



Dealer Labor Rate Survey

Dealer	Labor Rate Single	Labor Rate Variable	Flat-Rate Time Standard	
Wes Finch Auto Plaza		C <u>\$20 oil change / \$125</u> W <u>GM: 97-78 Chrys: 118.18</u> M <u>125</u> R <u>125</u> I <u>100</u>	<input type="checkbox"/> Factory	<input type="checkbox"/> Chilton
Steve Link Ford Lincoln		C <u>\$22.50</u> W <u>\$122.49</u> M <u>\$130</u> R <u>\$130</u> I <u>\$130</u>	<input type="checkbox"/> Factory	<input type="checkbox"/> Chilton
Erleag Young Newton		C <u>\$20.95</u> W <u>*wouldn't tell me</u> M <u>\$140</u> R <u>\$140</u>	<input type="checkbox"/> Factory	<input type="checkbox"/> Chilton
			<input type="checkbox"/> Mitchell	<input type="checkbox"/> Motor
			<input type="checkbox"/> Computer	<input type="checkbox"/> Other

Variable Rate Codes:

- C = Lowest, Most Competitive (e.g., LOF, etc.)
- M = Maintenance Rate (Normal Factory Maintenance)
- I = Internal

- W = Warranty
- R = Highest, Repair Rate

Does your warranty rate equal or exceed other dealers in your area?

Below! we could probably revisit to get a bump!



Competitive Maintenance Pricing Summary - Non-Dealer

Competitor	Lube, Oil & Filter	Cabin Filter	Balance Front/Rear Tires	Align Front End	Service A/C	Replace Front Disc Pads
Filestore	\$100	\$120 FR	\$120	\$120	\$120	\$120 →
Andy's Auto	\$45	*filter panasonid	\$35 FR	\$35	\$35	\$35 →
Totals	\$105	\$120	\$205	\$205	\$205	\$205
Average Price	\$52.50	\$60	\$102.50	\$102.50	\$102.50	\$102.50
My Dealership	\$59	\$25	\$125	\$125	\$125	\$125