NADA ACADEMY

Dealer Labor Rate Survey

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

Dealer	Labor Rate: Single	Labor Rate: Variable	Flat Rate Time Standard
Freedom Ford		C 42 W 113.08 M 35 R 215.94 I 169	✓ Factory Warranty ___ Chilton ___ Computer ___ Motors ___ Mitchell ✓ Other All Data
Toliver		C 32 W 136 M 54 R 172	✓ Factory ___ Chilton ___ Computer ___ Motors ___ Mitchell ___ Other
Brinson	135	C ___ W ___ M ___ R ___	___ Factory ___ Chilton ___ Computer ___ Motors ___ Mitchell ___ Other
AutoNation	165	C ___ W ___ M ___ R ___	___ Factory ___ Chilton ___ Computer ___ Motors ___ Mitchell ___ Other
North Central Ford	165.88	C ___ W ___ M ___ R ___	___ Factory ___ Chilton ___ Computer ___ Motors ___ Mitchell ___ 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)
matt	eagle transmisson	100	50	N/A	N/A	N/A	N/A	150
Evan	NTB	$65-85	$20	$40	$100	$150 diag	N/A	375
mike	Walmart	$60	$20	$14.00	N/A	N/A	N/A	94
Ryan	gibson	79.99	40	20 a tire $80	$100	120 Diag	300	719.99
eric	garcia Auto	64.99	$30	25 a tire $100	$100	149 Diag	$350	793.99
Colby	A&J	$45	$25	$125	$115	150 Diag	$315	775
	Competitor Averages	$69	$30	$72	104	143	322	740
	My Dealership	$110	69.95	120	99.95 4wheel	175	150	

2018 F150 62K miles. 4.12.2023 1:54 PM