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Pied Piper launches $379-a-year Service Price Monitor to benchmark dealer pricing

• 7 days ago

Pied Piper has launched Service Price Monitor (SPM), a service that measures automotive dealership service prices against local competitors. The Austin, Texas-based company announced the product on November 9, 2026.

Each quarter, Pied Piper anonymously gathers prices for five services at a dealership and five local competitors, using identical vehicle and service specifications. Each report includes a 90-second audio briefing on pricing opportunities, competitive risks, and market changes. A tool called Piper Answers lets managers ask questions about the results in plain English.

SPM costs $379 per dealership per year, covering four quarterly measurements. It needs no software installation or dealership staff involvement.

Dealer groups and manufacturers can view results across their networks.

Source: finance.yahoo.com

Pied Piper Management Company