



ACADEMY

Dealer Labor Rate Survey

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

RANDY PIERCE S29

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
RIVERSIDE FORD		C <u>135.00</u> W <u>106.42</u> M <u> </u> R <u> </u> I <u>135.00</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>
BILL KNIGHT FORD		C <u>145.00</u> W <u>98.86</u> M <u> </u> R <u> </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>
FOWLER FORD		C <u>134.95</u> W <u>119.20</u> M <u> </u> R <u> </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>
MATTHEWS FORD		C <u>139.00</u> W <u>117.00</u> M <u> </u> R <u> </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>
FERGUSON GMC		C <u>135.00</u> W <u>122.81</u> M <u> </u> R <u> </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>
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			



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2015 F150 5.0 V8 4X4

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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)
JEFFY LUBE	49.99	34.99	/	/	/	149.99	234.97
FIRESTONE	78.92	57.98	54.76	79.99	79.99	146.98	498.62
GOODYEAR	54.95	25.00	68.00	89.99	89.00	299.00	685.94
PEP BOYS	104.56	56.92	60.00	99.99	53.44	209.99	584.90
MEINEKE	69.99	40.00	80.00	79.99	120.00	180.00	569.98
TIRE BARN	88.33	25.00	40.00	79.95	100.00	240.00	573.28
Competitor Averages	74.46	39.98	60.55	85.98	88.49	159.33	524.62
My Dealership	49.95	45.00	80.00	79.95	159.95	159.95	574.80