### Assured Performance Appoints Regional Directors to Drive Certified Repair Program

January 7, 2020, Laguna Hills, CA – Assured Performance announced the appointment of 5 Regional Directors to spearhead the launch of their national 5-STAR “Certified Repair Provider” (CRP) program. The Regional Directors are Larry Seida, Midwest and Northeast Regions; Brent Henkle Southeast Region; Gary Rowley, Southwest Region; and Chuck Hunt, Northwest Region. All of the Regional Directors have successful hands-on body shop ownership/management experience and extensive systems management expertise. Each now has a support team that answers directly to them as well as oversees field Business Analysts and On-site Auditor-Inspectors within their respective regions.

All of the Regional Directors will answer to Craig Seelinger, recently appointed VP of Technical Compliance and Network Performance. The Regional Directors will operate as Tele-Coaches for the entire Certified Repair Provider Network of over 3,000 repair businesses helping to implement and execute implementation of RepairDOC and the ”Certified Repair” Option (CRO), as well as business improvement planning across the entire network, starting in January 2020.

The objective of the new Certified Repair Provider program is to enable the certified repairer to smoothly transition into new processes that deliver the highest quality output and exceptional customer experience while achieving the highest-level business performance. In the Certified Repair Provider model, a fully documented repair is the norm. In the near future, consumers and their insurers will have the option of a Certified Repair based upon blockchain technology principals providing proof of how the repair was performed, by whom, with what, and that all vehicle codes are functional.

The plan is to ensure that the nearly 3,000 shops in the Assured Performance Certified Network can lead the industry transformation to a far more efficient, innovative, and transparent way of doing business.  Based on studies and research, Assured Performance contends that repairers and insurers combined will save between 8 – 14% of Loss Adjustment Expense (LAE) and settlement costs, while recognizing significantly higher repair business profits, by transitioning to the more efficient processes and repair practices.

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“We are investing in these highly successful Subject Matter Experts (SMEs) to ensure that shops have all the support they will need to capitalize on the new CRP business model.” stated Scott Biggs, CEO and founder of Assured Performance. “Changing shop-insurer behavior will be difficult at best, but we are supplying significant resources to help with the assistance and support of strategic partners and those with a common vision. The rewards will be exponential for all stakeholders.”

**About Assured Performance:**

Assured Performance Network is the official Certifying entity for the collision repair industry and third-party administrator for Consumer Awareness, OEM Certification programs, Network Management, and Rebate Reward Programs for several of the largest auto makers, manufacturers, insurers and suppliers. Assured Performance Network is the largest, most advanced repair capable network of certified collision repair businesses with nearly 3,300 locations in North America.

**For more information, contact Assured Performance: 949-221-0010**