



# Word Tracks – Fair or Deceptive?

Presentation by the  
Fair Trade Committee

10/30/2007



# Committee Members

## Chair

**Jeanne Silver**

CARSTAR Mundelein

[jeanne@carstarmundelein.com](mailto:jeanne@carstarmundelein.com)

## Co-Chair

**Keith Manich**

Intertek

[kmanich@intertek.com](mailto:kmanich@intertek.com)



# Committee Members

Scott Biggs

Boyd Dingman

Gene Hamilton

Gary Wano

Teresa Bolton

Rod Enlow

Bob Smith

Erica Eversman



# Mission Statement

To examine issues that relate to acceptable or legally mandated fair trade practice among businesses within the collision industry



## Deceptive Referral

Deceptive Referral (steering) within the collision industry is an action taken *with or without intent* which limits the consumer's right to free choice, and may result in a consumer being misled into thinking that a particular repairer, vendor or supplier must be used for repairs.



## Deceptive Referral happens when:

- A choice of shop has already been made by the consumer or is made at any time by the consumer
- Fair: A word track allows the owner to go to the shop they have chosen without further discussion
- Unfair: Word track that admits the owner has a choice but might reconsider if...



# Insurer to Consumer

- The repair will take longer
- Owner may have out of pocket costs
- Cannot guarantee the work of the shop
- The shop is not a “preferred shop”
- Don’t know what kind of work they do
- Shop won’t work with us
- Rental may not be covered



# Dealer to Consumer

- Going there may void your factory warranty
- The shop is going to use inferior parts
- The shop may not follow factory repair procedures
- The shop is not certified to repair our brand



# Shop to Consumer

- The shop has a bad reputation
- The shop does substandard work
- The shop overcharges for their work
- The shop underestimates and then will charge you more when they have your car



While word tracks may not contain blatant untruths, it is the delivery of the information that becomes deceptive by inference, tone of voice, or continued pressure on the vehicle owner to change their choice of shop



# The consumer speaks:

Comments from consumers to the question:

“How did you choose your repair shop?”



How did you choose your repair shop?

