



ACADEMY

#4 A

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
Grease Monkey	43 ⁹⁹ 89 ⁹⁹				129 ⁹⁹	160 ⁰⁰ +
Meineke	44 ⁹⁵ 75 ⁰⁰	49 ⁹⁹	49 ⁹⁹	89 ⁹⁵	140 ⁰⁰	250 ⁰⁰
Firestone	34 ⁰⁰ 67 ⁰⁰	61 ⁹⁹	59 ⁰⁰	94 ⁰⁰	142 ⁸⁰	250 ⁰⁰
Sifty lube	49 ⁹⁵ 95 ⁰⁰		120 ⁰⁰	129⁹⁹	129 ⁹⁹	
Pro Auto Care	37 ⁹⁵ 79 ⁹⁵	60 ⁰⁰	90	99 ⁹⁸	149 ⁹⁹	250 ⁰⁰
Brakes Plus	29 ⁹⁹ 59 ⁹⁵	30 ⁰⁰		67 ⁰⁰	75 ⁰⁰	127 ⁰⁰
Competitor Averages	53 ⁵⁷ 77 ⁸²	50 ⁵⁰	76 ³³	87 ²⁴	153 ⁵⁶	207 ⁴⁰
My Dealership	54 ²⁵ 99 ²⁵	66 ⁰⁰	49 ⁰⁰	89 ⁹⁹	217 ⁰⁰	280 ⁰⁰



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#4B

Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Brandon Dodge		C 125.00 90.00 W 133.95 M 115.00 R 155.00 I 145.00	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input checked="" type="checkbox"/> Mitchell <input type="checkbox"/> Other
Audi McDonald		C _____ W 150.00 M _____ R 105.00 190.00 I 175.00	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input checked="" type="checkbox"/> Mitchell <input type="checkbox"/> Other
Toyota Groove		C _____ W 133.56 M _____ R 165.00 I 165.00	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input checked="" type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
John Elway Chevrolet		C _____ W 136.89 M _____ R 165.00 I 165.00	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
Landmark Lincoln		C _____ W 131.91 M _____ R 155.00 I 135.00	<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			