



Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
MB Ford Pickel		C <u>71.17</u> W <u>191.10</u> M <u>105.00</u> R <u>189.95</u> I <u>199.95</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input checked="" type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
Bmw		C <u>145.95</u> W <u>158.00</u> M <u>125</u> R <u>195.95</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input checked="" type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
ACURA		C <u>165.95</u> W <u>150.00</u> M <u>115.00</u> R <u>165.95</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input checked="" type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
Honda		C <u>134.95</u> W <u>127.00</u> M <u>105.00</u> R <u>134.95</u>	<input type="checkbox"/> Factory <input checked="" type="checkbox"/> Chilton <input checked="" 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
^{11/28 10AM} St Lucie BATS	129	105	25	159	169	159
^{11/28 10AM} Tire Kingdom	109	99	40	180	209	139
^{11/28 10AM} Goodyear	119	89	30	166	139	149
Competitor Averages	119	98	32	169	173	149
My Dealership	184.00	123.00	39.95	179.95	179.95	170.00