



ACADEMY

Dealer Labor Rate Survey

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

| Dealer | Labor Rate | | Flat Rate Time Standard |
|--|------------|---|--|
| | Single | Variable | |
| Gettel Hyundai Mike McDade | | C <u>179⁹⁵</u> W <u>135⁴⁹</u> M <u>93⁰⁰ Variable</u> R <u>178⁹⁵</u> I <u>179⁹⁵</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 <u>ALLDATA</u> |
| GETTEL CBG Jim Haag | | C <u>178⁹⁵</u> W <u>168⁹⁹</u> M <u>95⁰⁰</u> R <u>178⁹⁵</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 <u>All data</u> |
| Gettel Chrysler Ricky Saly | | C <u>178⁹⁵</u> W <u>123²⁷</u> M <u>Variable</u> R <u>229⁹⁵</u> | <input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other |
| Gettel Lincoln Kevin Rydberg | | C <u>189⁹⁵</u> W <u>139³⁹</u> M <u>Variable</u> R <u>189⁹⁵</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 <u>All data</u> |
| Gettel Toyota Kevin Keylar | | C <u>179⁹⁵</u> W <u>123⁶⁵</u> M <u>Variable</u> R <u>179⁹⁵</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 <u>All data</u> |
| 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.

7-24-23
Gareth
7-24-23
Mate
7-24-23
Tracy
7-24-23
Bruce
7-24-23
Greg

| Competitor Name | Lube, Oil & Filter | Cabin Filter | Balance Tires | Align Front End | Service A/C | Replace Front Disc Pads | Totals (Sum Rows) |
|------------------------------|--------------------|------------------|------------------|-------------------|-------------------|-------------------------|-------------------|
| Firestone 941-787-2599 | 76 ⁰⁰ | 97 ⁰⁰ | 54 ⁰⁰ | 112 ⁰⁰ | 220 ⁰⁰ | 200 ⁰⁰ | 759 ⁰⁰ |
| Tuffy Lube 941-637-9490 | 109 ⁹⁹ | 59 ⁹⁹ | 89 ⁹⁹ | 104 ⁹⁹ | N/A | 215 ⁰⁰ | 579 ⁹⁶ |
| Goodyear 941-639-1186 | 79 ⁹⁵ | 35 ⁰⁰ | 60 ⁰⁰ | 109 ⁹⁵ | N/A | 205 | 489 ⁹⁰ |
| Tire Kingdom 941-288-0553 | 80 ⁰⁰ | 35 ⁰⁰ | 75 ⁰⁰ | 110 ⁰⁰ | 170 ⁰⁰ | 210 ⁰⁰ | 680 ⁰⁰ |
| Midway 941-421-0712 | 69 ⁹⁵ | 38 ⁰⁰ | 80 ⁰⁰ | 110 ⁰⁰ | 180 ⁰⁰ | 220 ⁰⁰ | 697 ⁹⁰ |
| Competitor Averages | 83.17 | 53.00 | 71.80 | 109.39 | 190 ⁰⁰ | 210 ⁰⁰ | |
| My Dealership | 59 ⁹⁵ | 54 ⁹⁵ | 59 ⁹⁵ | 109 ⁹⁵ | 251 ⁹⁵ | 235 ⁰⁰ | 771 ⁷⁵ |