



ACADEMY

Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Big O Dodge		C <u>10.00</u> oil W <u>119.41</u> M <u>80.00</u> R <u>125.00</u> I <u>125.00</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 All data
Crown Nissan <del>XXXXXXXXXX</del>		C <u>112.00</u> oil W <u>92.50</u> M <u>90.00</u> R <u>109.95</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 All data
Fairway Ford		C <u>11.00</u> oil W <u>122.50</u> M <u>123.00</u> R <u>140.00</u>	<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
Bradshaw Acura		C <u>19.96</u> W <u>125.00</u> M <u>135.00</u> R <u>135.00</u> Max	<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 All data
Kia of Greenville		C <u>17.95</u> W <u>120.00</u> M <u>139.95</u> R <u>139.95</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 All data

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



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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
Christian Brothers Automotive	\$ 45.00	\$ 80.00	\$ 104.00	\$ 89.95	<del>150.00</del> \$ 165.00	\$ 225.00
Goodyear Auto Service	\$ 27.95	\$ 45.95	\$ 20.00	\$ 94.99	\$ 115.00	\$ 189.95
Firestone Complete Auto Care	\$ 29.00	\$ 40.00	\$ 54.00	\$ 93.99	\$ 125.00	\$ 149.99
NTB - National Tire & Battery	\$ 26.99	<del>30</del> - 30	<del>40.00</del> 40.00	\$ 79.99	\$ 127.00	\$ 150.00
Meincke	\$ 34.95	<del>30</del> - 34	\$ 39.95	\$ 79.95	<del>130</del> \$ 130	\$ 200.00
Midas	\$ 24.99	\$ 30.00	\$ 40.00	\$ 89.99	\$ 160.00	\$ 200.00
Competitor Averages	31.48	43.33	49.66	74.63	137.00	185.82
My Dealership	49.95	39.00	89.95	98.95	229.95	249.95