



Key figures from last year's participating dealerships

*2022 CY Data



AVERAGE ANNUAL SALARY IN PARTICIPATING DEALERSHIPS





ANNUALIZED TURNOVER FOR ALL POSITIONS AND TITLES





YEAR-END
HEADCOUNT OF
ACTIVE EMPLOYEES





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:

- Online Questionnaire on Benefits, Hiring, Training, Bonuses, Schedules and more
- 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:

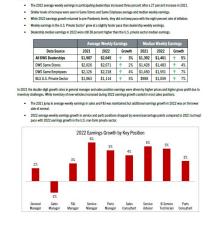


Key Employment Metrics	Position	Your Dealership	Your Peer Group	Your Percentile Rank 25 50 75
Average Compensation	All Positions	\$84,066	\$90,795	
Average Tenure	All Positions	11.2 yrs	6.7 yrs	
Median Tenure	All Positions	9.5 yrs	4.0 yrs	
One-year Retention	All Positions	90.9 %	82.5 %	
Three-year Retention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

National & Regional Trends Report:



NADA



Welcome joe! Sign Out

III. Executive Summary



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.

NATIONAL AUTOMOBILE DEALERS ASSOCIATION 800.557.6232 www.nadaworkforcestudy.com



Online Database Search Tool: Click here for demo

NATIONAL AUTOMOBILE DEALERS ASSOCIATION



DWS Database and Search Tool

