



FOR IMMEDIATE RELEASE

## **Auto Body Association of Texas (ABAT) Teams Up With National AutoBody Research (NABR) To Launch Ray Gunder Real-Time Labor Rate Survey in Texas**

*ABAT unites with NABR and Ray Gunder in the nationwide movement to restore auto body shop labor rates to true, free market based prices.*

TUCSON, ARIZONA and HENDERSON, TEXAS, NOVEMBER 11, 2014 – Today, National AutoBody Research (NABR), in association with the Auto Body Association of Texas (ABAT), announces the launch of its Ray Gunder Real-Time Labor Rate Survey in the state of Texas.

These surveys measure the current range of market prices for shop labor and material rates in the collision repair industry, based on factors such as a shop's location, training, equipment, and certifications.

As repair shops complete the survey, NABR's Variable Rate System (VRS) automatically and in real time, calculates the range of market-based rates for several labor rates including body, paint, frame, and mechanical labor, as well as paint & material rates.

"We are extremely enthusiastic to work with an up and coming, visionary, and energetic association like ABAT, who recognizes the value of our independent survey and VRS technology, all for the purpose of helping Texas shops know their market better and what rates to charge to earn a fair, reasonable, and sufficient profit," said Richard Valenzuela, CEO of NABR.

"Not all shops are equal. There are differences in their level of training, investment in equipment and technology, certifications, and overall cost of doing business," said Burl Richards, President of ABAT. "Therefore, there are differences in labor rates that reflect the different quality and cost structures among shops. The VRS-Gunder survey will help to reveal this market reality. We're excited to work with an innovative company like NABR to help us get there, and we're eager to get started."

In addition to Texas, NABR recently launched the Ray Gunder Survey in Florida and Georgia. With an aggressive timeline, the Company plans to launch surveys in all states nationwide to add labor rate data to its VRS system, creating the industry's first and only independent, third-party, and objective source of real-time, national labor rate data.

### **About Auto Body Association of Texas (ABAT)**

Founded in June 2014, ABAT helps Texas body shops gain better access to training, information, and educational resources that help shop owners and managers make more informed business decisions and stand up for their business. ABAT seeks to unite shops and other collision repair professionals to drive positive change in Texas and the collision repair industry.



*To learn more about ABAT or join the association, please contact:*

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**About National AutoBody Research (NABR)**

Through its innovative Variable Rate System (VRS) technology, NABR provides collision repair shops the tools they need to understand the competitive labor rates in their market, understand their cost of doing business, and calculate appropriate labor rates in order to earn a fair, reasonable, and sufficient profit for their individual shop.

With data from shops nationwide, NABR is building the industry's first and only independent, third party, and objective source of real-time, national labor rate data, making the VRS the collision repair industry standard for prevailing competitive pricing.

*To inquire about the VRS System, or to initiate a survey for your state association, please contact:*

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