Collision Center

A GUIDE FOR COLLISION REPAIR SHOP OWNERS

HOW TO FIRE YOUR MARKETING AGENCY

It's easier than you think. Just three steps, and the first is an email we already wrote for you.



1

SEND ONE EMAIL

We wrote it (page 4). Add your shop's name and send it. It asks your agency for everything you own, in writing.

2

COLLECT WHAT'S YOURS

Tick things off as they come back (page 3). Three quick questions tell you if something is really yours.

3

SWITCH AND SAY GOODBYE

Move onto Collision Center, test your forms and phone, then take the agency's access away.

ONE RULE: don't cancel first. Send the email, collect your stuff, then switch.

STEP 2

WHAT TO COLLECT



Having access isn't the same as owning it. For every account, ask three questions. Three yeses means it's yours.

1 Is it in your shop's name?

2 Are the recovery email and phone yours?

3 Could you remove the agency yourself?

1. Domain name and DNS

The most important thing on this list. Whoever controls the domain controls your website and your email.

2. Website, hosting and website content

Your pages, articles and photos took years to build. Take a full copy before anything changes.

3. Google Business Profile

Make sure your shop is the primary owner, not just a manager.

4. Social media accounts

Facebook, Instagram, LinkedIn, YouTube, TikTok and any other active profile.

5. Advertising accounts and campaigns

Google Ads, Meta Ads and any other platform. Not every ad account can be transferred, so find out which ones are yours.

6. Analytics and tracking

Google Analytics 4, Search Console, Google Tag Manager, Meta Pixel, call tracking and reporting dashboards.

7. Logos, designs, photography and video

Possession of the files is not enough. Confirm you have the right to use them.

8. Phone numbers, leads and customer communications

This is a big one. Customers may have been calling an agency-owned number for years.

9. SEO work and local directory listings

Capture where you stand today so the move doesn't undo years of search visibility.

10. Contracts, subscriptions and billing

Avoid paying twice, and avoid switching off something essential by accident.

DON'T LEAVE YOUR CERTIFICATIONS BEHIND

Ask for every certification photo, graphic and page by name. They're the proof that sets your shop apart.

WATCH FOR THESE TRAPS

- A tracking phone number that belongs to the agency and stops ringing when you leave
- Website forms that send estimate requests to the agency's inbox
- Review links and QR codes that run through a service you're cancelling
- Chat or booking tools the agency pays for
- DNS changes that cut off your shop email: write every record down first

YOUR CHECKLIST

TICK IT OFF AS YOU GO

STEP 1: SEND THE EMAIL

- [ ] Read your agreement: cancellation period, what you owe, who owns the work
- [ ] Note any limits on photos, fonts, video and design files
- [ ] Send your agency the email (page 4)

STEP 2: COLLECT WHAT'S YOURS

- [ ] Domain: in the shop's name, registrar and DNS access, renewal date noted
- [ ] Every DNS record written down; email records left alone
- [ ] Website: hosting access and a full backup
- [ ] A list of every page address on the site
- [ ] Google Business Profile: shop is primary owner of every location
- [ ] Facebook and Instagram: shop owns the Meta business portfolio, not just the Page
- [ ] Every social account: admin, recovery email and phone are yours
- [ ] Ad accounts: admin control and campaign history
- [ ] Analytics, Search Console, Tag Manager, Pixel: admin access is yours
- [ ] Logos, design files, photos and video, with usage rights in writing
- [ ] Certification photos, graphics and pages saved
- [ ] Tracking phone numbers transferred, or forwarding agreed
- [ ] Leads, call recordings, chats and CRM data exported
- [ ] Directory listings (Bing, Apple, Yelp) under your login
- [ ] Every subscription listed, with who pays for it

STEP 3: TEST, SWITCH, SAY GOODBYE

- [ ] Send an estimate request from every form
- [ ] Call every phone number on the site
- [ ] Book a test appointment
- [ ] Open the main pages on a phone
- [ ] Confirm email arrives at the shop
- [ ] Scan your QR codes and click your review links
- [ ] Make the switch; watch visits and leads for two weeks
- [ ] Remove the agency as owner, admin or manager everywhere
- [ ] Change every password you shared with them
- [ ] Pause old scheduled posts; cancel subscriptions you don't need
- [ ] Keep the final invoice and their written confirmation

STEP 1

THE EMAIL TO SEND YOUR AGENCY

Fill in the [brackets] and send it before you give notice. Keep their reply: it's your written record of what you own.

Subject: Handover of [Shop name]'s marketing accounts and files

Hi [Agency contact],

Thank you for your work on [Shop name]'s marketing. We're making changes to how we handle our marketing, and we'd like your help making sure the shop has full ownership of everything set up for us.

By [date, about 10 business days from today], could you please send us:

1. A complete list of every account, platform, subscription, integration, phone number and marketing file used for [Shop name], with who owns each one and who pays for it.

2. Ownership and admin access, in the shop's name, for:
   - our domain name (registrar admin access, DNS access and the renewal details)
   - website hosting
   - Google Business Profile (primary owner, every location)
   - Facebook, Instagram and every other social account, including the Meta business portfolio
   - Google Ads, Meta Ads and any other ad accounts that belong to the shop
   - Google Analytics, Search Console, Google Tag Manager and Meta Pixel
   - Bing Places, Apple Business Connect, Yelp and any directory or citation accounts

3. Copies of:
   - a full website backup, and a list of every page address on the site
   - our logos (original editable and vector files), design files, photos and videos, with what we are licensed to use
   - our OEM certification photos, graphics and pages
   - every lead, form submission, call recording and chat transcript, and any customer data held in your CRM
   - campaign history, audiences, keyword, ranking and backlink reports

4. Phone numbers: please tell us which tracking numbers can be transferred to us. For any that can't, please confirm forwarding to our main line until we've updated it everywhere it's printed.

5. A list of every scheduled post and automated message running for us.

Until the handover is complete, please don't delete, cancel or change any of these accounts, files or numbers.

Thank you, and please let me know if anything here needs a conversation.

[Your name]
[Shop name]
[Phone]

This guide is general information, not legal advice. Your agency agreement decides what you own and what they must hand over. Read it, and ask your attorney if anything is unclear.

MORE CARS. NO AGENCY.

Collision Center does the marketing work your agency did, and you keep control of everything.
collisioncenter.ai