

Regional and Average Dealership Salary Figures

Salary Figures by Position

Position	Total US	New England	Mid-Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
General Manager	\$163,256	\$138,808	\$155,188	\$143,011	\$106,248	\$193,761	\$161,141	\$194,449	\$199,882	\$176,768
Business Manager	70,974	65,517	71,369	67,439	55,482	79,831	63,956	73,740	75,562	85,865
General Sales Manager	117,749	101,166	104,623	103,677	92,672	123,244	102,811	136,464	136,378	158,705
New-vehicle Sales Manager	94,595	85,281	87,534	87,407	84,706	97,096	84,526	108,658	105,526	110,621
Used-vehicle Sales Manager	92,297	83,448	86,244	85,363	82,289	94,535	83,349	106,744	104,166	104,531
Finance & Insurance Manager	90,301	79,963	90,253	88,171	70,736	95,919	80,338	102,006	94,667	110,659
Fixed Operations Director	96,200	90,852	96,270	92,091	72,216	108,617	83,975	108,950	105,564	107,266
Service Manager	73,713	68,906	76,461	69,740	55,496	73,811	66,741	82,946	81,580	87,738
Parts Manager	63,147	57,072	62,892	57,152	47,170	65,421	59,389	70,908	71,575	75,619
Collision Repair Manager	63,572	60,129	64,776	61,453	52,086	67,249	58,240	72,512	75,698	60,003
Clerk & Office Worker (High)	35,291	37,126	36,664	32,843	30,973	34,743	32,900	34,220	37,374	40,776
Clerk & Office Worker (Average)	26,573	29,324	27,712	25,682	25,216	25,739	23,943	25,877	26,867	28,798
Clerk & Office Worker (Low)	20,921	23,499	21,874	20,034	20,750	19,952	18,750	19,693	20,418	23,323
Master Technician	66,128	64,942	71,487	67,769	51,239	71,439	59,208	68,658	70,019	70,393
Mid-Level Technician	43,479	44,441	46,688	44,817	37,037	43,984	39,134	44,631	44,724	45,859
Entry-Level Technician	28,122	28,831	31,577	28,713	26,659	26,778	24,917	27,436	27,563	30,620
Collision Repair Tech/Painter (High)	60,573	54,196	59,127	64,530	52,986	65,457	57,326	59,529	70,752	61,258
Collision Repair Tech/Painter (Average)	43,664	42,976	44,363	45,543	40,209	44,998	40,108	39,633	47,405	47,741
Collision Repair Tech/Painter (Low)	31,318	32,107	32,990	33,483	30,247	30,411	28,465	27,278	31,205	35,677
Salesperson (High)	80,466	70,869	77,438	88,745	65,341	81,980	74,045	85,608	87,347	92,821
Salesperson (Average)	46,698	47,347	48,901	47,971	42,563	47,971	43,824	49,720	50,017	49,582
Salesperson (Low)	31,066	32,983	32,257	28,926	29,463	31,471	28,082	32,124	32,310	31,948
Service Advisor	54,635	45,429	46,764	44,734	39,393	46,025	39,729	50,372	50,008	57,828
Shop Foreman	35,074	57,334	57,907	50,471	46,000	53,772	46,948	59,548	57,820	61,912
Parts Counterperson	22,248	35,670	35,779	32,622	30,871	35,625	32,914	36,194	36,947	39,046
Telephone Operator/Receptionist	32,904	25,246	22,952	21,817	22,130	21,259	20,220	21,914	21,616	23,077
Warranty Clerk	34,320	36,215	34,904	31,633	28,517	32,673	28,991	32,908	31,148	39,148
Average Customer Service Rep	47,323	33,842	33,976	30,494	32,167	35,894	32,008	36,658	33,078	40,762
Website Manager	47,697	46,970	51,162	47,117	36,011	46,092	43,176	48,472	55,200	51,712
Marketing Manager	32,937	34,502	46,662	45,393	42,567	48,612	45,765	50,407	61,270	54,095

New England (Conn., Maine, Mass., N.H., R.I., Vt.)

East South Central (Ala., Ky., Miss., Tenn.)

North Central (Iowa, Kans., Minn., Mo., Nebr., ND., SD)

Mid-Atlantic (N.J., N.Y., Pa.)

West South Central (Ark., La., Okla., Tex.)

Mountain (Ariz., Co., Idaho, Mont., Nev., N. Mex., Utah, Wyo.)

South Atlantic (Del., Fla., Ga., Md., N.C., S.C., Va., D.C., Wv.)

Midwest (Ill., Ind., Mich., Ohio, Wis.)

Pacific (Alaska, Calif., Hawaii, Oreg., Wash.)

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