

Grow Your Profits with a Paintless Dent Removal Partnership

Introduction of a Paintless Dent Removal (PDR) program has proven to be an effective strategy for addressing common challenges at many dealerships. Let's take a look.

PDR Has a History You Should Know



PDR is a decades-old process that reforms metal back to its original condition without sanding, filling or painting. PDR is commercially used to repair dents, dings, creases and hail damage on vehicles without damaging the integrity of the paint finish. Working from behind the panel, trained technicians use specially designed tools to massage the metal back to its original shape. Advancements in PDR techniques, training and tooling have made possible more complex, difficult repairs such as creases, body lines and hail damage. Many insurance companies and remarketing professionals view PDR as a

highly acceptable repair method. Several manufacturers have issued repair guidelines for PDR, enabling dealers to work with providers that meet the manufacturer approval process.

PDR and F&I Make Great Partners

A variety of ding and dent warranty-style protection plans are available to new and pre-owned buyers through dealer F&I departments. These programs may help maintain the customer's relationship with the dealership. Typically, the plans are available in three, four or five-year options and enable dealers to earn around \$300 per plan in profit. The provider's PDR technicians should have demonstrated capability of meeting manufacturer guidelines and the repair quality standard your customer would expect from your dealership. One concern sometimes raised by F&I managers is that single-service F&I offerings have limited appeal to customers. Focus group research has indicated that bundling PDR with other popular services in a protection plan can increase the appeal of all of the services and enhance the success of F&I sell-through.



Fixed Ops, Profitability and Customer Satisfaction

PDR brings an opportunity to up-sell ding and dent repair while a vehicle is in for service, increasing dealer profit in the process. A qualified PDR technician can restore the "like-new" appearance of a vehicle with numerous dents and dings the same day, without affecting your shop's flow of service. From the standpoint of your service customers, PDR offers a convenient way to get their vehicles looking like new – which makes the dealer look good in the customer's eyes! A full-time partnership with a certified PDR

provider allows a dealer to have a dedicated technician available regularly without any internal investment costs. Luxury dealerships that have brought in PDR partners in many cases are making more than \$100,000 in additional income from PDR services. Also, comprehensive PDR vendor relationships can benefit a dealership's customer satisfaction performance by reducing risks. Sophisticated PDR vendors recommend making a thorough report of a vehicle's pre-service

condition. This can be done by the PDR vendor tech, or by a dealership representative who is properly trained by the PDR vendor. Done in a disciplined manner, this simple step eliminates post-service complaints from customers who mistakenly believe their vehicle was damaged during servicing; and it opens the door for selling PDR at the service appointment.

Choosing a PDR Vendor

Getting the best value and performance from a PDR program requires careful research and planning before signing on with a vendor. Points to consider include:

- Training and capabilities of the PDR technicians. Technicians should have demonstrated capability of providing repairs without impacting the integrity of the paint finish or the manufacturer warranty. Not all PDR vendors provide the same quality of work. Lower-quality work may cost less, but a top-quality PDR job ensures customer satisfaction, which can impact retention rates.
- Insurance carried by the PDR vendor. Make certain that the program is insured should the provider go out of business, or in case a vehicle is damaged or any problems arise while technicians are working on your lot;
- Warranties. Is there a warranty on PDR work provided by the vendor?
- Emergency support. When a major hailstorm hits your area and you need PDR service both for inventory and for customer vehicles, can the vendor send in additional technicians to help? Can the vendor set up a profit-maximizing, retail hail damage repair site in a timely manner?

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