



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.

2/25/21
10:15
2/25/21
10:25
2/25/21
10:27
2/25/21
11:15
2/25/21
11:25
2/25/21
1:00

Competitor Name	Lube, Oil & Filter	Cabin Filter	Balance Tires	Align Front End	Service A/C	Replace Front Disc Pads	Totals (Sum Rows)
LITTLE'S Audi (Hercy)	169.56	120.00	25.00 EACH	150.00	200.00	250.00 Pads only	914.56
NT Audi (NASH)	135.00	120.00	20.00 EACH	160.00	125.00	270.00	790.00
McBinnis Audi (Geo)	100.00	60.00	N/A	88.00	130.00	300.00	728.00
ASE II (Marie)	85.00	100.00	15.00 EACH	87.00	150.00	225.00	664.00
Levin Ford (Quinn)	80.00	100.00	18 EACH	100.00	200.00	240.00	738.00
DAVE Audi (DAV)	100.00	55.00	20 EACH	120.00	200.00	400.00	875.00
Competitor Averages	111.55	99.16	21.60	111.22	167.50	285.00	791.48
My Dealership	200.00	175.00	50.00	200.00	200.00	500.00	1425.00



Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
NAPLES Mercedes		C <u>80⁰⁰</u> W <u>179⁰⁰</u> M <u>150⁰⁰</u> R <u>205⁰⁰</u> I <u>130⁰⁰</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
Thomas Dodge		C <u>115⁰⁰</u> W <u>148⁸¹</u> M <u>115⁰⁰</u> R <u>165⁰⁰</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
Scherer BMW		C <u>151⁰⁰</u> W <u>165⁰⁰</u> M <u>165⁰⁰</u> R <u>185⁰⁰</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
Garber Chevy		C <u>67⁸⁰</u> W <u>135⁵¹</u> M <u>125⁰⁰</u> R <u>159⁹⁵</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
Team Toyota		C <u>85⁰⁰</u> W <u>100⁰⁰</u> M <u>100⁰⁰</u> R <u>149⁰⁰</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 All 25%
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			