



ACADEMY

Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Merchante Jeep		C <u>160</u>	<input type="checkbox"/> Factory
		W <u>122⁰⁴</u>	<input type="checkbox"/> Chilton - <i>S. Y. Lee</i>
		M <u>135</u>	<input type="checkbox"/> Computer
		R <u>180</u>	<input type="checkbox"/> Motors
		I <u>145⁰⁴</u>	<input type="checkbox"/> Mitchell
		<input checked="" type="checkbox"/> Other <i>All data</i>	
		C _____	<input type="checkbox"/> Factory
		W _____	<input type="checkbox"/> Chilton
		M _____	<input type="checkbox"/> Computer
		R _____	<input type="checkbox"/> Motors
			<input type="checkbox"/> Mitchell
			<input type="checkbox"/> Other
		C _____	<input type="checkbox"/> Factory
		W _____	<input type="checkbox"/> Chilton
		M _____	<input type="checkbox"/> Computer
		R _____	<input type="checkbox"/> Motors
			<input type="checkbox"/> Mitchell
			<input type="checkbox"/> Other
		C _____	<input type="checkbox"/> Factory
		W _____	<input type="checkbox"/> Chilton
		M _____	<input type="checkbox"/> Computer
		R _____	<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



ACADEMY

2012 worksheet

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)
MR Tire	39.95 79.99			129.99	249.99	547.00	607.94
Mike's Automotive	54.00 53.95		20.00	NO	NO		137.95
Master Craft	20.00	18.00	12.00 wheel	119.00	129.00	200.00	377.00
Manchukon	39.95 75.00	47.95 Wash fluid	20.00 tire	109.95	149.95 1 lb foam	180.00	585.30
Competitor Averages							
My Dealership							

609
308.
3316

609
478
7291

609
517
8117

10:50
Christa

10:40
Mike

10:30
Ken

5-10-22

Dealership Advantages

- * Dealer uses OEM parts
- * Factory Trained Techs
- * Perform Warranty work