



ACADEMY

Rick Leendertse

N418

Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Queenston Chevrolet		C <u>145</u> W <u>115.44</u> M <u>105</u> R <u>145</u> I <u>145</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input checked="" type="checkbox"/> Other
Leggatts Chevrolet		C <u>145</u> W <u>118</u> M <u>110</u> R <u>169</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input checked="" type="checkbox"/> Mitchell <input type="checkbox"/> Other
John Bear Cad/Buick/GMC		C <u>140</u> W <u>109</u> M <u>102</u> R <u>165</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input checked="" type="checkbox"/> Mitchell <input type="checkbox"/> Other
Georgetown Chev		C <u>137.95</u> W <u>116</u> M <u>—</u> R <u>169</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input checked="" type="checkbox"/> Other
Image Honda		C <u>137</u> W <u>110</u> M <u>102</u> R <u>145</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input checked="" type="checkbox"/> Mitchell <input type="checkbox"/> Other
<b>Variable Rate Code(s):</b> C=Lowest, Most Competitive (ie., L.O.F., etc.)      W=Warranty M=Maintenance Rate (Normal Factory Maintenance)      R =Highest, Repair Rate      I = Internal			



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
① Mr. Lube	84.99 +	55	130	130	/	/
② Canadian Tire	104.98	39.98 +	104.98	129.98	149.98 189	129.98 180
③ Active Green & Ross	94.99	40 +	105.99	125	105.99 + Freon 180	119.99 175
④ JP Motors	106.99	32.70  80 + filter	109	141.70	109. + Freon 185	130/160
⑤ Locke Street Tire	110	45	122.	129.	122 + Freon 209	135+ 215
⑥ Midas	89.99	62.99	89.99	129.99	149.99 205	139.99 +60 = 200
Competitor Averages	98.65	53.82	116.32	130.94	193.6	186
My Dealership	89.95	43	80	130	150 + Freon 210	199

\$210 ↑

- ① Leah - April 20<sup>th</sup>
- ② Matt - April 20<sup>th</sup>
- ③ Furhan - April 20<sup>th</sup>
- ④ Tony - April 20<sup>th</sup>
- ⑤ James - April 20<sup>th</sup>
- ⑥ Jacob - April 20<sup>th</sup>