

Testimonials of ADE Repairer Coaching/Consulting Clients:

The Consulting and coaching Services you have offered my company in the short time we have been together have been priceless! The amount of profit my company is now seeing has increased exponentially!!! The information you provide and coaching services you offer have paid for themselves several times over already. If anybody is on the fence about hiring you as a consultant they shouldn't be! If you want to start making money and take control of your shop with less headaches and heartaches, you should seriously think about investing in something that will give you a lifelong return. Towards the end of last year I was at my Wit's End and decided to contact Barrett. In a matter of months I not only paid the cost of his services for which we started working together. I have now become more profitable and continue to use his Consulting / coaching services. Barrett you are truly the Wizard of Oz... I can't say enough good things about what you do and anybody that doesn't hire you is crazy!

**Tony Wolten; T&W
Restoration, NC**



Collision Service

Roughly 6 months ago I found myself separating from my remaining DRP's because I didn't want to conform to the "guidelines" and I decided after 23 years in business that I was going to start over.

After hearing, reading about and finally talking to Ray Gunder about his battles I was inspired to take back control of my business. I felt that at this time in NJ to fight the legal battle might be the wrong way to go as we are unable to collect for our legal fees. So I joined the AASP of NJ and started communicating with Charles Bryant who was and still is extremely helpful and I also started calling other non DRP shops to gain insight on how to survive without depending upon insurance referrals. I then started to realize that I was probably going to need some help if I wanted to earn back my independence, respect as well as the profits I deserved.

I had seen some of Barrett / ADE's comments on Linked In as well a Gunder's email chains so I contacted him to see what he had to offer. When we first spoke I was a little skeptical because not only was he nowhere near me, but I was having a hard time after being in this business my whole life to now turn and pay someone for there "opinions". So I asked around as well as calling some of his current clients and after over thinking way too much I decided that I would take a shot with Barrett to see if he could make a difference.

In the beginning it was hard to retrain my brain after doing what I have always done. I needed to believe in Barrett's ideas and trust that he was only here to help me. As I listened and started to implement some of his ideas although it was sometimes difficult, I started to pick small battles and to my surprise I started winning/earning respect.

I am now half way through my first year with Barrett and even though my sales are down from the loss of DRP's my profit per job is up, I now earn more on totals, I am continuing to gain confidence and respect and I am starting to view the whole process differently. I continue to go to Barrett for advice and I am doing this at my own pace and as Barrett continues to remind me as a little kick in the ass is "that it is mine and I can give it away if I want to".

I think more shops need to get educated, trained and start to realize their full potential by doing proper repairs as well as educating their customers and gaining back their independence. Insurance companies don't care about shops, their quality or customers they only care about the profits and I am looking forward to the future with Barrett as we continue to expose their bad behavior.

Dean Massimini, President

It has been just over a year and boy, what fun we have had, and I look forward to what the next year brings. It has taken me about a year for the education to start to sink in and for me to start to grasp the knowledge of "the arrow" concept. I would like to take the time to thank Barrett for his patience and guidance and telling me that it's my money and I can give it away if I want to!" LOL.

I remember calling Ray Gunder about 18 months ago and him telling me to call Barrett and that it would be "pennies on the dollar" of what I would get in return, and he was right! It was a big plunge financially and a leap of faith when we were losing money monthly and we weren't even making but a 1% profit at the end of the year which barely covered the fee. However, one year later we are around 10% net profit and we are starting to do "100% of the things we do 1% better" each day. I give God all the glory and thank him for putting Barrett in my life and his receiving me into the ADE family. I am a firm believer if you want to get better, surround yourself with good and better people...and I did!

Tirrie T. Terrell, Wilson's Body Shop, Conyers GA

Just wanted to say a big thank you to Barrett Smith from Auto Damage Experts! I reached out to Barrett several months ago for some information on a particular issue. He was more than happy to assist me with my problem and was very courteous and kind. His vast knowledge and prior experience in this industry has been a great help, so much so that I decided to render his services. Over the past several months Barrett has assisted me in growing my business by educating me in

different areas. I am now starting to get paid for many things that were left on the table. This will not only help me grow as a repair professional but as a company. By using straight forward techniques that anyone can put into practice in their company. I couldn't be more pleased with my decision to contact Barrett. His willingness and desire to help is unparalleled. It doesn't always have to be a war or threats of lawsuits to get your customer what they are entitled to. I truly believe that anyone that is seriously looking for help in growing or a great mentor should look Barrett up. You won't be disappointed!

Juan Rodriguez, Color Recon, FL

The unfortunate reality is that some shops are willing to cut corners to cut costs to gain favor with insurers. Because some shops are willing to do this, it is only natural that insurers wish to subject all shops to the low prices these shops provide. Insurers are only concerned with two things; Liability and Profit. Oddly enough those are the same two things an educated shop owner should be concerned with.

The education that I received from Barrett has been priceless. Gone are the days of having to choose between repairing a car properly and making a profit! I know it's hard for many to believe but if you are having to make that difficult decision, it's your own fault! As a business owner only YOU can take control of your business. Barrett is the closest thing you will find to a guy riding in on a white horse to save the day. The principles he teaches are both simple and effective. They are not effective because of some magical power. They are effective because they are sound business principles! We no longer argue with adjusters, we repair cars and we do so at our customer's direction. At first we met a lot of resistance but at the same time we also gained some respect. The adjuster's in our area know that we charge for everything we do but they also know that we do everything we charge for! Oddly enough going into our 4th year since our "awakening" we have good and respectful relationships with insurers that come to our shop. We are repairing cars properly, making a fair profit and our customers are getting fully reimbursed by the insurers as they should. If you own a shop and you aren't having fun...you aren't doing it right!!! Call on Barrett; he can open your eyes as well.

*Clint Rogers
Triangle Collision, NC*

"Since hiring ADE everything is up, including customer satisfaction, employee income, moral of our team-members and our company's profits! I can't tell you just how much profit we've gained over the past four years since having Barrett's coaching , but it's been easily over a half-million dollars in direct net profit. I do know it was over \$360,000.00 just last year alone! The information and confidence that I have gained has been truly priceless! What scares me most is thinking of the money we would have lost over the past three years had we not had Barrett Smith and ADE on our side!"

Ray Gunder
Gunder's Auto Center; FL

e-mail from Ray Gunder:

Jim, I highly recommend a company I used when I first started my journey of true independence. The statement "knowledge is power" is critical if you are going to fight back and take back control of your business . I suggest you call Auto Damage Experts , Barrett Smith and talk with him also . Barrett's knowledge is second to none , and when I pulled the trigger to stand up and fight back , I never made a move without ADE'S advice !! His personal cell number is 813-340-6105 . Ray

***Ray Gunder
Gunder's Auto Center; FL***

Good morning Mr. Smith !!! Your knowledge is creating trouble making monsters in our industry !!!!! Tie in your knowledge with quality collision shops that are willing to fight back and ??? " CASE CLOSED " !!!!! You control your business again !! Ray Gunder

Note: Ray Gunder has since sold his business to a local MSO at very high price due to the financials he was able to show regarding the sound performance of his business over the past years since our working together! He's enjoying his retirement but remains available to the industry.

Using your systems, we have had our first round of customers getting reimbursed from the insurance companies for proper and thorough repairs, without litigation!
I cannot thank you enough for your guidance and support throughout the changes in our processes and handling.

Having a different mind-set makes all the difference in how we see and handle things compared to what we did in the past.

Any change is stressful, but it has definitely been worth it. We do not have to rely on insurance companies to "pay the bill" any more and have taken back control of our business and our staff is earning the respect they are due. As we still have a long journey for getting all the insurance companies on board, we have made a giant step in the right direction. If all shops teamed up with you and ADE we would have a much stronger voice, and a much more consistent way of doing business. Your approach makes the absolute most sense and I'm actually enjoying what I do every day now, and my dad has been freed up to expand our business so we can help more of our community members.

To any quality-minded repairer out there...I highly recommend Barrett and Auto Damage Experts for their coaching/consulting services.

Sincerely,
RJ Sweeney
General Manager of Cherokee Collision Center
Marietta, GA

Note: Since this testimonial, Cherokee Collision has opened another full service collision repair facility in a neighboring community with great success and consistent growth and profitability.

Barrett, since we started working together, you as my consultant, and me as your student, I have come to realize just how much about the collision repair business I didn't know...or even have a clue!

*In the first couple weeks I learned the most important lesson, and that was: **that I had much more to learn!***

I quickly learned that I was giving away my company's profits along with my employee's time and efforts...all for free. In the first week or so you were able to help me add thousands of dollars to my bottom line. These were monies that I had not realized were available to me including total loss revenues, along with preparing more accurate and profitable repair assessments (Blueprints) for work that I had earned but was never paid for before.

*You have taught me about the liabilities associated with what we do and how to better recognize them, as well as the income that we should derive from accepting them... as well as, how to shift liabilities to avoid them when proper compensation has not been provided for. You have taught me to better **"manage my customer's expectations"** which has had a profound effect on me, my customers, my staff and my company during these few short months of us working together.*

*You have told me that my company's offerings are mine... and **that I can "give them away for free" if I want to** (just not for very long!)...and you have also shown me that I no longer have to give my work away... and as such, my company's profits and my technician's hours per job are much greater than before I brought you on as our coach-consultant.*

I know God must have a sense of humor because when you were asking him for patience, he sent you me!

I know that I have a great deal yet to learn and that my not having a good grasp on the English language makes it much more difficult and time consuming for you. In spite of this, you have shown me both your patience and your "tough love" when I needed it most, and for that, I am most grateful. I may be slower than most of your clients, but this Puerto Rican is getting it, and as you promised, once again I am actually enjoying my being in this business and looking forward to what the future holds for my family, our employees and our business! I wish I had more words to describe how I feel. I can't wait to see what the future brings.

Thank you for all your help!

*Juan Rodriguez, President and Owner
Color Recon, Orlando, FL*

Thanks Barrett,

I've just opened #8, I'm expanding my Brentwood location by 14,000 sq ft to include a second floor that will serve as Company Headquarters.

I'm excited to see the positive movement in our industry, It's been long overdue. We must maintain and accelerate the momentum we have going today!!!! The legal battles being fought on behalf of the whole

industry appear to be encouraging those that might otherwise be silent. It's important for all to know that the real fight for regaining control of our business' is going to be won or lost at the door steps of our repair centers.

We are fortunate as an industry to have someone like yourself coaching all of us through your national recognition. I want to extend my personal thanks to you for your commitment to all of us that benefit from your services.

Bobby Price, Founder, President

Price's Collision Centers

(Note: This was received from Bobby a year before his unfortunate and untimely passing. Bobby Price was an industry icon and astute businessman who appreciated and understood the benefits and advantages of using a consultant)

I have learned a lot from Barrett over the years, we all go way back to the 80's. You charge what you need to make a profit and move forward. The system works. Get more details from Barrett, his coaching works period.

Robert "Bob" Winfrey, President
Red Enterprises, NC

Read on, There Are More!

PHILLIPS PAINT, BODY & TOWING, INC

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Wes and I first met Barrett Smith of Auto Damage Experts in Florida at the seminar given by Ray Gunder, Brent Geohagan and Barrett Smith in April of 2012. Barrett spoke of the exact things we were having problems with and his approach to the problems seemed right on target to me. It was as if a light came on and the things he said made so much sense. Barrett has an excellent knowledge of business procedures in general and his understanding of the auto repair industry and manner in which insurers behave is incredible.

At that point Wes was skeptical of spending money to hire him because he didn't see how it was possible to win against the tactics the insurers were using to control our business and it would be more money down the drain. We had been under their thumbs for so long and he was beat down. I was also beat down but I just had faith that told me these insurers have to be held accountable for the evil deceit they have been practicing against consumers and honest, hard-working business men and women. We were losing more ground every day and if we didn't act soon we would lose a lifetime investment in our business. Besides, I was ready to pick up a stick and hit back.

Wes agreed to hire Barrett because I was so sure we needed to do so but he left most of it up to me. Barrett called me often and he could pick up on issues I didn't even realize were problems. Then he worked with me on them. When I had questions or problems I called him and we worked on those issues. He was there going through the issues as I came to them explaining some things over and over until I was more confident in my own handling of the situation. As I started having successes and making money as we should have been doing all along, Wes started to pay more attention. It all started making more sense to him as well. He took some time to talk to Barrett then and the results are so impressive. I have now seen the old Wes return.

Yes, we still have many hills to climb but since hiring Barrett we have realized we can climb these hills and there is victory when we get there because we aren't giving in. I highly recommend Barrett's services. It is imperative for all in this industry to stand and we need tools to do so - Barrett has those tools.

Sheilah Phillips



Barrett Smith is the expert of the experts as far as I am concerned! I am a 35 year veteran of the collision shop industry and over the years have met only enough people I could count on one hand that have the knowledge and wherewithal to navigate through the complicated stream of BS being fed to us by the Morons that control our industry!

***Gene Sweeney, President
Cherokee Collision Centers, GA***

***Barrett, Thank you-Thank you!! I can't say it enough!
When Cherokee Collision started down the path of Lean and process centered environment five years ago, I knew what to expect. At year 4, it was all text book everything was conceived. Things were good, business grew but there was still something missing from the equation! We needed to refine and improve our office procedures in order to communicate and educate our customers on what we have accomplished to set us apart from the average collision shop. That something missing is Barrett Smith, I had wrestled with the idea of having a consultant/coach for a couple of years, and realized you have to try everything at least once! In January we will be going into our second year with Barrett and expect the fast train of success to continue! Barrett is truly the expert of the experts in the collision repair business and I feel his service can add tremendous value to a shop in any stage of growth!***

***Gene Sweeney, President
Cherokee Collision Centers, GA***

Barrett,
Just wanted to drop a line to tell you how great things have been going since signing on with you a couple years ago. We were one of the many shops that were having trouble getting paid for everything we did, and felt like giving up. You turned us on to a new way of thinking and helped us implement a new business model which put us back in control by helping us realize who our true customer really is. You have also helped us in understanding that WE are in charge, after all we are the ones that assume all the liability when the car leaves our facility. I just wanted to extend my thanks to you for all that you have done and continue to do to help my business and look forward to many continued years of success with your help.

To all others:

I used to be like most of the other "sheepish" body shops out there. I never realized who my "true" customer was and allowed insurers to come to my shop and beat me down. Then I met Barrett, and with his guidance, that has all changed.

I would encourage ANYONE who is having trouble getting paid for all their processes to give Barrett a call. He has been a life saver for me. I now look forward to coming to the shop again, and the look on the adjuster's faces when I refuse to argue with them is priceless.

No longer do I allow insurers to dictate anything to me, including labor rates. I handle my customers, just as any other respected business does, and our customers are very well aware of how the entire situation will play out right from the start. No surprises, nothing is hidden from them, and if they aren't going to fight for their own safety and economic well-being, then I simply instruct them to go to the shop that the insurer wanted them to go to in the first place.

BTW, I have never had a customer leave and take their vehicle somewhere else. It is a very simple process and all it takes is a fundamental change in how you approach insurers and customers from the start and the tools to make it work. This is what Barrett can provide you as well.

Jeff Turner, Manager
Elite Euro Cars Collision Services, Inc., FL

(This was in response to an community e-mail thread between quality oriented repairers)

Wow, I read this and can't help but to stop and think that the scenario that this gentleman is describing, reminds me of how most "negotiations" went at my shop. I used to spend so much time trying to shield the customer from the evil ways of the insurer, because I thought that's how it was done. That's how I had always done it, so to had all the shops I ever worked in. It was a terrible way to conduct business, but I had accepted it as being "the norm" and just dealt with it. I followed OE guidelines, used recommended repair methodology, never cut corners, and struggled to keep my head above water on a monthly basis.

Then one day I read about a man, Ray Gunder, and his fight against the insurers. I thought "wow, I wish I had the ability to do what he is doing." It would be really nice to stand up to these insurers and actually feel like I am in control of how much I get paid to repair the vehicle.

I read of a seminar that he was sponsoring, not far from where I live and have my business. I discussed it with my wife and we both agreed that it would very foolish not to attend this meeting and see what they had to say. It was only 2 hours away, it was a Saturday (which I normally reserve for family activities, since I spend so much time working for free during the week), so I went.

The decision to go to this meeting was a life changer. I learned that I was not the only one struggling. Many other like-minded repairers from across the country were there, sharing the same troubles I was experiencing. And I met an individual who has positively changed my life forever; Barrett Smith of Auto Damage Experts.

Barrett co-sponsored the event and spoke of the different process that he could teach shop owners to put into place, to combat insurer tactics to "keep us in line". I was very intrigued by the whole thing, and almost blown away by it. To imagine having the knowledge and power to stand up to these insurers and take my shop back was both exciting and overwhelming.

Over the next several months, I contracted Barrett to be my consultant, teaching me everything he had learned over the years about how to combat insurer tactics to control us. At first it was hard to unlearn what I had been doing for so long. But once I began to take Barrett's advice and "edify" my customers, "manage their expectations" and expose the insurers and the tactics they use, I began to see a major shift in my business. I noticed that first my attitude changed. I became a much more positive person and actually enjoyed coming to the shop each day. With this, came a much better attitude from the people I worked with. And finally, the feeling I got when I dropped some of Barrett's forms/documents on the first adjuster that ask me for "invoices" was exhilarating to say the least.

The past couple years, with Barrett's help, have been some of the most enjoyable I have had in a long time working at my business. The education he has provided me with, and the confidence he has instilled in me to stand up to these insurers is priceless, and I will forever be indebted to him for providing me these tools.

Just last Friday I had a certain "lizard" show up at my shop and demand "all invoices, and documentation in my file pertaining to this claim". I was told that "we have the right to audit any file for any car we are paying to repair". I politely smiled, pulled out my "invoice request form" and handed to the adjuster. I was told that my PMC invoicing would not be paid, nor would all the "un-necessary procedures that no one else charges for". About an hour later, I got a call from this "baby lizard" who had undoubtedly talked to a "bigger lizard", perhaps an elder, and was instructed that all my charges were going to be paid, when could the car be done. Looking back now, I wonder how many other shops have insurers "asking" them questions about repairs, rather than "dictating" to them as to when a car has to be done by.

No longer do insurers come into my shop and tell me how to fix the car or how fast to do it. Instead they ask me for my "professional" opinion before the estimate is even written. I have not shared ANY internal documentation with any insurer, since getting hooked up with Barrett, nor have I had any angry consumers thinking I'm the bad guy. I let my customers know up front what to expect, and how the whole scenario will play out and they are shocked to learn that an insurance company could treat them so poorly.

I would tell anybody that is struggling in the collision repair industry, to give Barrett a call and let him help you take your shop back. Using Barrett's processes and techniques, you WILL gain back your independence and pride, and your customers will love you for it. I can't help but thinking that the guy having all the trouble with Nationwide should first realize who is customer is, and secondly...to give Barrett a call.

Jeff Turner, Manager
Elite Euro Cars Collision Services, Inc.

Barrett;

I would accurately say that in the first 2 months since signing up with you, we paid for our entire year of coaching just by implementing your total loss program.

We have gotten our documentation in order, we have ran with marketing ideas and used a lot of your content in our message, we have improved our estimating knowledge that has turned into net-profit dollars on the bottom line, we have been coached through numerous situational issues that have arisen with substantial success. These are just a few things that we have gotten out of your coaching program. We have moved toward independence and are happier for it!

I would be happy to talk to anyone interested in ADE's Coaching and will not divulge any specifics of any programs we are using.

An actual testimonial is long overdue. I will write one over my vacation next week.

Mark Schaech Jr
Mark's Body Shop

In the early part of 2012, after years of shrinking profit margins we took a close look at our business and decided it was time to make a change. We realized that if we continued down the path of doing high quality collision repairs on late model, high end vehicles, we would soon find ourselves out of business. Every year paint materials, supplies, labor, equipment and training requirements along with many other expenses were on the rise and somehow insurance companies were tightening the purse strings on their policy holders and paying less and less.

In 2012 I attended 2 Legal Seminars put on by the group and it was eye opening. At this first legal seminar I met Barrett Smith, President of Auto Damage Experts and his client Ray Gunder, a shop owner who had taken control of his business and was fighting a legal battle with some of the most powerful insurance companies in the country to get properly reimbursed for everything it takes to properly repair his customer's vehicles. Ray became my inspiration and I hired Barrett as a consultant to learn how Ray was doing it and to assist my attorney. Barrett was critical in helping with preparing our corporate documents including our repair contract, assignment of proceeds and many others that are necessary to run an independent collision repair facility. Barrett had a tremendous amount of experience running his own successful repair facility and consulting Ray Gunder, who is widely known for his Legal journey and his many victories over insurance companies on behalf of his customers.

Our first victory came at the expense of Geico General Insurance Company. Geico had refused to pay for necessary, non-included operations including Feather, Prime & Block, Clearing Fault Codes (with no MIL), Masking for Primer, Resetting Electronics (i.e. Clock, Time and other memory pre-sets), Overhauling a door handle for refinish and Detail Vehicle for Delivery. The Judge heard both sides and determined that Mark's Body Shop's Final Invoice was accurate and that these operations were reasonable and necessary to repair our customer's vehicle to pre-loss condition to best of human ability. In her decision the judge stated "I believe there is only one expert here today, and that is Mark from Marks Body Shop". This is exactly what Barrett had been teaching us all along. We are the repair expert professionals and we need conduct business as such.

Mark Schaech Jr
Mark's Body Shop, MD

At the urging of Barrett I presented my first itemized paint and material invoice today to Geico. They had capped the P/M at \$325 on a 8k repair on a 2012 Civic. After 15 minutes of preparing it, I handed them an itemized bill for \$948.12, they [claim rep] added the difference as a line item with very little push back. I look forward to tweaking the system and using it on every repair. Ray, Barrett, again, I can't thank you guys enough. That was a Saturday afternoon consultation that has already changed my business. I can't wait to see what lies ahead.

Brad Chesney,
Orlando Auto Body, FL

Recommendation:

"Barrett is among the elite in collision repair consultants. With over 30 years of experience in the collision industry, Barrett offers expert advice to repair facilities and consumers in regards to all aspects of collision repair.

Barrett's passion for educating the industry has resulted in higher quality repairs and increased consumer safety and satisfaction. Barrett is always available to answer questions and provides the most accurate information and exceptional consulting services.

Barrett will help any shop owner become one of the best in the collision repair industry and assist the consumer in any way possible to be made whole after a collision!"

April Hernandez, Manager
Hernandez Collision, GA

Know This; The Success of Our Program is Based Upon The Success of Our Clients...Let's Be Successful Together!



Are You Ready to Get the Answers You Need to Take Your Business in a New Direction? ADE is available!

Give us a call or e-mail!

Auto Damage Experts Repairer Coaching/Consulting Services

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