



ACADEMY

Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
<u>Hatch Toyota</u>		C <u>110 -</u> W <u>96.90</u> M <u>96.90</u> R <u>110 -</u> I <u>92.50</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 <i>all data</i>
<u>Hatch Toyota Stateline</u>		C <u>120</u> W <u>99.13</u> M <u>99.13</u> R <u>120</u> I <u>120</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 <i>all DATA.</i>
<u>Hatch Ford</u>		C <u>120</u> W <u>104</u> M <u>104</u> R <u>120</u> I <u>120</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 <i>all data</i>
<u>Hatch CDJR</u>		C <u>120</u> W <u>111.42</u> M <u>111.42</u> R <u>120</u> I <u>120</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 <i>all data</i>
		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			

Service Customers' Needs

What are the top items/services customers need?	How often will they need them?
Oil change / General maint.	Every 5K.
BRAKES -	Depending on Driving Habits
Tires / BATTERIES .	Vary By habits .
Blades / Air filters - MPI.	Only -> <u>Best results.</u>
Tranny Service -	100K.
Diesel maint -	Depending on Habits.



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12 Toyota CAMRY w/49500

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
Big O	35	29	49. ⁹⁵	109. ⁹⁵	89. ⁰⁰	349. ⁵¹
Jiffy Lube	52. ⁹⁹	40	—	—	NO	—
Speedys	42. ⁹⁹	—	49. ⁹⁵	109. ⁹⁵	99. ⁹⁵	259. ⁹⁵
William's Bros	34. ⁹⁵	30	39. ⁹⁵	99. ⁹⁵	89. ⁹⁵	220. ⁰⁰
Harris Auto	39. ⁹⁵	39	49. ⁹⁵	94. ⁹⁵	89. ⁰⁰	220. ⁰⁰
Walmart Autocent ^{er}	49. ⁹⁵	39	39. ⁹⁵	—	119. ⁹⁵	—
Competitor Averages	42.63	35.40	45. ⁹⁵	103. ⁷⁰	97. ⁵⁹	254. ⁸⁶
My Dealership	102	28	59. ⁹⁵	89. ⁹⁵	129. ⁹⁵	195. ⁹⁵

EIR - all maintenance.