

# CarAdvise Pricing Analysis

## Executive Summary

In Q1 2021, CarAdvise conducted a nationwide survey to determine CarAdvise member average savings versus retail pricing. Hundreds of nationally branded shops (such as Firestone, Pep Boys, AAMCO, and NTB), dealerships, and independent shops were contacted as part of this survey. Data was collected on hourly labor rates, as well as pricing for specific, popular services to obtain the broadest and most comprehensive range of pricing. We also queried pricing for popular services across a range of vehicle brands and trims, representing the most "popular" vehicles in the CarAdvise Fleet. Based on this research, the average national savings for CarAdvise customers is 22.40% and \$25.40 per hour on labor.

The nationwide savings on specific common services is 18.84% and \$178.06 on average, for an oil change (full synthetic), front and rear brake pads, and a wheel alignment.

## Pricing Findings

### Service Based Pricing

CarAdvise collected pricing on an assortment of common maintenance services, including: oil changes up to 5 quarts w/ a standard oil filter (conventional, synthetic-blend, and full synthetic), tire rotations, coolant flushes, transmission flushes, and wheel alignments.

Service	CarAdvise Low	CarAdvise Average	Retail Average	Average Savings
Conventional Oil	\$19.99	\$25.49	\$36.98	31% / \$11.49
Synthetic Blend Oil	\$27.99	\$38.24	\$64.96	41% / \$26.72
Full Synthetic Oil	\$41.99	\$58.49	\$75.66	23% / \$17.17
Tire Rotation	\$12.59	\$16.29	\$27.25	40% / \$10.96
Coolant Flush	\$69.99	\$94.99	\$144.72	34% / \$49.73
Transmission Flush	\$89.99	\$141.95	\$209.73	32% / \$67.78
Wheel Alignment	\$69.50	\$89.90	\$122.97	27% / \$33.07

We also looked at common service "bundles" across vehicle brands/trims and regions, to get an estimate of what a CarAdvise customer would save across services.

## Regional All-In Cost, Popular Cars, and Brands

Retail						CarAdvise		
Values	Region					Price	Savings	Savings
	EAST	MIDWEST	SOUTH	WEST	Grand Total			
AVERAGE of Synth Oil Chg	\$83.50	\$77.02	\$74.28	\$70.88	<b>\$76.42</b>	\$54.90	\$21.52	28.17%
AVERAGE of Front Pads	\$361.07	\$375.86	\$394.35	\$425.91	<b>\$389.30</b>	\$309.68	\$79.62	20.45%
AVERAGE of Rear Pads	\$371.26	\$373.88	\$380.51	\$405.45	<b>\$382.77</b>	\$316.35	\$66.43	17.35%
AVERAGE of Wheel Align	\$93.32	\$96.44	\$98.22	\$99.55	<b>\$96.88</b>	\$86.39	\$10.49	10.83%
<b>AVERAGE of Total</b>	<b>\$909.16</b>	<b>\$923.20</b>	<b>\$947.36</b>	<b>\$1,001.78</b>	<b>\$945.38</b>	\$767.31	\$178.06	18.84%
<b>Retail</b>								
AVERAGE of Total Vehicle	Region					Price	Savings	Savings
	EAST	MIDWEST	SOUTH	WEST	Grand Total			
2015 Honda Accord	\$840.29	\$920.24	\$766.74	\$938.73	<b>\$866.50</b>	\$738.15	\$128.35	14.81%
2015 Nissan Altima V6	\$915.36	\$914.58	\$983.76	\$1,123.13	<b>\$984.21</b>	\$770.27	\$213.94	21.74%
2015 Toyota Camry SE	\$971.82	\$934.78	\$1,091.59	\$943.49	<b>\$985.42</b>	\$793.52	\$191.90	19.47%
<b>Grand Total</b>	<b>\$909.16</b>	<b>\$923.20</b>	<b>\$947.36</b>	<b>\$1,001.78</b>	<b>\$945.38</b>	\$767.31	\$178.06	18.84%
<b>Retail</b>								
AVERAGE of Total Shop	Region					Price	Savings	Savings
	EAST	MIDWEST	SOUTH	WEST	Grand Total			
BSRO	\$981.92	\$932.88	\$973.25	\$1,019.82	<b>\$976.97</b>	\$764.93	\$212.04	21.70%
Indy	\$798.24	\$943.99	\$871.52	\$1,010.87	<b>\$906.16</b>	\$768.09	\$138.07	15.24%
Pep Boys	\$947.31	\$892.73	\$997.32	\$974.66	<b>\$953.00</b>	\$768.92	\$184.08	19.32%
<b>Grand Total</b>	<b>\$909.16</b>	<b>\$923.20</b>	<b>\$947.36</b>	<b>\$1,001.78</b>	<b>\$945.38</b>	\$767.31	\$178.06	18.84%
<b>Savings (%)</b>	<b>18.49%</b>	<b>20.32%</b>	<b>23.47%</b>	<b>30.56%</b>	<b>23.21%</b>		<b>\$178.06</b>	<b>18.84%</b>

To determine pricing outside of common services, shops were assigned to three tiers. Tier I- major metros, Tier II- metros, and Tier III- states, by region.

### Tier I- Major Metro

Below is a breakdown of savings comparing CarAdvise and average retail hourly labor rates.

Major Metro	Avg Retail labor rate	CarAdvise Member Savings/ (%)	CarAdvise Member Savings/ (%)
Chicago	\$120	22%	\$27
LA/San Diego	\$118	21%	\$25
New York City	\$117	20%	\$26
San Francisco	\$140	33%	\$47

Washington DC/ Baltimore	\$108	14%	\$15
<b>Average</b>	<b>\$120.60</b>	<b>22%</b>	<b>\$28.00</b>

## Tier II- Metro

Below is a breakdown of savings comparing CarAdvise and average retail hourly labor rates.

Market	Retail Labor Rate	CarAdvise Member Savings/	CarAdvise Member Savings/
Atlanta	\$109	17%	\$19
Austin	\$117	23%	\$27
Boston	\$109	17%	\$19
Cleveland	\$101	10%	\$11
Dallas/Ft. Worth	\$107	15%	\$17
Denver	\$117	23%	\$27
Detroit	\$103	12%	\$13
Houston	\$109	17%	\$19
Kansas City	\$111	19%	\$21
Las Vegas	\$116	22%	\$27
Memphis	\$107	15%	\$17
Miami/Ft. Lauderdale	\$110	18%	\$20
Milwaukee/Madison	\$107	15%	\$17
Minneapolis/St. Paul	\$114	21%	\$24
Nashville	\$102	11%	\$12
Philadelphia	\$111	19%	\$21
Phoenix/Tucson	\$113	20%	\$23
Pittsburgh	\$101	10%	\$11
Portland	\$110	18%	\$20
Reno	\$111	19%	\$21
Salt Lake City	\$102	11%	\$12
San Antonio	\$113	20%	\$23
Seattle	\$121	25%	\$31
St. Louis	\$116	22%	\$26

<b>Average</b>	<b>\$109.88</b>	<b>17%</b>	<b>\$19.91</b>
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### Tier III- Regional Labor Rates

Below is a breakdown of savings comparing CarAdvise and average retail hourly labor rates.

<b>Market</b>	<b>CarAdvise Labor Rate</b>	<b>Retail Labor Rate</b>	<b>CarAdvise Member Savings/hour (%)</b>	<b>CarAdvise Member Savings/hour</b>
Southeast	\$87	\$108	19%	\$21
Northeast	\$88	\$119	26%	\$31
Midwest	\$87	\$103	15%	\$15
Southwest	\$88	\$116	24%	\$28
West	\$88	\$120	28%	\$32
<b>Average</b>	<b>\$87.60</b>	<b>\$113.20</b>	<b>22.40%</b>	<b>\$25.40</b>

Southeast = AR, LA, MS, KY, TN, AL, MD, WV, VA, NC, SC, GA, FL  
 Northeast = NY, NJ, PA, CT, RI, MA, NH, ME, VT  
 Midwest = ND, SD, NE, KS, MN, IA, MO, WI, IL, MI, IN, OH  
 Southwest = AZ, NM, TX, OK  
 West = WA, OR, CA, NV, ID, MT, WY, UT, CO, AK, HI

As you can see, CarAdvise labor rates are cheaper in every single market that was surveyed.

### Conclusion

CarAdvise customers can expect to see an average national savings of 22.40% and \$25.40 per hour on labor and a combined average savings of 18.84% when booking popular services through the CarAdvise platform. These results were in the same range across all regions and geographies, showing that price savings will apply to all CarAdvise consumers.

In summary, CarAdvise provides competitive and transparent pricing and better than retail pricing to customers.