



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)
Monroe	\$56	\$65	\$48	\$85	/	200	
Walmart	\$36	\$50	\$48	/	/		
Viano	\$50-70	\$70	60	89	/	75 + Parts Est. 200	
Competitor Averages	\$51	\$62	\$52	\$58		\$200	
My Dealership	35	90	69	99	160	189	

Notes

People who answered the phone at all 3 places were not capable of quoting over the phone. They were all taking guesses.

Viano labor rate is \$75/hr.

Walmart Auto Center was closed due to Covid-19.



ACADEMY

* Repair: \$92/hr for Diesel Engines.

Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Bailey Ford of Malone		C <u>82</u> W <u>82.56</u> M <u>82</u> R <u>82</u> I <u>82</u>	<input checked="" type="checkbox"/> Factory <input checked="" type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input checked="" 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
		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