



Missouri NEWS

Auto & Truck Recyclers

Serving the Membership of the Missouri Auto & Truck Recycler Association

April/May 2015

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From the President

By Brent Baumgarten

Well here it is, the end of February, and we are getting our first measurable snowfall here on the Eastern-Central side of Missouri. We've had a pretty mild winter here but I think we are all looking forward to the change from winter to spring.

Every day is a new adventure in Automotive Recycling, the internet has linked the world together, and the opportunities seem to be endless, if we can figure out how to squeeze 26 hours into a 24 hour day.

Things are always changing, and it seems we are seeing changes at more of a rapid pace, for example, the internet, has most of us buying our salvage online, and we are looking at multiple auctions each week. Also most of us have our inventory online and we are selling more individual parts to more customers across a wider demographic. We are also seeing changes in scrap prices, which many of us were growing accustomed to figuring into our bottom line, but the prices have dropped significantly and I think we'll be holding onto that scrap for a while.

Another change is Parts Trader bidding and price matching thru OEM, it seems our profit margins are decreasing and the cost of salvage is rising. It seems the insurance companies are trying to regulate our prices and what we sell. Most of the adjusters are looking online and going by price, but missing the conditions/options, which we diligently put in for them to see, and which in turn has made it much more difficult to work with our customers, because they are sacrificing service and sometimes quality, to save a few bucks.

Cores have also become big business we sell many of our core motors, transmissions, steering and electronic parts for good money, and even sometimes for more than they are worth as a used item. We are selling fewer parts per vehicle but paying more, so the core market helps to close that gap.

I think we are all scratching our heads at the rapid changes that are happening every day, and working hard to satisfy our customers with quality used auto parts and service.

I hope everyone can embrace change and enjoy the summer.

Brent Baumgarten



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Missouri Auto & Truck Recyclers News

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RETRAIN Your Brain and RETAIN Your CUSTOMERS

By Theresa Colbert, Car-Part.Com

In this world of ever changing technology "that's the way we always did it" now has some of us asking "is that the right way?" The honest answer is: NO. The way you always did it has changed so much in the last 10 years. Think about how a lot of yards did inventory 10 years ago, picture the guy tapping his head and saying "I keep it all up here." We used to write on the shipping boxes with a sharpie, now we print, ship and track our parts on our computers. The customers used to call us on the phone, now they use email or instant message. In reality, when is the last time you opened the Yellow Pages to look up a phone number?

We have the numbers we use all the time saved in our speed dials or our cell phones. The shops that call you for parts have your numbers memorized or on speed dial. Yet, everywhere I go all I hear about sales being down or not being able to buy cars. I have guys tell me they are only selling 30 to 50 percent of the calls that they get.

This is where I say **RETRAIN** your **BRAIN!** Keep the customers that you have! Sell every caller a part! They say it takes 2 weeks to learn a new habit. If that is true, we should all increase our sales in about 3 weeks. IF, and this is a big if, you actually try to sell your customer the parts he is looking for. Change your sales percentage to 60 or even 80 percent. Think about the

following phone calls:

1. I was speaking with Mr. Smith at Yard A. While I was there he picks up the phone and has the following conversation. "Hello there, Bill! How's business at the shop? Oh great! How's little Billy's pitching? Starting pitcher? Wow! That's awesome! Oh, a Chevy 350 engine? No, darn it, I sold my last one 2 weeks ago. You might try Brand X over in the next town. OK, Bill, see you at church on Sunday"

This man, Bill, owns a shop and trusts Mr. Smith enough to call him for his parts (probably has him on speed dial) but Mr. Smith turned down this sale. Not only did he turn it down, he gave the opportunity for Brand X to get Bill's business and keep it. Call number two:

2. This is Bill at Bill's Repair Shop, Mr. Smith over at Yard A said you may have a 98 Chevy 350 for me? "Why yes Bill, we do have that engine. We can have it here in 2 days and it is \$750 laid in." Send it over! Hey, you don't happen to have a transmission for that same truck? It's the Automatic with overdrive. "Bill, we sure do. That one is coming out of Omaha and will take an extra day, is that ok?" Then Bill says: "Oh, sure, send 'em both when you get 'em! What's your name again? Thanks, Jim. Oh, and can you send me some business cards when your driver comes over here?"

Did Jim have an engine and transmission at his yard? No! Do Mr. Smith and Jim both have F keys linking them to their Trading Partners? Yes!

If so, why does Mr. Smith risk losing a good customer to another shop? Because he has not retrained his brain to today's way of thinking! Jim knows that it costs a lot more money to get a new customer than it does

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Did Jim have an engine and transmission at his yard? No! Do Mr. Smith and Jim both have F keys linking them to their Trading Partners? Yes!

If so, why does Mr. Smith risk losing a good customer to another shop? Because he has not retrained his brain to today's way of thinking! Jim knows that it costs a lot more money to get a new customer than it does

to retain an old one. In this instance, Mr. Smith gave Jim one of his customers and Jim plans on keeping him. He knows that finding **ALL** the parts a busy shop needs is one way of keeping the customer. If you retrain your brain to thinking like the customer and putting yourself in his shoes, you will see how brokering parts can be the very thing you need to retain your customers!

Let's look at this from Bill's point of view:

Bill has one mechanic and himself working at his shop. They have 2 lifts and 2 more bays. They come to work in the morning and look at what has to be finished that day or perhaps, that week. At this point Bill is making a list of what he needs to order. If you were Bill would you rather call one person and give them a list of all the parts you need or call around to a bunch of yards trying to find the parts? I have been on all sides of this fence. I managed a repair shop, worked at a wrecking yard and in aftermarket auto parts. I thought I knew all the ways to find parts. But, I learned something from my auto mechanic husband one day a couple of years ago. Our conversation:

Me: I was at that really nice Yard A today. They have a huge, clean yard! Do you guys buy a lot of parts from them?

Hubby: Nope, I get my parts from Brand X.

Me: (sigh) I know that. But, when they are out of them, do you use Yard A?

Hubby: (sigh) No, they find them for me.

At this point, I must point out that in 31 years of working on cars, this is the first job where my husband has had to order his own parts. He has always had a manager or service writer to do so. He has **NO CLUE**

that a lot of yards will not take the time to look for his parts.

Me: What do you do when they **CAN'T** find them for you? (uhhh, I work at Car-Part.Com, hint, hint)

Hubby: They **ALWAYS** find them for me!

Me: Oh, OK.

I had **NO CLUE** that there were yards out there that looked for **ALL** of his parts! When you really think about it, what a **GREAT** idea! He dials one number, gives them a list of his parts and forgets about it. Jim over at Brand X finds the parts, marks them up, drops them off and never has to worry about **RETAINING** that customer! Jim has **RETRAINED** his brain from the old way of thinking and is using technology to **RE-TAIN** instead of trying to find new customers.

Using your F-Keys to **BUY, PRICE** and look for Aftermarket parts under **VENDORS!** That is all you need to do to **RETRAIN** your brain and **RETAIN** the customers that you have!



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Legislative Report

By Brian Bernskoetter

The Missouri General Assembly is considering a few bills of interest this legislative session.

House Bill 524 and Senate Bill 291 would allow the Department of Revenue to adopt rules for the electronic release of vehicle liens. This is a top priority of Missouri Automobile Dealers Association, Missouri Credit Union Association and the Missouri Bankers Association.

There are also a couple of bills (Senate Bill 249 and House Bill 724) which would repeal the current statutes that allow scrap metal operators to obtain an original certificate of title, salvage title, or junking certificate if a vehicle or its parts are more than 10 years old after certifying that there is no lien on the motor vehicle or more than 20 years old without the lien check requirement. These bills have not been heard in a committee yet.

The General Assembly will adjourn on May 16th.

MATR Dates of Interest

May 2015

15 Legislative Session Ends

October 2015

7-10 ARA Annual Meeting
Charlotte, NC

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| Archway Auto Salvage & Sales, Inc.
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| Auto Parts Company
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County Line Auto Parts 816-697-3535	Perrigo Body Shop 660-397-2195
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Delta Auto Parts & Salvage, Inc. 573-379-5438	Pick-n-Pull Auto Dismantlers St. Louis 916-681-3463
E & J Auto Salvage 636-479-4132	Rascal Flats, Inc. 660-388-6389
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Forty Three Auto Recycling 417-781-7904	Sorrels Auto & Truck Parts 573-445-4451
Frontier Auto & Truck Parts 660-359-3888	St. James Auto & Truck Parts, LLC 800-264-3294
Higbee Auto Service 660-456-7201	Trump Trucks 877-238-7409
Highway 160 Import Salvage, Inc. 417-725-5296	Vander Haag's, Inc. 712-262-7000
Hillsdale Auto Parts 877-385-9950	West 7th Street 417-623-3255
J.C. Auto & Truck Parts 573-735-4800	Yancey Auto Sales & Parts 573-565-3508
Jack's Auto Salvage 636-947-6005	
Johannes Auto Sales, Inc. 573-243-3506	

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Membership Renewal Notices have been sent out. Please send in your renewal today!



MISSOURI AUTO & TRUCK RECYCLER MEMBERSHIP APPLICATION

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(573) 636-2822
Fax: (573) 636-9749
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- The MATR retains the services of legislative counsel in Jefferson City to monitor proposed new laws, changes in laws and proposed rule changes.
- The MATR publishes a newsletter 6 times a year at no charge with the latest information on business tips on subjects ranging from insurance, to updates on new products and services and more.

- The MATR maintains a worldwide web site at www.matronline.com featuring information about the industry for consumers, a membership and associate member on-line roster with direct links to their web sites.
- The MATR produces an annual convention & trade show featuring exhibitors showing off their latest
- The MATR maintains an office reachable 24 hours a day, 7 days a week by phone or fax
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Date of Application: _____ New Member Renewal

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Fax: _____

Owner/Key Contact _____

E-Mail: _____

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Associate Membership: Any entity or person not meeting the eligibility requirements for active membership as herein above provided shall upon the approval of the Membership Committee be eligible to become an Associate Member of the Association.

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Do You Have a Good Core Program?

By Amber Elenbaas

What's a core program? How can it benefit your business? I travel to recycling facilities of all sorts and sizes and teach them how to implement the core strategy that's best for them. When you treat your cores as valuable commodities and maximize your core profits, you can add \$25, \$50, \$100, even \$200 per vehicle. Are vehicles getting any cheaper to buy? Everywhere I go, people are paying more and more for their cars and trucks. So we need to figure out how to get more out of them in order to stay profitable!

Core programs come in many shapes and sizes. The easiest place to start is often at the end of each vehicle's life: at the point of crush. When you enter the VIN number

of the car you are going to crush into the RAS website, it will show you what we're paying for every part, and you can decide at that time what is worth it to pull and sell. A \$95 steering gear rack is always worth it, but what about a \$15 rack? What if it's unbolted in the vehicle, then is it worth it? A \$7 door window motor doesn't sound that profitable to pull, but what if the mirror was sold, so the door trim panel is already off and it takes just a few seconds to zip that motor off? How much should you pay the people removing the cores – by the hour or by the part, or a percentage of the core money they earn for you? The answers to these questions vary by the recycler, but deciding how

you are going to do it ahead of time makes implementing an end-of-life core program easy.

If you are pulling cores at the point of crush, you'll start to notice that RAS pays for a lot of parts you cannot seem to sell. And if you look at your inventory on our website, you can see that you have parts on your shelves over 2,500 days old – that's 7 years! You have parts that you have stocked 10 or more of the same part! Many recyclers don't realize they have cash hanging on their shelves gathering dust. I would argue that many of these parts, you will never sell. But let's say you will sell them eventually. If you wait another year, and sell that alternator for \$100, you've made \$100. If you sell that same part to RAS for \$35, and you take that money (and your other core money) and use it to buy another vehicle, if your cost of goods is 50% then you will double your money. So now you have \$70. Now you take that money and you invest it into another vehicle, and you again double it and you have \$140. If you can turn your investments four times a year, that \$35 in cash turns into \$560 in one year. Selling old parts sitting around on your shelves can provide cash flow year round, or just during your slow months. Again, each yard will want to customize when and how they do this, but each yard will benefit.

What happens to the parts that

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Do You Have a Good Core Program?

By Amber Elenbaas

What's a core program? How can it benefit your business? I travel to recycling facilities of all sorts and sizes and teach them how to implement the core strategy that's best for them. When you treat your cores as valuable commodities and maximize your core profits, you can add \$25, \$50, \$100, even \$200 per vehicle. Are vehicles getting any cheaper to buy? Everywhere I go, people are paying more and more for their cars and trucks. So we need to figure out how to get more out of them in order to stay profitable!

Core programs come in many shapes and sizes. The easiest place to start is often at the end of each vehicle's life: at the point of crush. When you enter the VIN number

of the car you are going to crush into the RAS website, it will show you what we're paying for every part, and you can decide at that time what is worth it to pull and sell. A \$95 steering gear rack is always worth it, but what about a \$15 rack? What if it's unbolted in the vehicle, then is it worth it? A \$7 door window motor doesn't sound that profitable to pull, but what if the mirror was sold, so the door trim panel is already off and it takes just a few seconds to zip that motor off? How much should you pay the people removing the cores – by the hour or by the part, or a percentage of the core money they earn for you? The answers to these questions vary by the recycler, but deciding how

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come back from your customers as cores? If they wind up in the crush pile, you are missing out on extra money. Most recyclers are now charging core charges and customers have accepted this. If you aren't charging cores yet, your competitors have paved the way for you. Charging for cores keeps parts out of landfills. It also adds to your bottom line. A percentage of the cores you charge for will never come back, so that's money you can keep and reinvest. A percentage of cores that come back will add to your scrap weight. But a percentage of them are worth a lot of money to Rebuilders Automotive Supply. When you sell an engine brain box for \$150 with a \$50 core, you are now making \$200 on that part. How do you know when to charge \$5 and when to charge \$50? That's another solution that depends on the recycler. Those who belong to URG have the option of their core program, which shows many core buyers prices on parts right at the part lookup screen of PinPro or Powerlink so your salesperson can see how much to charge when they are selling the part. Powerlink users will soon have "CoreConnect" right in the inventory section of their computer system, so they can look up parts by stock

number, VIN number, or Hollander interchange number. Others just use our website, and look parts up by year, make, and model, or by Hollander interchange number.

Most recyclers who start selling cores begin to core at the point of dismantle or depollution. If you have 12 of those axle shafts in stock, why stock one more when you can cash out now? What if the core price on those parts has dropped after the 6 months or year goes by and you're going to crush that car? Isn't it easier to pull cores when the vehicle is on the hoist, instead of waiting and having a guy do it in the field?

There are many options for implementing a core program, and each yard is different. If you are interested in planning a core strategy for your company, do not hesitate to contact me for more information or for example core policies and procedures. I am happy to help any recycler that wants to maximize their cores!

Amber Elenbaas,
Rebuilders Automotive Supply
amber@coresupply.com
616-836-7140

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ARA News

Notice to Members Regarding ARA's Class Action Against Takata Corporation

Dear Members,

We are writing to inform you that the ARA has filed a class action lawsuit on behalf of all automotive recyclers across the nation against Takata Corporation and numerous automotive manufacturers for economic losses resulting from the defective airbags that were produced by Takata and installed in certain vehicles from those manufacturers. ARA's goal is to obtain compensation from the defendants for the recyclers holding these now valueless Takata airbags in their inventory.

For your reference, below please find a list of the vehicles which have been recalled to date due to the Takata airbag defect:

Given the widespread recalls, the Takata airbags contained in the above-listed vehicles should no longer be resold to customers. However, in light of the pending

lawsuit, these airbags should not be destroyed or altered in any way, and recyclers should store and maintain them through the duration of the lawsuit. These airbags constitute evidence in the pending lawsuit and their preservation may be critical to each recycler's ability to obtain an eventual recovery. In addition, there might be a need for some of the airbags to be provided to our counsel for testing. The attorneys representing us are from the law firm Kessler Topaz Meltzer & Check. If you are contacted by Takata, any of the vehicle manufacturers or any attorneys involved with the litigation other than our attorneys, please contact us immediately.

Should you have any questions about the lawsuit or about the information contained herein, please do not hesitate to forward them to ARA at the following email address: staff@a-r-a.org.

BMW:

2000 - 2005 3 Series Sedan
2000 - 2006 3 Series Coupe
2000 - 2005 3 Series Sports Wagon
2000 - 2006 3 Series Convertible
2001 - 2006 M3 Coupe
2001 - 2006 M3 Convertible

Chrysler:

2003 - 2008 Dodge Ram 1500
2005 - 2008 Dodge Ram 2500
2006 - 2008 Dodge Ram 3500
2006 - 2008 Dodge Ram 4500
2008 - Dodge Ram 5500
2005 - 2008 Dodge Durango
2005 - 2008 Dodge Dakota
2004 - Dodge Durango
2005 - Dodge Magnum
2005 - 2008 Chrysler 300
2007 - 2008 Chrysler Aspen

Ford:

2004 - Ranger
2005 - 2006 GT
2005 - 2007 Mustang

General Motors:

2003 - 2005 Pontiac Vibe
2005 - Saab 9-2X
2013 - 2014 Chevrolet Cruze

Honda:

2001 - 2007 Honda Accord
2001 - 2005 Honda Civic
2002 - 2006 Honda CR-V
2003 - 2011 Honda Element
2002 - 2004 Honda Odyssey
2003 - 2007 Honda Pilot
2006 - Honda Ridgeline
2003 - 2006 Acura MDX
2002 - 2003 Acura TL/CL
2005 - Acura RL

Mazda:

2003 - 2007 Mazda6
2006 - 2007 MazdaSpeed6
2004 - 2008 Mazda RX-8
2004 - 2005 MPV
2004 - B-Series Truck

Mitsubishi:

2004 - 2005 Lancer
2006 - 2007 Raider

Nissan:

2001 - 2003 Nissan Maxima
2001 - 2004 Nissan Pathfinder
2002 - 2004 Nissan Sentra
2001 - 2004 Infiniti I30/I35
2002 - 2003 Infiniti QX4
2003 - 2005 Infiniti FX35/FX45
2013 - Infiniti QX56
2014 - Infiniti QX80

Subaru:

2003 - 2005 Baja
2003 - 2005 Legacy
2003 - 2005 Outback
2004 - 2005 Impreza

Toyota:

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2002 - 2005 Toyota Corolla
2003 - 2005 Toyota Corolla Matrix
2002 - 2005 Toyota Sequoia
2003 - 2005 Toyota Tundra

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2002 - 2003 Infiniti QX4
2003 - 2005 Infiniti FX35/FX45
2013 - Infiniti QX56
2014 - Infiniti QX80

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2003 - 2005 Legacy
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2004 - 2005 Impreza

Toyota:

2002 - 2005 Lexus SC
2002 - 2005 Toyota Corolla
2003 - 2005 Toyota Corolla Matrix
2002 - 2005 Toyota Sequoia
2003 - 2005 Toyota Tundra

I-CAR and ARA University Websites Cross-Promote to Expand Access to Educational and Training Resources

I-CAR understands the importance of credible, reliable collision repair information, and works closely with major industry educators throughout North America to ensure you have the most up-to-date information available. I-CAR has invited ARA University (ARAU) to link to the I-CAR website as an educational and training recognition program for the collision repair industry.

ARAU and I-CAR offer a variety of educational and training recognition programs for the automotive recycling and collision repair industry. All share a common goal: to help industry professionals gain the information, knowledge and skills they need to perform complete, safe and quality repairs for the ultimate benefit of the consumer. ARAU's professional training program is the industry standard for role-relevant train-

ing in the automotive recycling industry and features distinct training paths and knowledge areas customized for each major automotive recycling role. To enroll your company visit arauniversity.org.



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