



ACADEMY

Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
FIVE STAR FORD		C <u>149.00</u> W <u>116.36</u> M <u>75.00</u> R <u>159.00</u> I <u>116.36</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input checked="" type="checkbox"/> Motors (CDK) <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
SAM PACK'S FIVE STAR STAR FORD		C <u>\$149.00</u> W <u>\$117.15</u> M <u>MENU</u> R <u>\$159</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input checked="" type="checkbox"/> Motors (CDK) <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
SAM PACK'S FIVE STAR LEWISVILLE		C <u>\$139.00</u> W <u>\$112.64</u> M <u>\$26</u> R <u>\$154</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input checked="" type="checkbox"/> Motors (CDK) <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
SOUTHWEST FORD		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

M=Maintenance Rate (Normal Factory Maintenance)

R=Highest, Repair Rate

I = Internal



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
NTTB	\$50 - \$69	\$36 - \$50	\$9.99 PER TIRE	\$89.99	\$210	\$200 - \$400 PER AXLE
Jiffy LUBE	\$45 - \$99.95	\$41	N/A	\$99.95	\$131.99	\$249 - \$349
Kwik Kar	\$37 - \$70	\$40	N/A	N/A	\$49.99 TO CHECK	\$189
EVERYTHING AUTO	\$15 - \$59	N/A	WOULDN'T ANSWER			
FIRESTONE	\$54 - \$70	\$78.99	\$58.69	\$94.99	\$9.99 TO CHECK	\$221.99
Competitor Averages						
My Dealership	\$49.95	\$54.50	\$25 FOR ALL 4	\$79.95	\$49.95	\$179.95