NADA ACADEMY

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)
Walmart	54^{88}	15	60	N/A	N/A	N/A	129^{88}
Express oil change	90^{48}	55	59^{99}	99^{99}	200^{00}	325^{00}	800^{47}
Hwy 78 Automotive	60	30	50	80	80 Plus Freon	150^{00}	450
Vulcan Automotive	64	30	60	99^{95}	N/A	220^{00}	473^{95}
Firestone Complete Auto	109	60	56	113	175^{00}	235^{00}	748
Chelsea Tire	59^{99}	45^{99}	49^{99}	79^{99}	N/A	249^{99}	485^{95}
Competitor Averages	73^{06}	39^{33}	56	94^{59}	151^{67}	235^{80}	650^{45}
My Dealership	89^{95}	60^{00}	59^{99}	119^{95}	299^{99}	299^{99}	929^{87}

279^{42} differe

Dealer Labor Rate Survey
Complete this survey if you have a dealer (OEM) store.

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Donohoo Chevy	140⁰⁰	C 140 W 136 M 140 R 140 I 140	___ Factory ___ Chilton ___ Computer ___ Motors _X_ Mitchell ___ Other
Team 1 CDJR	199⁹⁵	C 199 ⁹⁵ W 164 ⁹⁵ M 114 ⁸⁵ R 219 ⁹⁵ I 164 ⁹⁵	___ Factory ___ Chilton ___ Computer ___ Motors _X_ Mitchell ___ Other
Team 1 Chevy	199 ⁹⁵	C 199 ⁹⁵ W 179 ⁹⁵ M 159 ⁹⁵ R 199 ⁹⁵ I 199 ⁹⁵	___ Factory ___ Chilton ___ Computer ___ Motors _X_ Mitchell ___ Other
Guntersville Chevy	159 ⁹⁵	C 159 ⁹⁵ W 124 ⁹⁵ M 124 ⁹⁵ R 169 ⁹⁵ I 109 ⁹⁵	___ Factory ___ Chilton ___ Computer ___ Motors _X_ Mitchell ___ Other
Greenway CDJR of Anniston	199 ⁹⁵	C 199 ⁹⁵ W 169 ⁹⁵ M 219 ⁹⁵ R 169 ⁹⁵ I 199 ⁹⁵	___ Factory ___ Chilton ___ Computer ___ Motors _X_ Mitchell ___ 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