



Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
TIM SHORT CDJR		C <u>115/135</u> <small>DECELE</small> W <u>86.53/111</u> M _____ R _____ I <u>115</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 <u>ALL DATA</u>
LEGACY FORD		C <u>125.00</u> W <u>90.50</u> M <u>125.00</u> R _____	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input checked="" type="checkbox"/> Mitchell <input checked="" type="checkbox"/> Other <u>200</u>
DON FRANKLIN FORD		C <u>120.00</u> W <u>93.50</u> M _____ R _____ I <u>120.00</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
LEGACY Chevrolet		C <u>125.00</u> W <u>96.00</u> M _____ R <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 <u>ALL DATA</u>
		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
WALMART	\$29.88-Reg \$48.88-Syn \$39.88/high	Price of filter No price for install	\$14/life \$12/one time per tire	X	X	X
VALVOLINE	\$42.99+ \$37.99+ \$29.99	39.99	X	X	X	X
JOHNNY WAGGLES	\$40.00	\$30.00	\$8 per tire	\$9.95 plus tax	(Free check) \$130.00	Wagner pads \$40.00 pads labor
CORBEN Quick Lube	\$46.00	\$25.00 (Free install)	X	X	Depends on front amt.	\$70 Labor plus pads
COOK TIRE <small>\$60 labor for cabin + 2025</small>	\$35	\$19	\$20	\$69	X	\$130
LONDON TIRE	\$39.22 \$58.00 <small>all synthetic</small>	\$30-40	\$10-15 a tire	69.95	X	\$120
Competitor Averages	38.87/58.29	34.80	35	72.97	\$130	\$130
My Dealership	\$52	42.70	39.95	89.95	160	170