job
- It's learning to apply what you already know, along with the information you'll take away from this one-day class

Don't Blink during the appraisal process today or you will be left behind by competition who have already figured out that today's "New Normal" requires appraisal process accuracy to combat the constant change the OEM's deliver with vehicle complexity.