



# Flat Rate Manual

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# Acknowledgments

NCM Associates gathers and revises data from dealerships across the U.S. and Canada. We wish to acknowledge and thank all of the dealers who provided us with information for use in this manual.

# Introduction

This flat rate manual has been prepared for dealership management teams to be used as an aid in managing their service departments.

**It is our intent that this manual be used only as a guide for determining what to charge in the sale of services to any customer.** These time studies are guidelines and are not intended to be absolutes for every dealership. It is recommended that dealers obtain actual time studies for their dealership based on their own facility, the brands they carry, and the tools they have available. The dealership may change these suggested times when they are in full agreement that proper time studies have been done accurately.

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**Note** The flat rate information contained in this manual has been compiled directly from data submitted by dealers. In some cases, this means the terminology is regional, or the wording is unfamiliar or incomplete. There are many variations between how different dealerships perform the same job. We cannot always control the flat rate jobs given by dealers – we trust that the dealers submitting information know what they’re talking about – and hopefully so will you!

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# About Flat Rate Times

## Flat Rates should include time to:

- Pull the unit into the shop (uncover the unit if needed)
- Look up parts (“reasonable” amount of time)
- Pull parts from stock
- Perform the work needed
- Fill out the repair order with detailed notes
- Pull the unit out of the shop (cover the unit if needed)
- Clean up
- *Diagnosis should be considered a separate flat rate job*

## The suggested flat rate times in this manual are based on these assumptions:

- Reasonably experienced technician (see below)
- Adequate facilities are provided
- Needed tools are readily available
- A reasonable supply of parts is available
- Technicians clean up after themselves
- *No travel time is taken into consideration*

## Flat Rates should be based on the “Law of Averages”

Flat rate times are not set according to the best-of-the-best technician or based on a technician in training. They should be a blend of the two.

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**Example** If the best technician takes 1 hour to perform a certain operation and a trainee takes 3 hours to perform the same operation, the flat rate time is 2 hours.

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# About Unit Prep Times

Here are definitions for the Predelivery/Rigging/Setup sections of the flat rate manual.

**UNLOAD & INSPECT** Unloading units from delivery trucks, placing them on trailers or storage racks and removing shrink wrap if needed (boats), and inspecting them for damages or shortages.

**TRAVEL LIFT / FORK LIFT** If needed, loading the unit from a storage rack onto the ground, into the water (boats), or onto a trailer if needed for unit prep.

**TRAILER SETUP** Adjusting tongue weight, winch height, checking lug nuts for proper torque, greasing bearings, checking lights for proper operation, etc.

**UNIT PREP/RIGGING/SETUP** Completely making a unit ready for delivery with the equipment it arrived with from the manufacturer. This includes whatever is required to have the unit ready for the customer, including filling out paperwork. Unit prep time does **not** include the time necessary to install additional equipment such as awnings, air conditioners, levelers, depth finders, radios, ski mirrors, fire extinguishers, etc.

**WATER TEST (BOATS)** Determined by each dealership according to their standards for rigging and the location of water.

**CLEAN AND DETAIL FOR DELIVERY** Cleaning up units after unit prep or before a customer takes delivery.

**PRE-DELIVERY INSPECTION** This operation is the complete check of all systems including running the engine for units that have previously been prepped but have been sitting on the lot for more than 30 days. Units that have been sitting for an extended period of time tend to have dead batteries, broken switches, parts missing and/or stolen, etc.

**ORIENTATION** Customer orientation on the unit in order to show the customer how all systems on the unit operate. Some customers have never owned this type of unit before and require extensive learning time; this should be taken into consideration.

**POLICY ADJUSTMENT / GOODWILL** Customer goodwill work or warranty work not paid.

**TOTAL HOURS** Total hours required to have the unit ready for the customer.

**HOURLY RATE** Amount the service department charges per hour.

**= PREP LABOR CHARGE** Total amount to be charged to the Sales Department which is considered a Collect-able™ activity in Service.

**UNIT PREP MATERIALS** Dollar amount for materials required to make a unit ready for a customer. Examples: nuts, bolts, screws, washers, fluids, cleaning supplies, etc. The recommended charge for this is 10% of the labor dollar amount. This amount for materials should not include installed options.

**UNIT PREP TOTAL** Total to be charged against the sale for unit prep labor and parts.

# Flat Rate Updates

Each year we strive to improve the quality and quantity of flat rate information available to the industry. As new products and services are developed, and as existing job requirements change, we work to revise and update this manual. Please help us by calling to our attention the changes as you encounter them in your dealership.

Dealers who submit flat rate updates (additions, modified times on existing operations, or identification of duplicates) are eligible to receive the new flat rate manual at a reduced price, or even free.

- |                                 |                                   |
|---------------------------------|-----------------------------------|
| * Send in 10-19 operations      | Receive 50% off the update price. |
| * Send in 20-29 operations      | Receive 75% off the update price. |
| * <b>Send in 30+ operations</b> | <b>Receive the update FREE!</b>   |

## Flat Rate Manual Update Process

- Fill in your dealership's shop-studied flat rate time under the DEALER FLAT RATE TIME column on the page where the operation is located.
- Photocopy the page and submit it along with the following cover page to NCM in accordance with the update timeline. You will receive notification of this timeline each year in the fall, and will be required to submit the flat rate changes by a deadline date.

## Flat Rate Update Notes

- Dealerships with more than one location with a flat rate manual at each store do not qualify for multiple copies of the update at a reduced price. Each store needs to qualify for the reduced price or free update individually.
- Warranty times from manufacturers are not acceptable flat rates to qualify for a free or reduced-price flat rate update, unless you have created a retail version of the job based on actual time studies in your shop.
- NCM software applications (Flat Rates Online and Service Management) have functions available to submit your flat rates automatically. Contact the Help Desk for more information.

## Flat Rate Update Cover Page

Please fill in the information below and include a copy of this page with your photocopied flat rate pages from this manual for the update.

Dealership: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov: \_\_\_\_\_ Zip/PC: \_\_\_\_\_

Phone: \_\_\_\_\_

Email updates to: [sfhelpdesk@ncmassociates.com](mailto:sfhelpdesk@ncmassociates.com)  
Subject: Flat Rate Update



# Contents

## Acknowledgments & Introduction

iii

## Flat Rate Updates

vii

## Accessories

1

|                       |    |                      |    |
|-----------------------|----|----------------------|----|
| Aerators              | 1  | Intercoms            | 27 |
| Air Conditioning      | 1  | Interface Systems    | 27 |
| Anchors               | 2  | Jack Plates          | 27 |
| Arches                | 4  | Keel Protectors      | 28 |
| Auto Float Switches   | 5  | Ladders              | 28 |
| Ballast Systems       | 5  | Lightning Protection | 29 |
| Bilge                 | 6  | Lights               | 29 |
| Bow & Stern Thrusters | 8  | Live Bait Wells      | 32 |
| Bow Pulpit            | 8  | Motor Brackets       | 33 |
| Cabin Fans            | 8  | Motor Install        | 34 |
| Cabin Interior        | 9  | Outriggers           | 35 |
| Carpet                | 9  | Rails                | 35 |
| Chart Lighters        | 10 | Refrigerators        | 36 |
| Cleats                | 10 | Rod Holders/Racks    | 37 |
| Console               | 10 | Safety Kits          | 37 |
| Covers & Canvas       | 11 | Sail                 | 38 |
| Cruise Control        | 16 | Scuff Plates         | 38 |
| Dock Side             | 16 | Seats                | 39 |
| Doors                 | 17 | Ski Mirrors/Tow Bars | 41 |
| Downriggers           | 17 | Stabilizers          | 44 |
| Drain Plugs           | 18 | Storage Boxes        | 45 |
| Drink Holders         | 18 | Stoves               | 45 |
| Eyes                  | 19 | Swim Platforms       | 45 |
| Fenders               | 19 | Tables               | 46 |
| Fire Extinguishers    | 19 | Telephones & TVs     | 47 |
| Flag Poles            | 20 | Throttles            | 48 |
| Floor                 | 20 | Tracking Fins        | 48 |
| Fume Detectors        | 21 | Trolling Motors      | 48 |
| Gil Drive             | 22 | Wash Down            | 51 |
| Glove Boxes           | 22 | Water Heaters        | 52 |
| Hatch                 | 22 | Water Systems        | 52 |
| Heads (Toilets)       | 22 | Wave Wackers         | 52 |
| Heaters               | 25 | Windows              | 53 |
| Hooks/Locks/Latches   | 25 | Windshields          | 53 |
| Horns                 | 26 |                      |    |

## Electrical

57

|                       |    |            |    |
|-----------------------|----|------------|----|
| Alternators           | 57 | Regulators | 69 |
| Batteries             | 58 | Rewire     | 70 |
| Cigarette/Accessories | 61 | Senders    | 71 |
| Electrical Systems    | 61 | Starters   | 71 |
| Ignition Systems      | 63 | Switches   | 73 |
| Receptacles           | 69 |            |    |

|                                |     |                                      |            |
|--------------------------------|-----|--------------------------------------|------------|
| <b>Fiberglass &amp; Detail</b> |     |                                      | <b>77</b>  |
| Bottom Clean/Wash              | 77  | Gunnels                              | 85         |
| Detailing                      | 78  | Registration Numbers                 | 85         |
| Fiberglass Repair              | 83  | Sand & Paint                         | 85         |
| Gelcoat Repair                 | 83  | Teak                                 | 87         |
| Graphics                       | 84  | Zincs                                | 87         |
| <b>Fuel Systems</b>            |     |                                      | <b>89</b>  |
| Carburetors                    | 89  | Fuel Systems                         | 103        |
| Electronic Fuel Injection      | 93  | Fuel Tanks                           | 105        |
| Engines                        | 97  | Intake Manifold                      | 106        |
| Fuel Filters                   | 97  | Oil Injection                        | 107        |
| Fuel Lines                     | 100 | Primers                              | 109        |
| Fuel Pumps                     | 101 |                                      |            |
| <b>Instruments</b>             |     |                                      | <b>111</b> |
| Antennas                       | 111 | Plotters                             | 122        |
| Audio Warning                  | 112 | Radar                                | 123        |
| Autopilot                      | 112 | Radios                               | 124        |
| Compasses                      | 113 | Rudder Indicators                    | 128        |
| Depth/Fish Finders             | 114 | Speedometers                         | 128        |
| Gauges                         | 117 | Synchronizers                        | 129        |
| GPS/Lorans                     | 119 | Tachometers                          | 129        |
| Graphs                         | 121 | Transducers                          | 130        |
| Hour Meters                    | 122 | Volt Meters                          | 131        |
| Knot Meters                    | 122 |                                      |            |
| <b>Jet Boat</b>                |     |                                      | <b>133</b> |
| Jet Boat Body/Frame            | 133 | OMC Jet Boat Steering                | 140        |
| Jet Boat Electrical            | 133 | Sea-Doo Jet Boat Body/Frame          | 141        |
| Jet Boat Engines               | 133 | Sea-Doo Jet Boat Electrical          | 142        |
| Jet Boat Ignition              | 133 | Sea-Doo Jet Boat Engines             | 143        |
| Jet Boat Propulsion            | 133 | Sea-Doo Jet Boat Fuel/Oil            | 144        |
| Jet Boat Seasonal              | 134 | Sea-Doo Jet Boat Ignition            | 146        |
| Jet Boat Service               | 134 | Sea-Doo Jet Boat Propulsion          | 146        |
| Jet Boat Starters              | 135 | Sea-Doo Jet Boat Seasonal            | 147        |
| Jet Boat Steering              | 135 | Sea-Doo Jet Boat Service             | 147        |
| Jet Boat Trade In Evaluation   | 135 | Sea-Doo Jet Boat Setup               | 148        |
| Mercury Jet Boat Electrical    | 136 | Sea-Doo Jet Boat Starters            | 149        |
| Mercury Jet Boat Engines       | 136 | Sea-Doo Jet Boat Steering            | 149        |
| Mercury Jet Boat Fuel/Oil      | 137 | Sea-Doo Jet Boat Trade In Evaluation | 150        |
| Mercury Jet Boat Ignition      | 138 | Yamaha Jet Boat Accessories          | 151        |
| Mercury Jet Boat Propulsion    | 138 | Yamaha Jet Boat Engines              | 151        |
| Mercury Jet Boat Seasonal      | 139 | Yamaha Jet Boat Fuel/Oil             | 151        |
| Mercury Jet Boat Service       | 139 | Yamaha Jet Boat Ignition             | 151        |
| Mercury Jet Boat Starters      | 139 | Yamaha Jet Boat Propulsion           | 151        |
| Mercury Jet Boat Steering      | 139 | Yamaha Jet Boat Service              | 151        |
| OMC Jet Boat Engines           | 140 | Yamaha Jet Boat Setup                | 152        |
| OMC Jet Boat Fuel/Oil          | 140 | Yamaha Jet Boat Steering             | 153        |
| OMC Jet Boat Propulsion        | 140 |                                      |            |

**Mechanical**

|                       |     |                       |            |
|-----------------------|-----|-----------------------|------------|
|                       |     |                       | <b>155</b> |
| Align Engines         | 155 | Powerhead Gasket      | 221        |
| Bellows               | 155 | Propellers            | 222        |
| Check Systems         | 157 | Remote Controls       | 224        |
| Clutch Dogs           | 161 | Reverse Lockdown      | 226        |
| Cooling Systems       | 161 | Rewind                | 226        |
| Corrosion Control     | 164 | Rudders               | 227        |
| Couplers              | 165 | Sea Cocks             | 227        |
| Cutlass Bearings      | 166 | Shaft Logs/Struts     | 227        |
| Cylinder Heads        | 166 | Shift                 | 229        |
| Decarbon              | 168 | Steering Systems      | 231        |
| Drive Belts           | 169 | Steering Systems/Hyd  | 234        |
| Drive Shafts          | 169 | Swivel Brackets       | 235        |
| Dynos                 | 170 | Thermostats           | 235        |
| Engine Rebuild        | 170 | Throttles             | 237        |
| Engine Repower        | 171 | Timing Belts          | 237        |
| Engine Valves/Lifters | 172 | Trade In Evaluations  | 238        |
| Engines               | 174 | Transmissions         | 240        |
| Estimates             | 181 | Transoms              | 242        |
| Exhaust               | 181 | Trim & Tilt           | 244        |
| Frost Plugs           | 184 | Trim & Tilt Cylinders | 247        |
| Generators            | 185 | Trim & Tilt Gauges    | 248        |
| Gimbal Assemblies     | 187 | Trim & Tilt Hoses     | 248        |
| Governors             | 188 | Trim & Tilt Motors    | 248        |
| Harmonic Balancers    | 189 | Trim & Tilt Pumps     | 249        |
| Heat Exchangers       | 189 | Trim & Tilt Senders   | 250        |
| Helicoils             | 189 | Trim & Tilt Switches  | 251        |
| Hoist/Launch          | 189 | Trim & Tilt Tabs      | 252        |
| Hour Checks           | 190 | Trim & Tilt Tubes     | 253        |
| Inflatables           | 197 | Tune Ups              | 253        |
| Oil & Filter          | 197 | Universal Joints      | 258        |
| Outdrive - Dana       | 201 | Water Pumps - General | 259        |
| Outdrive - General    | 201 | Water Pumps - GM      | 261        |
| Outdrive - Merc       | 206 | Water Pumps - Honda   | 261        |
| Outdrive - OMC        | 211 | Water Pumps - Merc    | 261        |
| Outdrive - Volvo      | 215 | Water Pumps - OMC     | 264        |
| Outdrive - Yamaha     | 216 | Water Pumps - Suzuki  | 266        |
| Pontoons/Deck Boats   | 217 | Water Pumps - Volvo   | 267        |
| Power Steering        | 218 | Water Pumps - Yamaha  | 267        |
| Powerhead             | 219 |                       |            |

**Personal Water Craft**

|                 |     |                         |            |
|-----------------|-----|-------------------------|------------|
|                 |     |                         | <b>271</b> |
| PWC Accessories | 271 | PWC Seasonal            | 274        |
| PWC Body/Frame  | 271 | PWC Service             | 275        |
| PWC Detail      | 271 | PWC Setup               | 275        |
| PWC Electrical  | 271 | PWC Starters            | 275        |
| PWC Engines     | 272 | PWC Steering            | 275        |
| PWC Fuel/Oil    | 273 | PWC Trade In Evaluation | 275        |
| PWC Ignition    | 273 | Honda PWC Engine        | 276        |
| PWC Propulsion  | 273 | Honda PWC Propulsion    | 276        |

|                         |     |                                 |     |
|-------------------------|-----|---------------------------------|-----|
| Honda PWC Seasonal      | 276 | Sea-Doo PWC Electrical          | 299 |
| Honda PWC Service       | 276 | Sea-Doo PWC Engines             | 308 |
| Honda PWC Starters      | 276 | Sea-Doo PWC Fuel/Oil            | 324 |
| Kawasaki PWC Body/Frame | 277 | Sea-Doo PWC Ignition            | 342 |
| Kawasaki PWC Electrical | 277 | Sea-Doo PWC Propulsion          | 346 |
| Kawasaki PWC Engines    | 277 | Sea-Doo PWC Seasonal            | 355 |
| Kawasaki PWC Fuel/Oil   | 277 | Sea-Doo PWC Service             | 356 |
| Kawasaki PWC Ignition   | 278 | Sea-Doo PWC Setup               | 357 |
| Kawasaki PWC Propulsion | 278 | Sea-Doo PWC Starters            | 358 |
| Kawasaki PWC Starters   | 278 | Sea-Doo PWC Steering            | 360 |
| Kawasaki PWC Steering   | 278 | Sea-Doo PWC Suspension          | 366 |
| Polaris PWC Accessories | 279 | Sea-Doo PWC Trade In Evaluation | 366 |
| Polaris PWC Electrical  | 279 | Yamaha PWC Accessories          | 367 |
| Polaris PWC Engines     | 279 | Yamaha PWC Body/Frame           | 367 |
| Polaris PWC Fuel/Oil    | 280 | Yamaha PWC Electrical           | 367 |
| Polaris PWC Ignition    | 281 | Yamaha PWC Engines              | 367 |
| Polaris PWC Propulsion  | 281 | Yamaha PWC Fuel/Oil             | 367 |
| Polaris PWC Starters    | 281 | Yamaha PWC Propulsion           | 368 |
| Sea-Doo PWC Accessories | 282 | Yamaha PWC Seasonal             | 368 |
| Sea-Doo PWC Body/Frame  | 283 | Yamaha PWC Service              | 368 |
| Sea-Doo PWC Detail      | 299 | Yamaha PWC Starters             | 369 |

## Rigging

|                            |     |                                |     |
|----------------------------|-----|--------------------------------|-----|
| Rigging - Alumacraft       | 371 | Rigging - Four Winns           | 409 |
| Rigging - Astro            | 371 | Rigging - Godfrey Pontoons     | 409 |
| Rigging - Baja             | 377 | Rigging - Harris               | 414 |
| Rigging - Bass Boats       | 378 | Rigging - Hurricane            | 416 |
| Rigging - Bayliner         | 379 | Rigging - Key West             | 416 |
| Rigging - Bennington       | 381 | Rigging - Landau               | 417 |
| Rigging - Bentley Pontoons | 382 | Rigging - Larson               | 420 |
| Rigging - Boston Whaler    | 383 | Rigging - Lowe                 | 423 |
| Rigging - Caravelle        | 383 | Rigging - Lund                 | 426 |
| Rigging - Carolina         | 385 | Rigging - Malibu               | 429 |
| Rigging - Carver           | 385 | Rigging - Maxum                | 430 |
| Rigging - Champion         | 390 | Rigging - Meridian             | 437 |
| Rigging - Chaparral        | 390 | Rigging - Mirrocraft           | 438 |
| Rigging - Chris Craft      | 395 | Rigging - Misty Harbor         | 438 |
| Rigging - Cobalt           | 397 | Rigging - Monark               | 438 |
| Rigging - Correct Craft    | 398 | Rigging - Moomba               | 445 |
| Rigging - Crest Pontoons   | 398 | Rigging - Motor Only           | 448 |
| Rigging - Crestliner       | 400 | Rigging - Nautique             | 449 |
| Rigging - Crownline        | 401 | Rigging - Personal Water Craft | 450 |
| Rigging - Custom Weld      | 404 | Rigging - Playbuoy Pontoons    | 450 |
| Rigging - Deck Boats       | 405 | Rigging - Polar Kraft          | 450 |
| Rigging - Docks/Lift       | 405 | Rigging - Pontoon Boats        | 453 |
| Rigging - Doral            | 405 | Rigging - Powerquest           | 454 |
| Rigging - Fisher Aluminum  | 406 | Rigging - Princecraft          | 456 |
| Rigging - Formula          | 408 | Rigging - Pro Craft            | 466 |
| Rigging - Fountain         | 408 | Rigging - Pursuit              | 466 |

371

|                         |     |                             |            |
|-------------------------|-----|-----------------------------|------------|
| Rigging - Ranger        | 470 | Rigging - Sprint            | 535        |
| Rigging - Regal         | 471 | Rigging - Starcraft         | 535        |
| Rigging - Rinker        | 476 | Rigging - Stingray          | 539        |
| Rigging - Robalo        | 480 | Rigging - Sunbird           | 540        |
| Rigging - Roughneck     | 484 | Rigging - Supra             | 543        |
| Rigging - Runabouts     | 485 | Rigging - Sylvan Aluminum   | 545        |
| Rigging - Sea Ark       | 485 | Rigging - Tahoe Pontoons    | 548        |
| Rigging - Sea Hunt      | 486 | Rigging - Tige              | 548        |
| Rigging - Sea Nymph     | 486 | Rigging - Toyota            | 549        |
| Rigging - Sea Ray       | 487 | Rigging - Tracker Deep V    | 549        |
| Rigging - Sea Rayder    | 525 | Rigging - Tracker Poontoons | 551        |
| Rigging - Silverton     | 526 | Rigging - Trailers          | 552        |
| Rigging - Skeeter       | 530 | Rigging - Used Boats        | 555        |
| Rigging - Ski Ray       | 532 | Rigging - Weeres Pontoons   | 556        |
| Rigging - Smoker Craft  | 533 | Rigging - Zodiak            | 557        |
| <b>Seasonal</b>         |     |                             | <b>563</b> |
| Annual Service          | 563 | Shrink Wrap                 | 567        |
| Haul Outs               | 564 | Summerize                   | 569        |
| Hoist/Launch            | 566 | Winterize                   | 573        |
| <b>Trailers</b>         |     |                             | <b>585</b> |
| Assembly                | 585 | Springs                     | 591        |
| Axles                   | 585 | Steps                       | 592        |
| Bearings                | 586 | Swap Out Trailers           | 592        |
| Brakes                  | 587 | Tires                       | 592        |
| Bunks                   | 588 | Tongues                     | 592        |
| Fenders                 | 589 | Trailer Adjust              | 593        |
| Hitches                 | 589 | Trailer Couplers            | 593        |
| Inspections             | 589 | Trailer Electrical          | 594        |
| Jacks                   | 590 | Trailer Hydraulics          | 595        |
| License Plates          | 590 | Trailer Service Check       | 595        |
| Motor Supports          | 590 | Transom Saver               | 595        |
| Paint                   | 590 | Walk Boards                 | 596        |
| Rollers                 | 590 | Wheel Cylinders             | 596        |
| Safety Chains           | 591 | Winches                     | 596        |
| Side Guides             | 591 |                             |            |
| <b>Zz-Deleted Codes</b> |     |                             | <b>599</b> |
| Zz-Deleted Codes        | 599 |                             |            |



| SUGG FLAT RATE TIME | FLAT RATE CODE | OPERATION   | DEALER FLAT RATE TIME | LABOR RATE | MATERIALS | TOTAL |
|---------------------|----------------|---|-----------------------|------------|-----------|-------|
|                     |                | <b><u>AERATORS</u></b>                            |                       |            |           |       |
| 0.5                 | 655010         | AERATOR DIAGNOSE                                  |                       |            |           |       |
| 1.3                 | 500100         | AERATOR INSTALL INCL SWITCH                       |                       |            |           |       |
| 0.9                 | 500000         | AERATOR R&R                                       |                       |            |           |       |
|                     |                |   |                       |            |           |       |
|                     |                |   |                       |            |           |       |
| 1.0                 | 776830         | AERATOR DRAIN VALVE CABLE R&R                     |                       |            |           |       |
| 0.5                 | 778280         | AERATOR PUMP R&R LUND FISHMAN                     |                       |            |           |       |
| 1.0                 | 767670         | AERATOR PUMP R&R W/NEW TRACKER                    |                       |            |           |       |
| 0.4                 | 776840         | AERATOR PUMP CARTRIDGE R&R                        |                       |            |           |       |
| 1.8                 | 735000         | AERATOR SKIMMER INSTALL HIGH-SPEED RECIRC RANGE   |                       |            |           |       |
| 0.8                 | 776790         | AERATOR SPRAY HEAD R&R LIVEWELL                   |                       |            |           |       |
| 0.6                 | 500200         | AERATOR TIMER SWITCH INSTALL                      |                       |            |           |       |
|                     |                |   |                       |            |           |       |
|                     |                |   |                       |            |           |       |
|                     |                |   |                       |            |           |       |
|                     |                |   |                       |            |           |       |
|                     |                | <b><u>AIR CONDITIONING</u></b>                    |                       |            |           |       |
| 1.0                 | 720000         | A/C DIAGNOSE                                      |                       |            |           |       |
|                     |                |   |                       |            |           |       |
|                     |                |   |                       |            |           |       |
| 13.0                | 500310         | A/C INSTALL                                       |                       |            |           |       |
| 18.0                | 500300         | A/C INSTALL DOUBLE UNIT SYSTEM                    |                       |            |           |       |
| 0.0                 | 500320         | A/C INSTALL LARGER BOATS (QUOTE)                  |                       |            |           |       |
| 12.0                | 500330         | A/C INSTALL SINGLE UNIT 1 STATEROOM 34 FT & DOWN  |                       |            |           |       |
| 14.5                | 500340         | A/C INSTALL SINGLE UNIT 2 STATEROOM 34 FT & DOWN  |                       |            |           |       |
| 1.7                 | 536300         | A/C INSTALL THRU HULL                             |                       |            |           |       |
| 19.0                | 707000         | A/C INSTALL ZEPHYR 5000 BTU                       |                       |            |           |       |
|                     |                |   |                       |            |           |       |
|                     |                |   |                       |            |           |       |
| 3.5                 | 650230         | A/C R&R   |                       |            |           |       |
| 3.0                 | 758560         | A/C R&R 38 FORMULA FASTECH                        |                       |            |           |       |
| 4.5                 | 653650         | A/C R&R ROOFTOP W/CEILING CONTROLS                |                       |            |           |       |
| 1.0                 | 740000         | A/C SERVICE (EACH ADDL UNIT)                      |                       |            |           |       |
| 2.5                 | 740010         | A/C SERVICE CLEAN BASKET DESCALE COIL             |                       |            |           |       |
| 0.5                 | 742990         | A/C SERVICE CLEAN STRAINER                        |                       |            |           |       |
| 0.18                | 762540         | A/C SERVICE CLEAN UNIT & FILTER (EACH)            |                       |            |           |       |
|                     |                | <b>AIR CONDITIONING continued on next page...</b> |                       |            |           |       |
|                     |                |   |                       |            |           |       |
|                     |                |   |                       |            |           |       |

# ACCESSORIES

| SUGG FLAT<br>RATE TIME | FLAT RATE<br>CODE | OPERATION  | DEALER<br>FLAT<br>RATE<br>TIME | LABOR<br>RATE | MATER-<br>IALS | TOTAL |
|------------------------|-------------------|--|--------------------------------|---------------|----------------|-------|
|                        |                   | <b><u>AIR CONDITIONING continued.</u></b>        |                                |               |                |       |
| 1.5                    | 771310            | A/C CIRCUIT BOARD R&R                            |                                |               |                |       |
| 1.8                    | 743020            | A/C CONTROL SWITCH INSTALL ROTARY                |                                |               | CRUISAIR       |       |
| 2.0                    | 743000            | A/C CONTROL SWITCH INSTALL SMX                   |                                |               | CRUISAIR       |       |
| 1.0                    | 743030            | A/C CONTROL SWITCH R&R ROTARY                    |                                |               | CRUISAIR       |       |
| 1.5                    | 743010            | A/C CONTROL SWITCH R&R SMX                       |                                |               | CRUISAIR       |       |
| 0.8                    | 743040            | A/C RETURN GRATE FILTER CLEAN                    |                                |               | 34 FT & DOWN   |       |
| 1.5                    | 743040            | A/C RETURN GRATE FILTER CLEAN                    |                                |               | 35 FT & UP     |       |
| 1.3                    | 771320            | A/C SYSTEM EVACUATE/CHARGE                       |                                |               |                |       |
| 1.9                    | 650240            | A/C WATER PUMP R&R                               |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
|                        |                   | <b><u>ANCHORS</u></b>                            |                                |               |                |       |
| 0.9                    | 780010            | ANCHOR DIAGNOSE POWER POLE                       |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
| 4.0                    | 500650            | ANCHOR INSTALL ELECTRIC                          |                                |               |                |       |
| 0.5                    | 767720            | ANCHOR INSTALL MANUAL TRACKER                    |                                |               |                |       |
| 3.5                    | 794090            | ANCHOR INSTALL MINNKOTA POWER ANCHOR BOW MOUNT   |                                |               |                |       |
| 2.5                    | 794100            | ANCHOR INSTALL MINNKOTA POWER ANCHOR TRANS MOUNT |                                |               |                |       |
| 3.9                    | 756680            | ANCHOR INSTALL POWER POLE ASSY COMPLETE          |                                |               |                |       |
| 2.0                    | 758150            | ANCHOR INSTALL POWER POLE BASS BOAT              |                                |               | 20 FT          |       |
| 2.3                    | 758150            | ANCHOR INSTALL POWER POLE BASS BOAT              |                                |               | 21-23 FT       |       |
| 3.8                    | 776850            | ANCHOR INSTALL SHALLOW WATER TALON               |                                |               | DOUBLE         |       |
| 2.0                    | 776850            | ANCHOR INSTALL SHALLOW WATER TALON               |                                |               | SINGLE         |       |
| 3.0                    | 779220            | ANCHOR INSTALL SHALLOW WATER TALON FISHING BOAT  |                                |               | NITRO          |       |
| 1.8                    | 743050            | ANCHOR INSTALL W/200 FT OF PODS                  |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
| 1.4                    | 500600            | ANCHOR & CHOCK INSTALL ON DECK                   |                                |               |                |       |
| 0.9                    | 758860            | ANCHOR & RODE INSTALL                            |                                |               |                |       |
| 0.5                    | 500610            | ANCHOR CHOCK INSTALL                             |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
| 1.9                    | 538420            | ANCHOR DECK FOOT SWITCHES INSTALL                |                                |               |                |       |
| 2.5                    | 779110            | ANCHOR LEDGE INSTALL PONTOON SUN TRACKER         |                                |               |                |       |
|                        |                   | <b><u>ANCHORS continued on next page...</u></b>  |                                |               |                |       |
|                        |                   |  |                                |               |                |       |



| SUGG FLAT RATE TIME | FLAT RATE CODE | OPERATION                                       | DEALER FLAT RATE TIME | LABOR RATE | MATERIALS | TOTAL |
|---------------------|----------------|---|-----------------------|------------|-----------|-------|
|                     |                | <b><u>ANCHORS continued.</u></b>                |                       |            |           |       |
| 1.0                 | 521110         | ANCHOR LIGHT INSTALL PONTOON                    |                       |            |           |       |
| 1.2                 | 500800         | ANCHOR LIGHT INSTALL WINDSHIELD                 |                       |            |           |       |
|                     |                |   |                       |            |           |       |
|                     |                |   |                       |            |           |       |
| 3.0                 | 777670         | ANCHOR LIGHT R&R INCL DRILL OUT/CLEAN           |                       |            |           |       |
| 0.8                 | 743060         | ANCHOR LIGHT R&R TRANSOM MOUNT                  |                       |            |           |       |
| 0.5                 | 500700         | ANCHOR LIGHT R&R WINDSHIELD                     |                       |            |           |       |
| 0.7                 | 557800         | ANCHOR LIGHT BASE R&R                           |                       |            |           |       |
|                     |                |   |                       |            |           |       |
|                     |                |   |                       |            |           |       |
| 0.5                 | 703100         | ANCHOR LOCK INSTALL                             |                       |            |           |       |
| 0.3                 | 777170         | ANCHOR LOCK R&R                                 |                       |            |           |       |
| 0.5                 | 720020         | ANCHOR LOCKER GAS ASSIST CYLINDER R&R           |                       |            |           |       |
| 1.0                 | 720030         | ANCHOR LOCKER HINGE R&R                         |                       |            |           |       |
| 0.6                 | 559900         | ANCHOR LOCKER LATCH R&R                         |                       |            |           |       |
|                     |                |   |                       |            |           |       |
|                     |                |   |                       |            |           |       |
| 1.1                 | 500820         | ANCHOR MATE INSTALL                             |                       |            |           |       |
| 4.0                 | 779120         | ANCHOR MATE INSTALL W/REMOTE                    |                       |            |           |       |
|                     |                | PONTOON SUN TRACKER                             |                       |            |           |       |
| 1.5                 | 500810         | ANCHOR MATE & BOW MOUNT EASY ACC                |                       |            |           |       |
| 1.5                 | 766580         | ANCHOR REBUILD KIT INSTALL POWER POLE           |                       |            |           |       |
| 3.0                 | 720040         | ANCHOR ROLLER INSTALL SS W/O ROPE LOCKER ACC    |                       |            |           |       |
| 2.5                 | 720050         | ANCHOR ROLLER INSTALL SS W/ROPE LOCKER ACC      |                       |            |           |       |
| 1.0                 | 650250         | ANCHOR ROLLER R&R ON BOW PULPIT                 |                       |            |           |       |
| 3.0                 | 758040         | ANCHOR SYSTEM (2) INSTALL ELECTRIC              |                       |            |           |       |
|                     |                | PONTOON   |                       |            |           |       |
| 2.0                 | 658385         | ANCHOR WINCH INSTALL W/O REMOTE                 |                       |            |           |       |
| 2.6                 | 658395         | ANCHOR WINCH INSTALL W/REMOTE                   |                       |            |           |       |
|                     |                |   |                       |            |           |       |
|                     |                |   |                       |            |           |       |
| 2.0                 | 760350         | BRACKET INSTALL SANDWICH (ADDL) TALON           |                       |            |           |       |
| 3.5                 | 760370         | BRACKET INSTALL SANDWICH POWER POLE             |                       |            |           |       |
| 3.0                 | 760380         | BRACKET INSTALL SANDWICH POWER POLE (ADDL)      |                       |            |           |       |
| 2.5                 | 760330         | BRACKET INSTALL SANDWICH TALON                  |                       |            |           |       |
| 1.0                 | 779230         | BRACKET INSTALL TILT TALON                      |                       |            |           |       |
|                     |                | FISHING BOAT NITRO                              |                       |            |           |       |
| 3.0                 | 760360         | BRACKET INSTALL TRANSOM/JACK PLATE POWER POLE   |                       |            |           |       |
| 2.0                 | 760340         | BRACKET INSTALL TRANSOM/JACK PLATE TALON        |                       |            |           |       |
| 2.0                 | 760340         | BRACKET INSTALL TRANSOM/JACK PLATE TALON        |                       |            |           |       |
|                     |                | MINNKOTA  |                       |            |           |       |
|                     |                | <b><u>ANCHORS continued on next page...</u></b> |                       |            |           |       |
|                     |                |   |                       |            |           |       |

# ACCESSORIES

| SUGG FLAT<br>RATE TIME | FLAT RATE<br>CODE | OPERATION  | DEALER<br>FLAT<br>RATE<br>TIME | LABOR<br>RATE | MATER-<br>IALS | TOTAL |
|------------------------|-------------------|--|--------------------------------|---------------|----------------|-------|
|                        |                   | <b><u>ANCHORS continued.</u></b>                 |                                |               |                |       |
| 6.0                    | 776520            | POWER POLE INSTALL (2) INCL ADAPTER PLATES       |                                |               |                |       |
| 1.5                    | 776510            | POWER POLE CIRCUIT BOARDS R&R TO NEWER STYLE     |                                |               |                |       |
| 0.5                    | 776530            | POWER POLE DUAL DRIFT PADDLE INSTALL             |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
| 0.5                    | 720060            | WINDLASS DIAGNOSE                                |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
| 8.6                    | 538500            | WINDLASS INSTALL 22-25 FT                        |                                |               |                |       |
| 12.6                   | 538500            | WINDLASS INSTALL 26-30 FT                        |                                |               |                |       |
| 16.1                   | 538500            | WINDLASS INSTALL 31-38 FT                        |                                |               |                |       |
| 18.9                   | 538500            | WINDLASS INSTALL 39 FT & UP                      |                                |               |                |       |
| 6.4                    | 538500            | WINDLASS INSTALL 20 FT & DOWN                    |                                |               |                |       |
| 2.6                    | 538500            | WINDLASS INSTALL CRUISER                         |                                |               |                |       |
| 3.0                    | 740030            | WINDLASS INSTALL BOAT PREWIRED TO MATCH          |                                |               |                |       |
| 5.7                    | 720010            | WINDLASS INSTALL IN HULL WIRE TO DASH            |                                |               |                |       |
| 8.0                    | 743080            | WINDLASS INSTALL SPRINT EXIST ANCHOR ROLLER-PLOW |                                |               |                |       |
| 4.8                    | 770280            | WINDLASS INSTALL W/ANCHOR FISH WIRE TO DASH      |                                |               |                |       |
| 8.0                    | 720070            | WINDLASS INSTALL W/ANCHOR ROLLER                 |                                |               |                |       |
| 0.5                    | 740020            | WINDLASS INSTALL W/ROPE & CHAIN                  |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
| 1.3                    | 743090            | WINDLASS MAINTENANCE CLEAN/GREASE                |                                |               |                |       |
| 2.2                    | 538400            | WINDLASS R&R                                     |                                |               |                |       |
| 0.7                    | 743070            | WINDLASS BREAKER/FUSE R&R                        |                                |               |                |       |
| 2.5                    | 538410            | WINDLASS ROPE R&R                                |                                |               |                |       |
| 1.5                    | 653910            | WINDLASS SOLENOID INSTALL SEA RAY 260 DA         |                                |               |                |       |
| 0.7                    | 539000            | WINDLASS SWITCH R&R                              |                                |               |                |       |
| 5.0                    | 745860            | WINDLASS WIRING INSTALL                          |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
|                        |                   | <b><u>ARCHES</u></b>                             |                                |               |                |       |
| 2.0                    | 740040            | ARCH INSTALL COBALT 262/263                      |                                |               |                |       |
| 3.0                    | 740040            | ARCH INSTALL COBALT 282                          |                                |               |                |       |
| 4.5                    | 762040            | ARCH INSTALL MONSTER TOWER                       |                                |               |                |       |
|                        |                   |  |                                |               |                |       |
|                        |                   |  |                                |               |                |       |