

Franchise Dealer Labor Rate Survey

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Your Dealership <i>Washington Ford</i>		C <u>90.00</u> W <u>141.01</u> M <u>100.00</u> R <u>175.00</u> EV <u>150.00</u> I <u>85.00</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input checked="" type="checkbox"/> Computer <input type="checkbox"/> Motors <input checked="" type="checkbox"/> Mitchell <input checked="" 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
		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** **EV = Repair Rate**
M=Maintenance Rate (Normal Factory Maintenance) **R =Highest, Repair Rate** **I = Internal**

Non-Dealer (Independent) Competitive & Maintenance Pricing Survey

Competitor Information	Lube, Oil & Filter	Cabin Filter	Balance Tires	Align Front End	Service A/C	Replace Front Disc Pads
Store: Firestone Date: 10-18 Time: 10AM Consultant:	\$39.99	\$60.00	\$55.00	\$80.00	\$120	\$145
Store: Date: Time: Consultant:						
Store: Jiffy Lube Date: 10-18 Time: 10:15AM Consultant:	\$15.99	\$29.99	\$33.99	\$75	\$199	\$229
Store: Date: Time: Consultant:						
Store: Good year Date: 10-18 Time: 10:47AM Consultant:	\$43.99	\$45	\$60	\$70	\$185	\$190
Store: Date: Time: Consultant:						
Store: Midas Date: 10-18 Time: 11AM Consultant:	\$34.99	\$55	\$70	\$80	\$175	\$220
Competitor Averages	\$41.24	\$47.49	\$54.74	\$76.25	\$169.75	\$196
My Dealership	\$79.95	\$23.34	\$68	\$109	\$79	\$135