



ACADEMY

Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Infinite of Easton		C <u>41.99</u> W <u>120.99</u> M <u>115</u> R <u>135.00</u> I <u>135.00</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
Mercedes Benz of Easton		C <u>78.11</u> W <u>125.00</u> M <u>140.71</u> varies R <u>174.95</u> grid	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
Cadillac of Easton		C <u>38.27</u> W <u>121.58</u> M <u>89.00</u> R <u>140</u> grid	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
JLR of Easton		C <u>170.00</u> W <u>125.00</u> M <u>170.00</u> R <u>170.00</u>	<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



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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)
Discount Tire	N/A	N/A	\$30.00	N/A	N/A	N/A	
NTB	\$89.39	\$74.99	\$42.00	\$89.00	N/A	\$211.48	
Goodyear	\$49.95	\$79.00	\$44.00	\$84.99	\$130-150	\$219.48	
Firestone	\$60.00	\$64.00	\$48.00	\$94.00	\$160.00	\$219.00	
Peo Boys	\$35 (50%)	\$30.00	\$42.00	\$102.00	N/A	\$248.00	
Competitor Averages	57.84	61.99	40.80	92.50	155.00	224.49	
My Dealership	74.99	80-105	69.99	129.99	160.00	370.00	