



ACADEMY

Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
IMLAY CITY FORD		C <u>\$120.00</u> W <u>\$114.609</u> M <u>\$100.00</u> R <u>\$120.00</u> I <u>\$100.00</u>	<input checked="" type="checkbox"/> Factory <input type="checkbox"/> Chilton <input 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
		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
		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
		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

I= Internal

M=Maintenance Rate (Normal Factory Maintenance)

R =Highest, Repair Rate



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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)
PATRIOT AUTO	16 ⁹⁹	39 ⁹⁹	29 ⁹⁵		94 ⁹⁵	300 ⁰⁰	\$489.88
MEDAS ROMEO	29 ⁹⁹	45 ⁹⁵	40 ⁰⁰	59 ⁹⁵	99 ⁹⁹	365 ⁰⁰	\$640.92
GOOD YEAR AUTO SERVICE	54 ⁹⁹	22 ⁰⁰	60 ⁰⁰	149 ⁰⁰	39 ⁹⁵	349 ⁰⁰	\$674.94
BELLE TERE	29 ⁹⁵	NA	150 ⁰⁰	89 ⁹⁹	NA	375 ⁰⁰	\$644.94
Competitor Averages	32.98	35.99	69.99	99.65	78.30	349.25	\$646.16
My Dealership	38.50	86.95	89.95	129.95	139.95	329.95	\$815.25