



**VERIFACTS AUTOMOTIVE**  
**Fact Sheet**  
**As of October 28, 2019**

**About VeriFacts Automotive**

- VeriFacts Automotive was founded by visionary leader Farzam Afshar and his partners nearly 20 years ago on the premise that insurers, vehicle manufacturers and collision repair professionals all need to work collaboratively to deliver common repair processes to ensure consumer safety.
- The vision was to align the industry to ensure the standards for collision repair processes were consistent, that repair quality standards were shared among all parties, that collision repair professionals were educated and verified upon achieving these standards, and that consumers and their safety were the first priority.
- VeriFacts Automotive is headquartered in Newport Beach, CA, with corporate offices and a coaching facility. It employs nearly 75 team members across North America, from corporate leadership to advanced technology analysts to highly skilled collision repair experts who provide coaching, verification and OEM certification services across North America.
- VeriFacts Automotive is a privately held company. Over the past four years, it has experienced 37 percent growth as demand for collision repair facility verification and OEM certifications increased dramatically. Today, VeriFacts Automotive is the industry leader in providing these services.
- The VeriFacts Automotive business model is based on providing the highest level of collision repair business coaching, evaluation and verification services, delivering OEM certifications to ensure collision repair facilities are prepared to deliver safe and reliable repairs. Today, VeriFacts has partnerships with the majority of leading multi-shop collision repair organizations and independent repair facilities, top vehicle manufacturers and insurance carriers, among others.
- Every year, VeriFacts Automotive provides coaching, verification or OEM certification impacting thousands of collision repair technicians and several million vehicle repairs.
- VeriFacts Automotive holds three patents on its proprietary technology for data collection and analysis, which allows it to provide virtual and hands-on collision repair coaching backed by exclusive, powerful information resources.
- In an analysis of over 15,000 customers, an independent third-party research firm found that collision repair centers using VeriFacts Automotive's Verified Quality and Coaching Program outperformed repair facilities that do not in the key measurements of Net Promoter Score (NPS), Customer Satisfaction Index (CSI), On Time Vehicle Deliver and Keeping the Customer Informed.
- The mission of VeriFacts Automotive and its network of Verified Quality collision repair facilities is to protect consumers' safety with a focus on getting them back on the road in a properly repaired vehicle after an accident and preserving the value of their automotive investment with a high-quality repair.

- VeriFacts Automotive provides consumers with the resources to identify trusted collision repair professionals who meet the highest levels of repair standards through its robust repair education, coaching, verification and certification programs.

### **VeriFacts Automotive Services**

**Collision Repair Shop Coaching and Evaluation** -- VeriFacts Automotive provides skilled coaching and verification for collision repair facilities across North America. These services help these facilities adopt advanced technologies, deliver higher quality repairs, showcase their quality with a third-party review process and ultimately provide higher customer satisfaction.

The annual VeriFacts Automotive Verified Quality and Coaching subscription includes:

- **In-shop review and quality calibration** through VeriFacts Automotive as an unbiased third party that helps collision repair facilities improve repair quality and process efficiency.
- Technicians receive **customized on-the-job evaluation** from VeriFacts Automotive’s coaching team for the precise implementation of the industry and manufacturers’ evolving repair standards on today’s complex vehicles.
- **Repair Clinics** which cover specialized topics in depth such as MAG Welding, Glass Repair, Suspension Diagnosis, Hybrid and Electric Vehicles and much more.
- Review of the shop’s equipment, processes and training credentials to **uncover opportunities for investment** to better meet the evolving needs of OEM certifications and vehicle technology.
- VeriFacts Automotive offers **performance measurement on a monthly basis** to help collision repair facilities maintain the highest levels of KPI performance and customer satisfaction.
- The VeriFacts Automotive **“TeleCoach” technical support service** is a proprietary resource for VeriFacts Automotive subscribers to receive consultation and support on repair issues, evolving repair standards and advanced collision repair solutions.
- The VeriFacts Automotive **Topic of the Month newsletter** offers technical advice, tips, product solutions and more.

**Collision Repair Verification** – Collision repair facilities that meet VeriFacts Automotive’s independent, third-party assessment levels can achieve **VeriFacts Verified Quality (VQ) status**, and the truly elite collision repair facilities can achieve **VeriFacts VQ Medallion status**.

- VeriFacts Verified Quality (VQ) is the designation where VeriFacts Automotive recognizes shops that demonstrate superior output in all aspects of the repair process. VeriFacts VQ facilities open their shops to independent verification experts and are recognized by industry stakeholders and consumers alike for their excellence in collision repair.
- There are some specification-based equipment and process implementation requirements, but the most important requirement for the shop is to have a culture of quality that leads to the correct, safe repair every time.
- Collision repair facilities who achieve **VeriFacts VQ** and **VQ Medallion** status receive a certificate to display in their customer lobby to show customers they are committed to the highest standards in collision repair and VQ Medallion shops are included on the online store locator at [VerifactsAuto.com](https://VerifactsAuto.com).

**OEM Certification** – Vehicle manufacturers work with VeriFacts Automotive because the right repair protects their customers and their brand value. VeriFacts Automotive has created a trusted network of excellent collision repair facilities that are coached to follow OEM repair procedures every time.

- For collision repair facilities, VeriFacts Automotive helps them achieve critical OEM certifications. The VeriFacts Automotive coaches conduct **thorough assessments of equipment, processes and training against OEM repair standards**, and help facilities plan for this investment in technology and training to achieve and maintain these certifications.
- Through the coaching process, VeriFacts Automotive **delivers manufacturer information about changing procedures and advanced solutions** on a daily basis.
- VeriFacts has a team of collision repair technical support experts who work with many manufacturers' engineering and safety teams to **provide timely answers to real-world repair situations**. A benefit of this open communication channel is that VeriFacts has helped manufacturers identify and develop many less invasive repair procedures, driving down the total cost of ownership for those vehicles.

**Custom Evaluation and Assessment** -- VeriFacts Automotive identifies excellence in the repair process. Coaches collect enormous amounts of data and VeriFacts Automotive has proprietary analytics technology to perform customizable analysis and queries.

- VeriFacts Automotive is the **leading verifier of collision repair quality**, from start to finish. VeriFacts Automotive Coaches currently inspect facilities for the proper training, credentials and practices. Additionally, they can **provide specialized services to certify shops for direct repair programs** through customized data collection.
- When collision repair facility owners are considering a sale or purchasing another facility, VeriFacts Automotive **provides independent, third-party evaluation of equipment, repair processes, technician performance and overall shop performance**
- If a dispute arises between a repairer, insurance carrier, OEM and/or consumer, VeriFacts Automotive provides an **independent collision repair evaluation** to help find a repair resolution for all parties

### **VeriFacts Symposium – A Key Industry Event**

- The purpose of the VeriFacts Symposium is to provide a forum for all stakeholders (collision repair shops, insurance companies, vehicle manufacturers and other industry suppliers) to continue working constructively together on the challenges of proper and safe collision repair. Recognized thought leaders of the auto industry are invited to this exclusive event held every other year in the U.S. and Canada.
- The 12<sup>th</sup> annual VeriFacts Symposium will be held February 20 to 21, 2020 at the Fashion Island Hotel, 690 Newport Center Dr., Newport Beach, CA 92660. The event will feature special guest speakers, industry panels, breakout sessions and networking events.

### **Guild 21**

- Guild 21 started at the 2012 VeriFacts "Fix it Right, Fix it Smart" Symposium, when industry visionary Dale Delmege and other collision repair leaders saw a need to recommit to serving the public. In 2013, the collision repair industry leaders, including Eric Bickett, Paul Gange, Russell Thrall III, Ron Nagy, Jill Meeuwesen, Bill Leisy, Mike Chilton and VeriFacts representatives went out and enlisted the help of team leadership professors from George Mason University. Together, they developed an oath for those in the collision repair industry.
- The Guild 21 Oath:

- We are repairers, insurers and vehicle manufacturers who hereby declare the possibility of aligning our industry to a common vision, which puts the consumer first.
  - We stand for sweeping innovation
  - We commit to transparent customer focused solutions.
  - We are accountable to invent a radical new future where safety, efficiency and a cost-effective process are our guiding principles.
- 
- More than just developing an oath, the industry leaders of Guild 21 sought to innovate the way information is shared throughout the industry. With the use of cloud and VOIP technology, Guild 21 began holding monthly meetings with speakers in 2014. Previous speakers have been Guild 21 members who are repair and design engineers for innovative vehicle manufacturers and non-members who are experts in team development. Though it does take an hour a month, the information presented in the meetings is the latest and most valuable information a collision repair leader can use.
- 
- Guild 21 is open to all participants in the collision repair industry. To sign up to take the oath, please visit [www.VerifactsAuto.com/why-verifacts/the-oath](http://www.VerifactsAuto.com/why-verifacts/the-oath).