

2023

DEALERSHIP
WORKFORCE
STUDY

2022 CALENDAR YEAR DATA

HOW YOUR DEALERSHIP COMPARES

Compensation, Benefits & Retention

Prepared exclusively for:

Sample Report

CONFIDENTIAL



AMERICAN TRUCK DEALERS
atdworkforcestudy.com | 800.557.6232

Table of Contents

- I. Introduction I-1
- II. Your Workforce Management Scorecard II-1
- III. Compensation Data III-1
- IV. Retention and Turnover Data IV-1
- V. Employee Work Schedules and Benefits V-1
- VI. How to Use Your Report VI-1
- VII. Methodology and Statistics VII-1
- VIII. About ATD VIII-1
- IX. About ESI-Q IX-1

Sample Report Pages

Sample Commercial Truck Dealer Scorecard

Your Peer Group: **41 East North Central (E.N.C.) Region High-Volume Dealers**

Key Employment Metrics	Position	Your Dealership	Your Peer Group	Your Percentile Rank		
				25	50	75
Average Compensation	All Positions	\$103,989	\$85,314			
Average Tenure	All Positions	6.7 yrs	7.4 yrs			
Median Tenure	All Positions	3.8 yrs	3.9 yrs			
One-year Retention	All Positions	84.7 %	78.7 %			
Three-year Retention	All Positions	64.0 %	57.4 %			
Annualized Turnover	All Positions	28.5 %	17.9 %			
Average Compensation	All Dept. Managers	\$146,127	\$140,416			
Average Tenure	All Dept. Managers	8.0 yrs	10.6 yrs			
Median Tenure	All Dept. Managers	3.2 yrs	7.3 yrs			
Three-year Retention	All Dept. Managers	68.3 %	77.0 %			
Annualized Turnover	All Dept. Managers	14.6 %	8.2 %			
Average Compensation	Sales Consultants	\$85,830	\$169,237			
Average Tenure	Sales Consultants	7.0 yrs	8.0 yrs			
Median Tenure	Sales Consultants	3.2 yrs	4.7 yrs			
Three-year Retention	Sales Consultants	100.0 %	74.7 %			
Annualized Turnover	Sales Consultants	0.0 %	9.1 %			
Average Compensation	Service Advisors	\$63,504	\$64,337			
Average Tenure	Service Advisors	4.9 yrs	4.6 yrs			
Median Tenure	Service Advisors	5.1 yrs	2.0 yrs			
Three-year Retention	Service Advisors	75.0 %	45.3 %			
Annualized Turnover	Service Advisors	12.5 %	16.3 %			
Average Compensation	Diesel B-Tech	\$82,726	\$66,420			
Average Tenure	Diesel B-Tech	4.7 yrs	6.2 yrs			
Median Tenure	Diesel B-Tech	3.2 yrs	3.3 yrs			
Three-year Retention	Diesel B-Tech	63.3 %	52.8 %			
Annualized Turnover	Diesel B-Tech	23.3 %	22.9 %			
Average Compensation	F&I Manager	---	\$153,837			
Average Compensation	Parts Counter	\$84,665	\$65,965			
Average Compensation	Office/Admin	\$60,930	\$46,828			

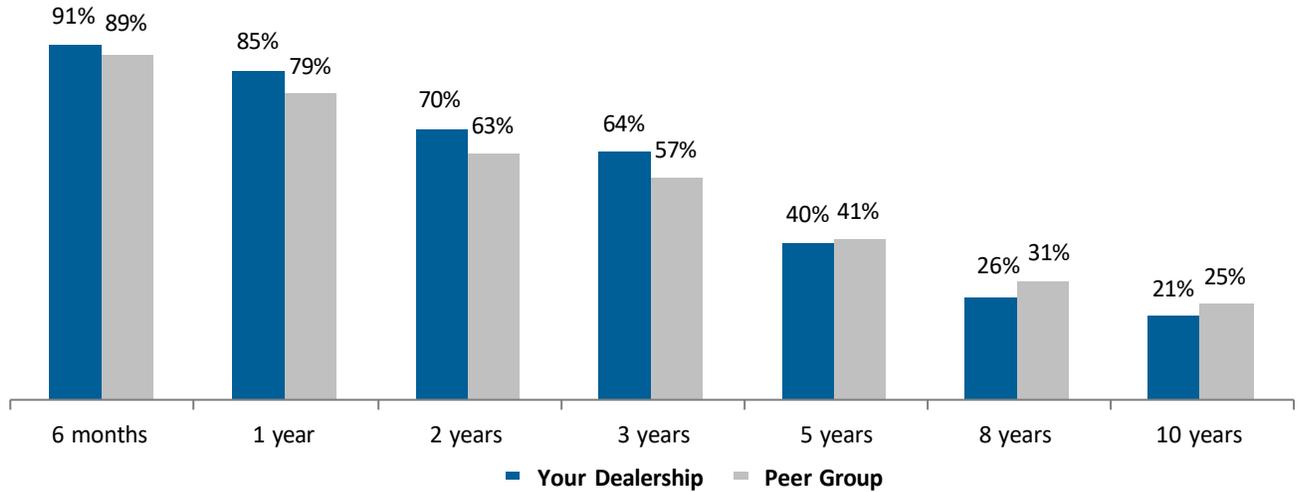
Bottom Quartile 2nd Quartile 3rd Quartile Top Quartile

Sample Report Pages

Retention and Turnover Comparison

Your Peer Group: **41 East North Central (E.N.C.) Region High-Volume Dealers**

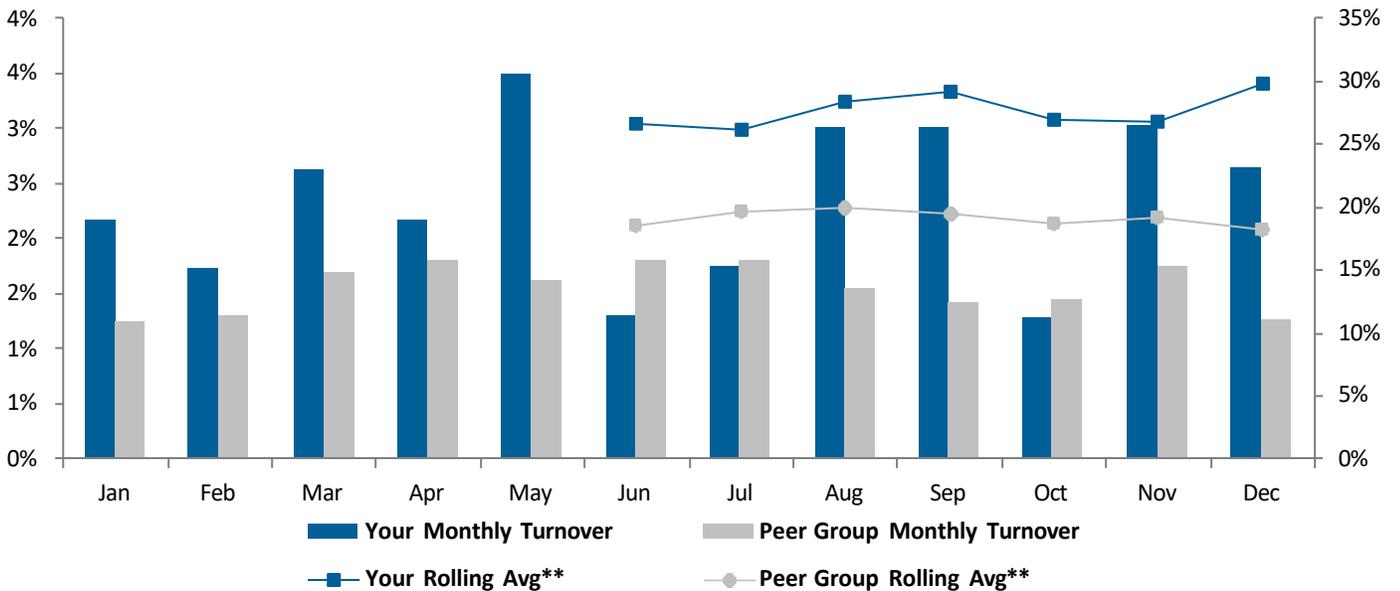
Retention Profile - All Positions



2022 Turnover - All Positions

Your Dealership = 28.5%

Peer Group = 17.9%



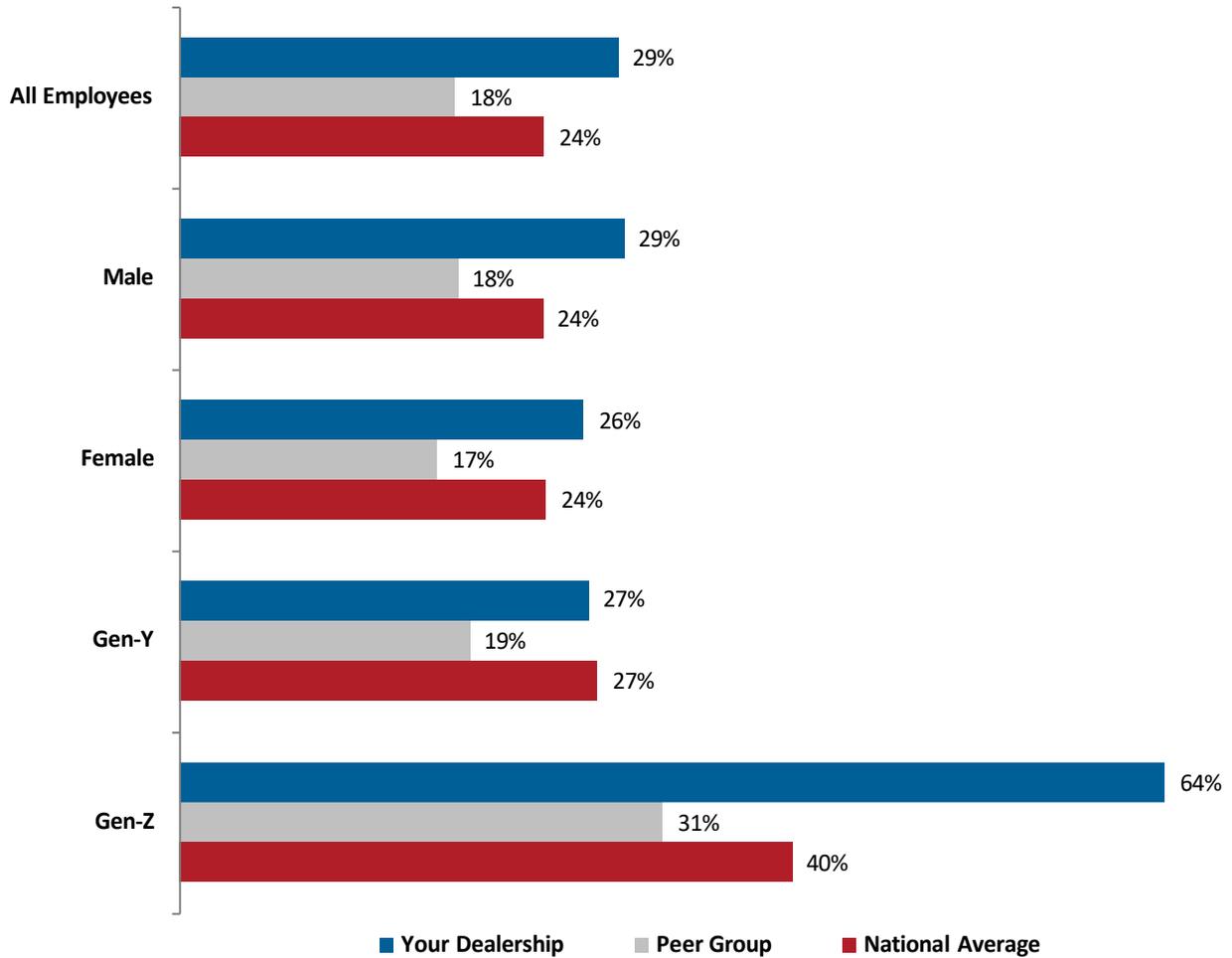
** Annualized six-month rolling average employee turnover

Sample Report Pages

Demographic Comparison

Your Peer Group: **41 East North Central (E.N.C.) Region High-Volume Dealers**

Turnover by Demographics



Sample Report Pages

Comparative Compensation Data Sales Positions

Sales Manager	Average	% of National	Lower 25%	Median	Upper 25%	Top 10%
Your Dealership	\$161,651	70%	---	\$107,123	---	---
All Truck Dealers	\$230,411	100%	\$117,632	\$187,781	\$301,347	\$441,320
Hi-Vol.	\$235,734	102%	\$124,643	\$187,781	\$299,163	\$441,320
E.N.C. Hi-Vol.	\$189,177	82%	\$103,663	\$149,922	\$222,025	\$356,628
IL Hi-Vol.	\$178,023	77%	---	\$149,922	---	---

Used/CPO Sales Mgr	Average	% of National	Lower 25%	Median	Upper 25%	Top 10%
Your Dealership	\$195,364	88%	---	---	---	---
All Truck Dealers	\$220,843	100%	\$143,312	\$192,743	\$236,774	\$382,459
Hi-Vol.	\$235,814	107%	\$143,593	\$202,785	\$285,679	\$385,318
E.N.C. Hi-Vol.	---	---	---	---	---	---
IL Hi-Vol.	---	---	---	---	---	---

F&I Director/ Producer	Average	% of National	Lower 25%	Median	Upper 25%	Top 10%
Your Dealership	---	---	---	---	---	---
All Truck Dealers	\$155,554	100%	\$86,981	\$124,949	\$186,314	\$269,272
Hi-Vol.	\$163,014	105%	\$93,906	\$133,863	\$195,846	\$277,337
E.N.C. Hi-Vol.	\$153,837	99%	---	\$133,863	---	---
IL Hi-Vol.	---	---	---	---	---	---

Sales Consultant Total Compensation	Average	% of National	Lower 25%	Median	Upper 25%	Top 10%
Your Dealership	\$85,830	41%	---	---	---	---
All Truck Dealers	\$209,410	100%	\$96,250	\$165,634	\$276,058	\$405,270
Hi-Vol.	\$219,341	105%	\$98,562	\$174,872	\$292,505	\$446,822
E.N.C. Hi-Vol.	\$169,237	81%	\$72,305	\$125,819	\$238,400	\$345,975
IL Hi-Vol.	\$177,761	85%	\$70,448	\$116,311	\$249,915	\$345,975

Sales Consultant Rate per Hour	Average	% of National	Lower 25%	Median	Upper 25%	Top 10%
Your Dealership	\$22.79	104%	---	---	---	---
All Truck Dealers	\$21.85	100%	\$17.31	\$19.23	\$25.00	\$33.65
Hi-Vol.	\$22.22	102%	\$17.31	\$19.23	\$26.00	\$34.86
E.N.C. Hi-Vol.	\$21.39	98%	\$17.31	\$18.00	\$25.96	\$35.25
IL Hi-Vol.	---	---	---	---	---	---

Sample Report Pages

Comparative Compensation Data **Service Positions**

Service Manager	Average	% of National	Lower 25%	Median	Upper 25%	Top 10%
Your Dealership	\$103,040	89%	---	\$94,110	---	---
All Truck Dealers	\$116,100	100%	\$87,970	\$107,873	\$131,355	\$170,881
Hi-Vol.	\$123,047	106%	\$89,577	\$110,275	\$150,386	\$179,569
E.N.C. Hi-Vol.	\$110,516	95%	\$81,591	\$96,960	\$127,539	\$155,847
IL Hi-Vol.	\$128,761	111%	\$90,107	\$121,616	\$147,000	\$174,143

Service Advisor/Writer Total Compensation	Average	% of National	Lower 25%	Median	Upper 25%	Top 10%
Your Dealership	\$63,504	94%	---	---	---	---
All Truck Dealers	\$67,917	100%	\$55,824	\$64,896	\$74,439	\$93,126
Hi-Vol.	\$70,535	104%	\$57,374	\$66,033	\$76,454	\$101,433
E.N.C. Hi-Vol.	\$64,337	95%	\$56,793	\$64,439	\$70,650	\$85,597
IL Hi-Vol.	\$70,173	103%	\$57,374	\$65,786	\$73,514	\$107,405

Service Advisor/Writer Rate per Hour	Average	% of National	Lower 25%	Median	Upper 25%	Top 10%
Your Dealership	---	---	---	---	---	---
All Truck Dealers	\$25.22	100%	\$21.50	\$25.00	\$28.39	\$32.17
Hi-Vol.	\$26.02	103%	\$22.05	\$25.12	\$29.01	\$33.00
E.N.C. Hi-Vol.	\$27.16	108%	\$22.60	\$25.00	\$31.25	\$35.34
IL Hi-Vol.	---	---	---	---	---	---

Diesel B-Technician Total Compensation	Average	% of National	Lower 25%	Median	Upper 25%	Top 10%
Your Dealership	\$82,726	113%	---	\$80,183	---	---
All Truck Dealers	\$73,045	100%	\$58,240	\$69,791	\$83,523	\$100,652
Hi-Vol.	\$75,144	103%	\$59,244	\$72,460	\$86,692	\$103,611
E.N.C. Hi-Vol.	\$66,420	91%	\$53,359	\$64,381	\$77,750	\$88,666
IL Hi-Vol.	\$76,722	105%	\$62,837	\$76,534	\$85,588	\$102,367

Diesel B-Technician Rate per Hour	Average	% of National	Lower 25%	Median	Upper 25%	Top 10%
Your Dealership	\$32.08	105%	---	\$31.67	---	---
All Truck Dealers	\$30.57	100%	\$25.75	\$30.00	\$35.00	\$40.00
Hi-Vol.	\$31.04	102%	\$26.00	\$30.50	\$35.86	\$40.09
E.N.C. Hi-Vol.	\$29.26	96%	\$24.50	\$28.83	\$33.53	\$37.50
IL Hi-Vol.	\$31.76	104%	\$27.74	\$31.75	\$36.00	\$39.26

Sample Report Pages

Retention and Turnover Comparative Data: Sales Positions

Sales Manager	Annualized Turnover	One-year Retention	Three-year Retention	Average Tenure	Median Tenure Actives	Median Tenure at Termination
Your Dealership	8%	92%	67%	5.3 yrs	3.2 yrs	---
All Truck Dealers	12%	94%	80%	10.7 yrs	1. yrs	2.6 yrs
Hi-Vol.	10%	95%	82%	11.4 yrs	2. yrs	2.6 yrs
E.N.C. Hi-Vol.	5%	97%	78%	9.4 yrs	6.3 yrs	---
IL Hi-Vol.	5%	95%	70%	7.2 yrs	3.2 yrs	---

Used/CPO Sales Mgr	Annualized Turnover	One-year Retention	Three-year Retention	Average Tenure	Median Tenure Actives	Median Tenure at Termination
Your Dealership	33%	---	---	---	---	---
All Truck Dealers	19%	95%	77%	11.4 yrs	8.0 yrs	---
Hi-Vol.	22%	95%	73%	11.2 yrs	7.0 yrs	---
E.N.C. Hi-Vol.	11%	---	---	---	---	---
IL Hi-Vol.	---	---	---	---	---	---

F&I Director/ Producer	Annualized Turnover	One-year Retention	Three-year Retention	Average Tenure	Median Tenure Actives	Median Tenure at Termination
Your Dealership	---	---	---	---	---	---
All Truck Dealers	11%	91%	77%	9.3 yrs	5.6 yrs	5.5 yrs
Hi-Vol.	12%	94%	80%	10.1 yrs	7.2 yrs	3.7 yrs
E.N.C. Hi-Vol.	7%	100%	87%	8.4 yrs	7.5 yrs	---
IL Hi-Vol.	---	---	---	---	---	---

Sales Consultant	Annualized Turnover	One-year Retention	Three-year Retention	Average Tenure	Median Tenure Actives	Median Tenure at Termination
Your Dealership	0%	100%	100%	7.0 yrs	---	---
All Truck Dealers	14%	92%	74%	9.2 yrs	6.3 yrs	2.0 yrs
Hi-Vol.	12%	93%	76%	9.2 yrs	6.6 yrs	2.4 yrs
E.N.C. Hi-Vol.	9%	92%	75%	8.0 yrs	4.7 yrs	4.5 yrs
IL Hi-Vol.	5%	95%	82%	8.9 yrs	4.9 yrs	---

Sample Report Pages

Retention and Turnover Comparative Data: Service Positions

Service Manager	Annualized Turnover	One-year Retention	Three-year Retention	Average Tenure	Median Tenure Actives	Median Tenure at Termination
Your Dealership	7%	93%	64%	6.9 yrs	3.2 yrs	---
All Truck Dealers	15%	90%	73%	9.8 yrs	7.5 yrs	2.6 yrs
Hi-Vol.	14%	90%	71%	9.7 yrs	7.4 yrs	3.9 yrs
E.N.C. Hi-Vol.	7%	92%	76%	10.4 yrs	7.5 yrs	---
IL Hi-Vol.	3%	93%	72%	8.3 yrs	7.3 yrs	---

Shop Foreman/Asst Mgr	Annualized Turnover	One-year Retention	Three-year Retention	Average Tenure	Median Tenure Actives	Median Tenure at Termination
Your Dealership	20%	100%	60%	6.9 yrs	---	---
All Truck Dealers	13%	91%	77%	10.3 yrs	7.7 yrs	3.6 yrs
Hi-Vol.	12%	93%	82%	11.6 yrs	8.8 yrs	4.1 yrs
E.N.C. Hi-Vol.	9%	94%	83%	11.7 yrs	8.5 yrs	---
IL Hi-Vol.	10%	95%	83%	12.1 yrs	8.5 yrs	---

Service Advisor/Writer	Annualized Turnover	One-year Retention	Three-year Retention	Average Tenure	Median Tenure Actives	Median Tenure at Termination
Your Dealership	13%	75%	75%	4.9 yrs	---	---
All Truck Dealers	32%	70%	42%	4.7 yrs	2.1 yrs	0.9 yrs
Hi-Vol.	28%	70%	43%	4.7 yrs	2.1 yrs	1.0 yrs
E.N.C. Hi-Vol.	16%	72%	45%	4.6 yrs	2.0 yrs	0.6 yrs
IL Hi-Vol.	15%	74%	54%	4.6 yrs	3.2 yrs	---

Diesel A-Tech/Team Ldr	Annualized Turnover	One-year Retention	Three-year Retention	Average Tenure	Median Tenure Actives	Median Tenure at Termination
Your Dealership	9%	100%	100%	11.5 yrs	9.2 yrs	---
All Truck Dealers	12%	89%	72%	9.9 yrs	7.3 yrs	2.5 yrs
Hi-Vol.	11%	89%	74%	10.5 yrs	8.2 yrs	3.1 yrs
E.N.C. Hi-Vol.	5%	93%	85%	11.9 yrs	8.8 yrs	8.0 yrs
IL Hi-Vol.	4%	97%	92%	13.4 yrs	11.5 yrs	---

Diesel B-Technician	Annualized Turnover	One-year Retention	Three-year Retention	Average Tenure	Median Tenure Actives	Median Tenure at Termination
Your Dealership	23%	85%	63%	4.7 yrs	3.2 yrs	1.3 yrs
All Truck Dealers	29%	75%	53%	6.3 yrs	3.3 yrs	1.2 yrs
Hi-Vol.	28%	77%	56%	6.6 yrs	3.8 yrs	1.2 yrs
E.N.C. Hi-Vol.	23%	77%	53%	6.2 yrs	3.3 yrs	1.7 yrs
IL Hi-Vol.	20%	84%	60%	5.5 yrs	3.4 yrs	3.0 yrs

Sample Report Pages

Employee Benefit Programs

Health & Dental Plans	Your Dealership	All Truck Dealers	Hi-Vol.	E.N.C. Hi-Vol.
Offering Health Insurance Plans				
All Dealerships (% Yes)	✓	100.0 %	100.0 %	100.0 %
Percent of Benefits-Eligible Employees Enrolled				
Average Percentage Enrolled	67.0 %	70.6 %	70.8 %	70.8 %
Waiting Period for Health Insurance Benefits				
Average number of months	1.0	1.5	1.4	1.5
How many different medical plans do you offer?				
One		12.7 %	6.9 %	4.9 %
Two		52.5 %	50.7 %	61.0 %
Three	✓	20.6 %	29.9 %	31.7 %
Four		11.7 %	9.7 %	0.0 %
Five		0.3 %	0.7 %	0.0 %
6 or more		2.2 %	2.1 %	2.4 %
Average Monthly Health Insurance Premium, Paid by Dealership - Employee Only				
\$0 to \$150		3.8 %	4.2 %	0.0 %
\$151 to \$250		3.5 %	2.1 %	2.4 %
\$251 to \$350		2.9 %	4.2 %	4.9 %
\$351 to \$450		30.8 %	34.0 %	34.1 %
\$451 to \$550	✓	30.2 %	25.0 %	34.1 %
\$551 to \$650		16.8 %	21.5 %	12.2 %
\$651 to \$750		3.5 %	4.2 %	9.8 %
\$751 or higher		8.6 %	4.9 %	2.4 %
Average Monthly Health Insurance Premium, Paid by Dealership - Employee + Family				
\$0 to \$230		1.3 %	2.1 %	2.4 %
\$231 to \$430		3.2 %	0.7 %	0.0 %
\$431 to \$631		7.0 %	6.3 %	2.4 %
\$631 to \$830		10.5 %	9.0 %	4.9 %
\$831 to \$1030		12.7 %	16.7 %	17.1 %
\$1031 to \$1230		11.4 %	9.7 %	4.9 %
\$1231 to \$1430	✓	20.6 %	20.1 %	24.4 %
\$1431 or higher		33.3 %	35.4 %	43.9 %

Sample Report Pages

Employee Benefit Programs

Paid Time Off	Your Dealership	All Truck Dealers	Hi-Vol.	E.N.C. Hi-Vol.
---------------	-----------------	-------------------	---------	----------------

Which of the following are "paid holidays" for your employees?

Martin Luther King Day		0.3 %	0.7 %	0.0 %
President's Day		1.3 %	2.1 %	0.0 %
Memorial Day	✓	98.4 %	97.9 %	100.0 %
Juneteenth		0.0 %	0.0 %	0.0 %
4th of July	✓	99.0 %	98.6 %	97.6 %
Labor Day	✓	100.0 %	100.0 %	100.0 %
Thanksgiving Day	✓	100.0 %	100.0 %	100.0 %
Christmas	✓	100.0 %	100.0 %	100.0 %
New Year's Day	✓	99.0 %	100.0 %	100.0 %
None of the Above		0.0 %	0.0 %	0.0 %

Sample Report Pages