



ACADEMY

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Two Rivers Ford
NADA Class 431

Non-Dealer Competitive Maintenance Pricing Summary Survey

- This survey is designed for independent, or non-dealer stores.
- Make sure to include parts and labor.

Competitor Name	Lube, Oil & Filter	Cabin Filter	Balance Tires	Align Front End	Service A/C	Replace Front Disc Pads	Totals (Sum Rows)
Firestone	\$60.99	\$99	X	X	X	\$165	\$324.99
Valvoline	\$89.95	\$110	X	X	Varies	X	\$199.95
Tire Discounter	\$57	107	\$49.95	\$99.99	X	\$100-235	\$448.94
Competitor Averages	Availability	None	None	None	None	None	
My Dealership	59.95	\$100	\$49.95	\$129.95	Varies	\$99.95	\$439.80



Dealer Labor Rate Survey

Complete this survey if you have a dealer (OEM) store.

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Two Rivers Ford Chris Taylor	\$200	C <u>\$200</u> W <u>\$125</u> M <u>\$200</u> R <u>\$200</u> I <u>\$200</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input checked="" type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
Bates Ford Paul Tubbs	\$170	C <u>\$170</u> W <u>\$100</u> M <u>\$170</u> R <u>\$170</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input checked="" type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
Mid Tenn Ford Doug Keith	\$190	C <u>\$190</u> W <u>\$105</u> M <u>\$190</u> R <u>\$190</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input checked="" type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
		C _____ W _____ M _____ R _____	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
		C _____ W _____ M _____ R _____	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other

Variable Rate Code(s):

C=Lowest, Most Competitive (ie., L.O.F., etc.)

W=Warranty

I= Internal

M=Maintenance Rate (Normal Factory Maintenance)

R =Highest, Repair Rate