



ACADEMY

50 RO's per advisor

We get full labor rate on no rework

Dealer Labor Rate Survey

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

-185 door/matrix on repairs

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Circle BMW		C <u>139⁹⁶</u> W <u>178⁰⁰</u> M <u>178⁰⁰</u> No extra parts rework R <u>210</u> I <u>185 BMW/35 off</u> <small>ep list on parts</small>	<input checked="" type="checkbox"/> BMW Factory ^{AIR} <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other 1.6 - multiplier All Data off brands ins custom
Paul Miller		C <u>180</u> W <u>157</u> M <u>152 - 180</u> R <u>225</u> I <u>180 BMW</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input checked="" type="checkbox"/> Mitchell <input checked="" type="checkbox"/> Other Built their own
Princeton BMW		C <u>170¹⁰</u> W <u>170¹⁰</u> M <u>175</u> R <u>205 × 1.75</u> <small>mult</small> I <u>205</u>	<input checked="" type="checkbox"/> Factory air <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other all data
Freehold BMW		C <u>167³⁰</u> W <u>167³⁰</u> M <u>167³⁰</u> R <u>185 × 1.6</u> <small>mult</small> I <u>189</u>	<input checked="" type="checkbox"/> Factory air <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
BMW of Atlantic City		C <u>195⁰⁵</u> W <u>154⁴⁰</u> M <u>154⁴⁰</u> R <u>195⁰⁵</u> I <u>160</u>	<input checked="" type="checkbox"/> Factory air <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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pricing
for
2018 BMW 330xi

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)
MAVIS	85	85	85 package \$423	85	85	936 ⁰⁰	1359 ⁰⁰
Meineke	110 ⁰⁰	75 ⁰⁰	48 ⁰⁰	150 ⁰⁰	150-300	\$800- \$1200	1333- 1883
Jiffy Lube	149 ⁺	49 ⁹⁹	79 ⁹⁸	\$120	159 ⁹⁹	500	1058 ⁹⁶
Pep Boys	99 ⁹⁹	49 ⁹⁹	72	100	169	120	610 ⁹⁸
* Firestone	120	80	60	94	50 ⁰⁰ \$300 ⁰⁰	300	704- 954
Aamco	140	49 ⁹⁹	100	110	free check estimate	275 ⁰⁰	674 ⁹⁹
Competitor Averages	117	65	74 ⁰⁰	110	202	555	1090
My Dealership	99 ⁹⁵	67 ⁹⁵	99 ⁹⁵	229 ⁹⁵	289 ⁹⁵	245 ⁰⁵	1033 ⁷⁰

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