



ACADEMY

Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
DePaula		C <u>140.99</u> W <u>100.91</u> M <u>85.00</u> R <u>140.99</u> I <u>126.99</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
DeNooyer		C <u>135.00</u> W <u>112.00</u> M <u>94.50</u> R <u>135.00</u>	<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
Goldstein GMC		C <u>150.00</u> W <u>130.01</u> M <u>75.00</u> R <u>150.00</u>	<input type="checkbox"/> Factory <input checked="" type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
Mohawk		C <u>129.95</u> W <u>104.64</u> M <u>100.00</u> R _____	<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
Mangino/Amsterdam		C <u>129</u> W <u>96.52</u> M <u>90.00</u> R _____	<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
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			



ACADEMY

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)
Valvoline	89.95 Syn	65.00	—	—	—	—	154.95
Pep Boys	89.95 Syn	55.00	69.00	99-	—	419.00	791.95
Midas	69.95	59.95	39.95	89.95	—	459-	119.90
Monroe	69.95	50.00	59.95	89.95	39.95	429-	799.90
Mavis	79.95	49.95	79.95	99-	—	409-	117.95
Competitor Averages	79.95	55.98	62.21	94.47	39.95	429.00	701.70
My Dealership	49.95	69.95	69.95	109.95	49.95	429.95	779.70