NADA ACADEMY

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: Goodyear Date: 7/29/24 Time: 10AM Consultant: Gina	$80	$55	$60.00	$125.00	N/A	$475
Store: Reis Date: 7/30/24 Time: 9am Consultant: Bill	74.95	39.99	130.00	130.00	N/A	$575.00
Store: Firestone Date: 7/30/24 Time: 9:30am Consultant: Kevin	$85	$43.00	$60.00	$145	N/A	$650
Store: Hale Park Date: 7/30/24 Time: 10am Consultant: Max	$85	$50	$60	$130	N/A	$550
Store: Pilers Date: 7/30/24 Time: 11Am Consultant: Jeff	$70	$20-50	$80.00	$150	N/A	$650
Store: Tires Plus Date: 7/29/24 Time: 11Am Consultant: Michelle	$70	$62	$55.00	$125	N/A	$600
Store: WI Muffler Date: 8/1/24 Time: 2:35 PM Consultant: Adam	$69.50	$40.00	$69.95	$129.95	$59.95 + refrig	$389.00
Competitor Averages	77.06	60.71	73.68	133.56	59.95	555.57
My Dealership	$69.95	$45	$60	$130.00	$236.00	$335.00

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Franchise Dealer Labor Rate Survey

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Your Dealership Holz	$179.00	C $99.00 W $248.03 M $99.00 R $219.00 EV $219.00 I $135.00	X Factory Chilton Computer Motors Mitchell Other
Lynch - Kenosha	$190.96	C 78.07 W 173.17 M $60.00 R 190.96	X Factory Chilton Computer Motors Mitchell Other
Hiller	$160.00	C 60.00 W 192.00 M 60.00 R 185.00	Factory X Chilton Computer Motors Mitchell Other
Andrew	$165.00	C 99.00 W $181.00 M 165.00 R 165.00	X Factory Chilton Computer Motors Mitchell Other
Lynch - Mke	$175.00	C $95.00 W $168.35 M $95.00 R $210.00	X Factory Chilton Computer Motors Mitchell 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