

# Press Release



For Immediate Release:

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## **“Write it Right: Estimating Best Practices” Seminar a Sell-Out!**

On Tuesday, November 10<sup>th</sup>, over 80 industry professionals gathered at the Radisson Hotel in Roseville to hear industry expert Mike Anderson, Collision Advice, present “Write it Right: Estimating Best Practices.” The seminar, a joint endeavor of Alliance of Automotive Service Providers of Minnesota (AASP-MN) and Axalta Coating Systems, was a huge success with the sell-out crowd.

The seminar provided attendees with information and resources to support and justify their position on what it takes to restore a vehicle back to its pre-accident condition. Highlights of the seminar included:

- Tools to help identify the not-included items, such as the DEG website, ASA Not-Included Guides and the SCRS Guide to Estimating
- How to use negotiation tools with insurers and get paid for hotly-contested items, such as prepping raw plastic, blend within a panel, “feather, prime and block”, masking operations, weld burn damage and more
- How to improve photo quality
- Utilization of line notes
- How to write a damage analysis in conjunction with 100% disassembly
- The importance of OEM Information and where to find it
- Key performance indicators (KPIs) to monitor when auditing the quality of estimates

Attendees raved about Mike’s presentation and the information provided in the seminar. One attendee stated, “Wow! Best instructor I’ve seen in 30 years!”

“Mike is always a great draw,” said Judell Anderson, AASP-MN Executive Director. “His programs provide the perfect mix of technical information, practical tips and motivation. We are very pleased to have had the opportunity to partner with Axalta to share Mike’s extensive knowledge with Minnesota’s collision repair industry.”

AASP-MN looks forward to providing its members with other exceptional training opportunities in 2016.

*The Alliance of Automotive Service Providers of Minnesota (AASP-MN) is an association of independently-owned automotive service businesses and industry suppliers dedicated to improving the state’s automotive service industry and the success of its members.*

*Axalta Coating Systems is a leading global coatings company dedicated solely to the development, manufacture and sale of liquid and powder coatings.*

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