



Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Route 18. cb/d/r.	\$155. ⁰⁰	C none. W 143.23. M menu prices for items. R 155 / 145 (D). I 125.	<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
		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



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)
Goodyear. Craig	30.99. w/ tire rotation	\$40 - \$60	\$63.	\$105 \$10 coupon	\$150 start.	\$350	\$738.99
Mainis Steve	\$49.99	\$40	\$39.99 Free w/ purchase	\$99.00	Don't DO	299 128.00	\$518.97
AAA. maurice	\$66	\$30 - \$40	\$20 per tire	\$100	\$160 recharge only	\$400 - \$500	\$836
Pepboys.	\$39.99 \$79.99	\$45	\$16.99 per tire	\$100	\$40 check	\$495	\$787.95
Rayco.	\$39.95 \$69.95	\$39	\$12 per wheel	\$99	\$159	\$359	\$743.95
FireStone	\$65.49 \$95.00	\$52.99	\$60.99	\$93.99	AC check \$10	\$170.58 rotors \$303.98	758.38.
Competitor Averages							
My Dealership	\$130	79.88.	89.98.	125.59.	134.	429.99.	989.84.

w/ tire rotation
89.95.