

Craig Buchholz N 456

Boyd Chev - Come



Franchise Dealer Labor Rate Survey

| Dealer | Labor Rate | | Flat Rate Time Standard |
|---|------------|--|---|
| | Single | Variable | |
| Your Dealership Boyd Chevrolet Come Emporia, VA | | C <u>175.00</u> W <u>137.22</u> M <u>90.00 - 149.99</u> R <u>175.00</u> EV <u>—</u> I <u>149.95</u> | <input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input checked="" type="checkbox"/> Motors - X-TIME <input type="checkbox"/> Mitchell <input type="checkbox"/> Other |
| Honda Roanoke Rapids, NC | | C <u>89.78</u> W <u>136.04</u> M <u>89.78</u> R <u>169.65</u> | <input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input checked="" type="checkbox"/> Other |
| Toyota Roanoke Rapids, NC | | C <u>169.65</u> W <u>138.75</u> M <u>—</u> R <u>179.95</u> | <input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input checked="" type="checkbox"/> Other |
| Whites Chevrolet Roanoke Rapids, NC | | C <u>145.99</u> W <u>145.99</u> M <u>140.99</u> R <u>145.99</u> | <input checked="" type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other |
| Nissan Roanoke Rapids, NC | | C <u>133.00</u> W <u>102.00</u> M <u>133.00</u> R <u>140.00</u> | <input checked="" 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

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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: Mr. Tire Date: 10/17/24 Time: 10:55 AM Consultant: Pam | 99.95 | 65.99 | 64.99 | 149.99 | X | 159.99 |
| Store: Steves Auto Date: 10/18/24 Time: 9:43 AM Consultant: Steve | 110 | 60 | 56 | 99.95 | 199 | 250 |
| Store: DED AUTO Date: 10/18/24 Time: 11:30 AM Consultant: SC | 100 | 70 | 95.97 | 90 | X | 110 - 301.60 |
| Store: S+W Date: 10/28/24 Time: 4:25 pm Consultant: ? | 61.00 | 40 | X | X | 69.95 | 160 |
| Store: Discount Tire Date: 10/28/24 Time: 4:30 pm Consultant: Dennis | 100 | 39 | 100 | 169.95 | X | 199.95 |
| Store: O'Berry's Date: 10/28/24 Time: 4:30 pm Consultant: Kim | 74.87 | 24.09 | 50 | 89.95 | 148.48 | 272.35 |
| Store: Earl's Date: 10/29/24 Time: 11:42 AM Consultant: Earl | 60 | 50 | 50 | 75 | 150 | 100 |
| Competitor Averages | 86.55 | 49.87 | 69.49 | 128.14 | 141.86 | 178.90 |
| My Dealership | 109.95 | 73.85 | 65.99 | 89.95 | 224.99 | 230.16 |