



FOR IMMEDIATE RELEASE

**Michael Bradshaw of K&M Collision Teams With National AutoBody Research (NABR) To Launch VRS Ray Gunder Real-Time Labor Rate Survey in North Carolina**

*Michael Bradshaw and K&M Collision unite with NABR and Ray Gunder in the collision repairers' nationwide movement to restore labor rates to true, free market based prices.*

TUCSON, ARIZONA and HICKORY, NORTH CAROLINA, JANUARY 20, 2015 – Today, National AutoBody Research (NABR) announces the launch of the Michael Bradshaw / VRS Ray Gunder Real-Time Labor Rate Survey in the state of North Carolina.

Different than other surveys, Variable Rate System (VRS) surveys measure and report the current range of market-based prices (not just one rate) 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 online survey, NABR's VRS technology automatically calculates the range of market-based rates for several labor rates including body, paint, frame, and mechanical labor, as well as paint & material rates.

The survey is the first step in the VRS 5-Step Solution to restore the free market system for labor rate pricing in the auto collision repair industry. Surveys work together with active use of the VRS online tools to break through the long time trend of stagnant labor rates and restore rates to higher, free-market based levels.

"We are very excited to team up with Michael Bradshaw to bring the Variable Rate System to North Carolina. He understands the value to the industry of having an independent, third-party source for labor rate data, where the rates are not manipulated but are measured and reported as submitted," said Richard Valenzuela, CEO of NABR. "The VRS survey will show that there is not one prevailing rate for all shops but a variety of rates based on several factors, such as training and certifications. You cannot repair a Mercedes for the same price as a Toyota, so it's common sense that labor rates to work on those vehicles will vary accordingly."

"Charging and getting paid the right labor rates are critical to a shop's profitability and to consumers' safety," said K. Michael Bradshaw, VP of Operations at his family-owned K&M Collision in Hickory, North Carolina. "Those profits are needed for shops to afford the investment in the right training, certifications, equipment, and technology that are required to properly repair today's vehicles. With the Variable Rate System, the industry now has the tools to price their labor profitably and to see clearly the variable rates that exist in the marketplace today."

In addition to North Carolina, NABR recently launched the VRS Ray Gunder Survey in Ohio, Idaho, Texas, Georgia, and Florida. Throughout 2015, the Company plans to launch surveys in all states nationwide to add even more labor rate data to its VRS



system, building the industry's first and only independent, third-party, and trusted source of real-time, market-based, national labor rate data.

### **About K&M Collision**

Since 1991, K&M Collision has operated the premier auto body shop in the Hickory, North Carolina area. With factory certifications from 18 manufacturers including Audi and Porsche, the Company insists on performing only manufacturer-grade repairs, using factory correct parts, certified technicians, and the most sophisticated equipment and technology, thereby preserving the safety, warranties, and resale value of their customers' vehicles. K&M's commitment to providing its customers the ultimate repair experience and repairing vehicles to manufacturer specifications have earned it an outstanding reputation in the industry and from its customers.

*To learn more about K&M Collision and Mr. Bradshaw's endorsement of the VRS Labor Rate Surveys, please contact:*

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### **About National AutoBody Research (NABR)**

NABR is a research, technology, and consulting company committed to restoring the free market for labor rate pricing in the automobile collision repair industry.

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 for their individual shop to earn a fair, reasonable, and sufficient profit.

With labor rate data from shops nationwide, NABR built 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 market based labor rates.

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

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