



2021 DEALERSHIP WORKFORCE STUDY

REGION 4

WEST NORTH CENTRAL

Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota



Compensation statistics of interest:

The West North Central region’s all-dealerships, all-positions average income of \$74,557 was 8 percent lower than the national average of \$80,825. (Figure 1). This region ranked eighth out of nine regions B-Service Technician was the only key position whose income met or exceeded the position’s national average; the other eight key positions did not exceed national all-dealer averages (Figure 1).

Six out of nine key positions in non-luxury dealerships had income growth ranging from 1 to 31 percent; two of the key positions saw income decline by 3 percent (Figure 2).

Five out of nine key positions in luxury dealerships had income growth ranging from 1 to 14 percent; F&I manager and sales consultants saw income increase by 14 and 7 percent respectively (Figure 3).

REGION 4: WEST NORTH CENTRAL CARS ALL DEALERSHIPS (FIGURE 1)							
Position	Overall Region Average	Year Over Year Change	Average as % of National	Low Volume	Medium Volume	High Volume	National All-Dealer Average
All Positions	\$74,557	↑ 5%	92%	\$72,036	\$73,958	\$78,835	\$80,825
General Manager/Operator	\$317,134	↑ 15%	75%	\$248,306	\$335,863	\$474,130	\$423,179
Sales Manager	\$120,511	↑ 3%	80%	\$116,064	\$116,429	\$131,601	\$151,075
F&I Manager	\$155,944	↑ 15%	98%	\$128,178	\$169,736	\$178,865	\$159,618
Service Manager	\$109,915	↑ 2%	82%	\$94,701	\$120,234	\$125,860	\$133,260
Parts Manager	\$88,646	↓ 3%	84%	\$74,059	\$107,916	\$95,970	\$105,701
Sales Consultant	\$78,640	↑ 9%	97%	\$80,838	\$75,887	\$75,887	\$81,150
Service Advisor/Writer	\$68,207	↑ 1%	92%	\$68,207	\$71,873	\$68,414	\$74,014
B-Service Technician	\$65,870	↑ 2%	100%	\$64,779	\$66,694	\$65,803	\$65,661
Parts Consultant	\$48,756	↓ 7%	91%	\$43,983	\$52,736	\$48,610	\$53,747

(↑) Represent year-over-year increases or *favorable* changes; (↓) represent unfavorable changes



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REGION 4: WEST NORTH CENTRAL CARS NON LUXURY DEALERSHIPS (FIGURE 2)

Position	Overall Region Average	Year Over Year Change	Average as % of National	Low Volume	Medium Volume	High Volume	National Non-Luxury Average
All Positions	\$72,166	↑ 6%	92%	\$69,088	\$70,465	\$78,217	\$78,129
General Manager/Operator	\$308,310	↑ 31%	73%	\$225,519	\$308,829	\$459,145	\$419,635
Sales Manager	\$117,146	↑ 4%	80%	\$115,395	\$111,091	\$127,351	\$146,638
F&I Manager	\$151,706	↑ 14%	98%	\$124,872	\$156,514	\$180,397	\$155,541
Service Manager	\$103,694	↑ 1%	82%	\$94,323	\$105,491	\$116,973	\$126,801
Parts Manager	\$83,565	↓ 3%	82%	\$68,740	\$101,894	\$88,316	\$101,989
Sales Consultant	\$73,338	↑ 8%	96%	\$75,427	\$70,514	\$73,773	\$76,604
Service Advisor/Writer	\$62,454	↓ 3%	92%	\$58,428	\$65,879	\$62,559	\$68,223
B-Service Technician	\$62,975	↑ 2%	100%	\$61,939	\$62,714	\$64,230	\$62,752
Parts Consultant	\$47,674	↓ 7%	91%	\$42,720	\$51,214	\$47,844	\$52,521

Low volume: < 503 units (new)

Medium: 503 to 1,121 units

High volume: > 1,121 units

REGION 4: WEST NORTH CENTRAL CARS LUXURY DEALERSHIPS (FIGURE 3)

Position	Overall Region Average	Year Over Year Change	Average as % of National	Low Volume	High Volume	National Luxury Average
All Positions	\$82,974	0%	93%	\$81,473	\$83,981	\$89,197
General Manager/Operator	\$340,663	↓ 16%	81%	\$281,726	*	\$423,179
Sales Manager	\$134,506	↓ 4%	81%	\$115,455	\$151,890	\$166,098
F&I Manager	\$176,368	↑ 14%	100%	*	\$197,243	\$176,382
Service Manager	\$129,775	↓ 2%	86%	\$95,776	\$163,773	\$151,163
Parts Manager	\$105,794	↓ 7%	90%	\$87,177	*	\$117,001
Sales Consultant	\$98,318	↑ 7%	102%	\$97,724	\$98,822	\$96,757
Service Advisor/Writer	\$82,509	↑ 1%	93%	\$75,517	\$87,064	\$88,786
B-Service Technician	\$71,571	↑ 1%	99%	\$70,476	\$72,116	\$72,089
Parts Consultant	\$52,358	↓ 6%	92%	\$47,332	\$55,177	\$57,117

Low volume: < 595 units (new)

High volume: > 595 units