



**American National Corporate Centre**  
**1949 East Sunshine**  
**Springfield, MO • 65899-0001**

Market Rate Survey:

Body shop	Santa Rosa Body Shop 707-544-5222 950 Petaluma Hill Road Santa Rosa, CA *Troy*	Blake's Auto Body 707-544-7410 1024 North Dalton Ave. Santa Rosa, CA *Sue*	Santa Rosa Auto Body 707-584-3660 3546 Santa Rosa Ave Santa Rosa, CA
Body	\$95.00	\$97.00	\$98.00
Refinish	\$95.00	\$97.00	\$98.00
Frame	\$98.00	\$97.00	\$98.00
Materials	\$44.00	\$42.00	\$48.00
Mechanical	\$98.00	\$97.00	\$98.00

Body shop	Lee's Body Shop 707-763-2433 3171 Petaluma Blvd N. Petaluma, CA	Shotwell Auto Body 707-762-2791 213 cinnabar Ave Petaluma, CA	Anderson's Auto Body 707-762-4797 825 Petaluma Blvd N. Petaluma, CA *Mark*
Body	\$95.00	\$98.00	\$94.00
Refinish	\$95.00	\$98.00	\$94.00
Frame	\$98.00	\$100.00	\$110.00
Materials	\$42.00	\$44.00	\$40.00
Mechanical	\$98.00	\$100.00	\$110.00

Body shop	Rich's Auto & Paint 707-769-3131 3150 Petaluma Blvd N. Petaluma, CA *Rich*
Body	\$95.00
Refinish	\$95.00
Frame	\$95.00
Materials	\$41.00
Mechanical	\$95.00

Survey completed using seven body shops for the Sonoma County area.  
 Our survey conducted is based on the mean of all the rates. The result is below.

<b>Mean</b>	<b>Average Price</b>
Body	\$96.00
Refinish	\$96.00
Frame	\$99.42

Materials	\$43.00
Mechanical	\$99.42

Demographics for Sonoma county

**Population reported at 2010 United States Census**

<b>The County</b>	<b>Total Populatio n</b>	<b><u>White</u></b>	<b><u>African America n</u></b>	<b><u>Native America n</u></b>	<b><u>Asian</u></b>	<b><u>Pacific Islande r</u></b>	<b><u>other races</u></b>	<b>two or more races</b>	<b><u>Hispani c or Latino (of any race)</u></b>
<b>Sonoma County</b>	483,878	371,412	7,610	6,489	18,341	1,558	56,966	21,502	120,430

<b><u>Incorporate d cities and towns</u></b>	<b>Total Populatio n</b>	<b><u>White</u></b>	<b><u>African America n</u></b>	<b><u>Native America n</u></b>	<b><u>Asian</u></b>	<b><u>Pacific Islande r</u></b>	<b><u>other races</u></b>	<b>two or more races</b>	<b><u>Hispani c or Latino (of any race)</u></b>
<b><u>Cloverdale</u></b>	8,618	6,458	48	156	98	7	1,530	321	2,824
<b><u>Cotati</u></b>	7,265	5,929	122	75	283	30	427	399	1,255
<b><u>Healdsburg</u></b>	11,254	8,334	56	205	125	18	2,133	383	3,820
<b><u>Petaluma</u></b>	57,941	46,566	801	353	2,607	129	5,103	2,382	12,453
<b><u>Rohnert Park</u></b>	40,971	31,178	759	407	2,144	179	3,967	2,337	9,068
<b><u>Santa Rosa</u></b>	167,815	119,158	4,079	2,808	8,746	810	23,723	8,491	47,970
<b><u>Sebastopol</u></b>	7,379	6,509	72	60	120	19	298	301	885
<b><u>Sonoma</u></b>	10,648	9,242	52	56	300	23	711	264	1,634
<b><u>Windsor</u></b>	26,801	19,798	227	594	810	51	4,052	1,269	8,511

[http://www2.census.gov/census\\_2010/01-Redistricting\\_File--PL\\_94-171/California/](http://www2.census.gov/census_2010/01-Redistricting_File--PL_94-171/California/)

Zip Codes:

Petaluma: 94952, 94953, 94954, 94955, 94975

Santa Rosa: 95402, 95403, 95404, 95405, 95406, 95407, 95408, 95409