

Competitor Name	LUBE, OIL FILTER	CABIN FILTER	BALANCE TIRES	ALIGN FRONT END	SERVICE A/C	REPLACE FRONT DISC PADS	TOTAL (SUM ROWS)	
TIRE KINGDOM	\$24.99	\$93.49	\$49.99	\$89.99	\$189.99	\$173.00	\$621.45	Brakes Lifetime Replacement
FIRESTONE	\$29.99	\$85.00	\$45.00	\$80.00	\$180.00	\$139.00	\$558.99	Brakes lifetime replacement
BRAKE4LESS	N/A	N/A	N/A	N/A	N/A	\$189.00	\$189.00	Only brake job (lifetime replacement)
MAVIS TIRES AND BRAKES	\$39.95	\$41.00	\$69.99	\$90.00	\$180.00	\$149.00	\$578.95	a/c machine down (lifetime replacement)
PEPBOYS	\$50.00	\$80.00	\$60.00	\$90.00	\$130.00	\$179.00	\$589.00	Brakes lifetime replacement
COMPETITOR AVERAGES	\$28.99	\$59.90	\$45.00	\$70.00	\$136.00	\$165.80	\$505.69	
MY DEALERSHIP	\$29.95	\$59.95	\$39.95	\$89.95	\$139.95	\$119.95	\$479.70	

TIRE KINGDOM- Howett 12/5 11:53 am asked for sale

FIRESTONE- Jay 12/5 12:15pm

BRAKE4LESS- Nate 12/5 12:28pm

MAVIS TIRES AND BRAKES- Linda 12:38pm asked for sale

PEPBOYS- Mike 12/5 12:52pm

GOODYEAR AUTO SERVICE- Sergio 12/5 12:59pm

DEALER	LABOR	RATE	FLAT RATE TIME STANDARD
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	SINGLE	VARIABLE	
COGGIN NISSAN ATLANTIC		C-\$38 W-\$127 M-\$89.95 R- \$139.95 I-\$139.95	MITCHELL
COGGIN FORD		C-\$25.71 W-\$122.93 M-\$120.00 R-\$139.95 W/GRID I-\$139.95	OTHER
COGGIN HONDA		C-\$26.00 W-\$119.50 M-FIXED NOT HOUR R-\$125.00 W/GRID	OTHER
COGGIN NISSAN AVENUES		C-\$26 W-\$127.5 M-\$139.95 R-\$139.95 W/GRID	OTHER
COGGIN CHEVY		C-\$26.00 W-\$132.00 M-\$139.95 W/GRID R-\$149.99 W/GRID	OTHER