



Press Release

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FOR IMMEDIATE RELEASE

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Preferred Pricing for the AutoWatch Program Now Available to SCRS Members

Agreement brokered by the Society makes it easy and cost-effective for member shops to build an Internet-based marketing presence that strengthens customer relationships.

Prosser, Washington, April 23, 2010 — The Society of Collision Repair Specialists (SCRS) is pleased to announce its latest benefit to members—preferred pricing for enrollment in AutoWatch™, a unique customer service and marketing tool that allows body shop customers to view digital photos documenting the progress of their repair through an interactive Web portal added to the shop's existing site.

The Internet has become an effective, recognized marketing channel. It is becoming the “go to” mechanism for consumers looking to find information on and build relationships with product and services providers. Conversely, product and service providers are leveraging Web-based tools to cost-effectively extend their marketing reach and get their message out with blazing speed. SCRS's partnership with AutoWatch will make it easier for members to build and sustain a dynamic, competitive Internet presence.

“A lot of shops have a Web site, but those sites are little more than an online brochure—they don't grab the customer,” explains AutoWatch founder and CEO Dave Henderson. “AutoWatch is different. Seeing the repair process unfold before their eyes engages the customer. They come back to look again and again. They tell their friends who then want to see for themselves. They can even post their vehicle's photos to social networking sites like Facebook. The number of prospects and customers driven to the shop's site increases exponentially.”

Improved customer service is another by-product of AutoWatch. “When a customer remains in constant visual contact with their vehicle their trust in the collision repair facility grows—there are no secrets,” Henderson says. “We also provide a unique ‘in-process’ CSI system that allows the customer to provide feedback to the shop while the repair is underway, strengthening communication between the two.”

AutoWatch provides a suite of other marketing and customer tools that SCRS members will be able to utilize now and in the future. “We believe AutoWatch is a powerful tool set that can improve the shop's position in their market and greatly enhance a customer's repair experience,” says Rodes Brown, chairman of the SCRS marketing and membership committee. “The program is a proven

success in our industry; a real difference-maker for those that subscribe. We're proud to be able to offer this excellent service at preferred pricing to our members."

AutoWatch is indicative of SCRS' commitment to stay abreast of current products and technology so they may be leveraged to the memberships' advantage. "Just as you can't repair a car the same way you did 20 years ago, you can't take an outmoded approach to sales and marketing and hope to succeed," notes SCRS Executive Director Aaron Schulenburg. "Our new partnership with AutoWatch is pleasing because we are making it easy for members to adopt a leading edge marketing model designed to their needs. This is an exciting opportunity for us, indicative of the high-quality services we continue to strive to provide our members."

To sign up for this SCRS member benefit, please contact the SCRS office by e-mailing info@scrs.com or calling (877) 841-0660; or visit the following website: <http://www.autowatch.com/SCRS.htm>

About AutoWatch: Developed by See Progress, Inc. in Brighton, Michigan, the patented AutoWatch program leverages the Internet to provide unique customer service and marketing tools to collision repairers. Internet-based technology combined with digital photography allows shop customers to see the progress of their vehicle repair from a Web portal branded with the shop's name and linked to the shop's Web site. In addition, the company provides an insurance program, an internal vehicle tracking system, and a variety of other marketing/service tools. Visit www.autowatch.com or call (877) 977-6473 for more information.

About SCRS: Through its direct members and 39 affiliate associations, SCRS is comprised of 6,000 collision repair businesses and 58,500 specialized professionals who work with consumers and insurance companies to repair collision-damaged vehicles. Additional information about SCRS including other news releases is available at the SCRS Web site: www.scrs.com. You can e-mail SCRS at the following address: info@scrs.com.

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