



ACADEMY

Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
CITY FORD		C <u>401.50</u> W <u>129.58</u> M <u>166.50</u> R <u>166.50</u> I <u>147.75</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
DENNY ANDREWS FORD	169.95	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
KENTWOOD FORD	169.95	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
WATERLOO FORD		C <u>40</u> W <u>-</u> M <u>173.00</u> R <u>173.00</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
SHERWOOD FORD	CALLED 4 TIMES... VOICEMAIL,	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)
CANADIAN TIRE	93	130	90	145	550	360	1368
KAL TIRE	70	115	80	129.95	525	365	1284.95
LUBE CITY	75	135	85	145	550	340	1330
FOUNTAIN TIRE	90	120	80	135	550	325	1300
MR LUBE	75	135	90	150	NOT — AVAIL	360	810 ON 5 ITEMS
SPEEDY	75	110	80	130	520	340	1255
Competitor Averages	79.6	124.2	84.2	139.2	539	348.3	1314.5
My Dealership	90	129.95	85	140	529.95	355	1329.9