NADA 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)
Neighborhood Car Care (805)641.2302 JON	$72.00	$29.00	$26.00	N/A	$125.00	$200.00	$452.00
Jiffy Lube (805)652.0173 Johnathon	$94.99	$49.99	N/A	N/A	N/A	$359.99	$504.97
Mario's (805)486.8897 Carlos	$89.99	$60.00	N/A	N/A	$165.00	$250.00	$564.99
Williams Auto (805)656.1026 APRIL	$45.00 reg $65.00 syn	$40.00	N/A	N/A	N/A	$250.00	$335.00 reg. $355.00 synth.
Assoc. Tires (805)654.1355 Crystal	$80.00	$40.00	$40.00	$60.00	N/A	$180.00	$400.00
Pep Boys (805)652.0653 Tyler	$78.50	$27.00	$68.00	$99.99	$120.00	$229.00	$622.49
Competitor Averages	$80.14	$41.00	$70.66	$80.00	$137.00	$245.00	$653.82
My Dealership	$79.99	$89.99	$49.99	$129.00	$399.00	$289.00	$1036.97

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Dealer Labor Rate Survey
Complete this survey if you have a dealer (OEM) store.

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Gold Coast Aura		C 155⁰⁰ W 150⁰⁰ M GRID R 155⁰⁰ I 155⁰⁰	✔ Factory ___ Chilton ___ Computer ___ Motors ___ Mitchell ___ Other
Vista Ford OXNARD		C 169⁹⁵ W 169⁹⁵ M GRID R 169⁹⁵ ✦ 85⁰⁰	✔ Factory ___ Chilton ___ Computer ___ Motors ___ Mitchell ___ Other
DCH Ford of 1000 Oaks		C 190⁰⁰ W 152.66 M GRID R 190⁰⁰ I 190⁰⁰	✔ Factory ___ Chilton ___ Computer ___ Motors ___ Mitchell ___ Other
Toyota of OXNARD		C Menu W 166⁰⁰ M GRID R 166⁰⁰ I 165⁰⁰	✔ Factory ___ Chilton ___ Computer ___ Motors ___ Mitchell ___ Other
Subaru of 1000 Oaks		C 180⁰⁰ W 175⁰⁰ M GRID R 180⁰⁰ I 180⁰⁰	✔ Factory ___ Chilton ___ Computer ___ Motors ___ Mitchell ___ 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