



Key figures from last year's participating dealerships

*2022 CY Data



NADA

The most comprehensive and authoritative study on dealership workforce trends. It is a collection and analysis of compensation, retention, turnover, benefits, demographics data. Participation is free and for NADA members only. Participation is key to the success of the study, so please consider enrolling today.

PARTICIPATION

Two Components:

1. Online Questionnaire on Benefits, Hiring, Training, Bonuses, Schedules and more
2. Payroll Template - enter employee salary data. All data is confidential. No personal or dealer identifiable data is shared or reported

ENROLL

<https://www.nadaworkforcestudy.com/>

DEADLINE

Complete both the questionnaire and payroll template by **March 29, 2024**

CONTACT

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PREVIEW OF WHAT YOU RECEIVE

Custom Comparison Report: *How Your Dealership Compares:*

E.S.C. Luxury Hi-Vol.

B-Technician Total Compensation	Average	% of National	Lower 25%	Median	Upper 25%	Top 10%
Your Dealership	\$76,455	116%	---	\$69,523	---	---
All Car Dealerships	\$65,661	100%	\$45,723	\$60,553	\$79,499	\$101,458
Luxury Hi-Vol.	\$72,824	111%	\$52,101	\$67,570	\$87,368	\$111,764
E.S.C. Luxury Hi-Vol.	\$74,481	113%	\$53,377	\$70,914	\$86,548	\$117,527

B-Technician Rate per Hour	Average	% of National	Lower 25%	Median	Upper 25%	Top 10%
Your Dealership	\$23.00	90%	---	\$23.00	---	---
All Car Dealerships	\$25.54	100%	\$21.00	\$26.00	\$29.30	\$33.25
Luxury Hi-Vol.	\$28.12	110%	\$24.50	\$28.00	\$32.00	\$36.00
E.S.C. Luxury Hi-Vol.	\$26.21	103%	\$22.00	\$26.50	\$30.00	\$32.00

Key Employment Metrics	Position	Your Dealership	Your Peer Group	Your Percentile Rank 25 50 75
Average Compensation	All Positions	\$84,066	\$90,795	
Average Tenure	All Positions	11.2 yrs	6.7 yrs	
Median Tenure	All Positions	9.5 yrs	4.0 yrs	
One-year Retention	All Positions	90.9 %	82.5 %	
Three-year Retention	All Positions	73.9 %	58.0 %	
Annualized Turnover	All Positions	25.0 %	36.6 %	

National & Regional Trends Report:

2023

DEALERSHIP
WORKFORCE
STUDY

2022 CALENDAR YEAR DATA

Automotive Retail:

NATIONAL & REGIONAL TRENDS IN COMPENSATION, BENEFITS & RETENTION REPORT

COMPENSATION | RETENTION & TURNOVER | REGIONAL ANALYSIS | DEMOGRAPHICS | LUXURY VS. NON-LUXURY



NATIONAL AUTOMOBILE DEALERS ASSOCIATION
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III. Executive Summary

After the unusual economic and market conditions of the last two years, 2022 represented a shift toward normalcy for America's franchised dealership workforce.

- The 2022 average weekly earnings in participating dealerships increased three percent after a 27 percent increase in 2021.
- Similar levels of increase were seen in Same Stores and Same Employee average and median weekly earnings.
- While 2022 earnings growth returned to pre-Pandemic levels, they did not keep pace with the eight percent rate of inflation.
- Weekly earnings in the U.S. Private Sector¹ grew at a slightly faster pace than dealership weekly earnings.
- Dealership median earnings in 2022 were still 36 percent higher than the U.S. private sector median earnings.

Data Source	Average Weekly Earnings			Median Weekly Earnings		
	2021	2022	Growth	2021	2022	Growth
All DWS Dealerships	\$1,987	\$2,045	↑ 3%	\$1,392	\$1,461	↑ 5%
DWS Same Stores	\$2,026	\$2,071	↑ 2%	\$1,428	\$1,483	↑ 4%
DWS Same Employees	\$2,126	\$2,218	↑ 4%	\$1,450	\$1,551	↑ 7%
U.S. Private Sector	\$1,063	\$1,114	↑ 5%	\$888	\$1,059	↑ 19%

In 2021 the double-digit growth rates in general manager and sales position earnings were driven by higher prices and higher gross profit due to inventory challenges. While inventory of new vehicles increased during 2022 earnings growth cooled in most sales positions.

- The 2021 jump in average weekly earnings in sales and F&B was maintained but additional earnings growth in 2022 was on the lower side of normal.
- 2022 average weekly earnings growth in service and parts positions dropped by several percentage points compared to 2021 but kept pace with 2022 earnings growth in the U.S. non-farm private sector.



FOR YOUR PARTICIPATION:

Custom Comparison Report:

How Your Dealership Compares - Your data vs. peer group of data

National & Regional Trends:

2024 NADA National & Regional Trends in Compensation, Benefits & Retention Report - Summary and Analysis of all participants' collective data broken down by sales volume, luxury and non-luxury and regionally.

Online Database Search Tool:

Custom search 60+ positions for compensation and tenure data filtering by state, brand, sales volume, luxury or non-luxury, zip code radius and more. One year access. [Click here for demo of the tool.](#)

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Online Database Search Tool: [Click here for demo](#)



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DWS Database and Search Tool

Home Create Report How to Use Definitions Regions

Welcome Joel Sign Out

Select Your Report Parameters:

Calendar Year Data: 2020

Report Type: Compensation

Dealership Selection:

Dealership Type: Car

Franchise Brand(s): All Non-Luxury

Sales Volume: Medium

Location:

Regions: Mountain

States:

Zip Code Radius:

Zip Code:

Employee Selection:

Departments: Sales Positions

Job Titles: Sales Consultant

Tenure: 3 Years

View Results Download Results