



PartsTech

The State Of General Auto Repair Shops In The U.S.

A Benchmark Report By PartsTech

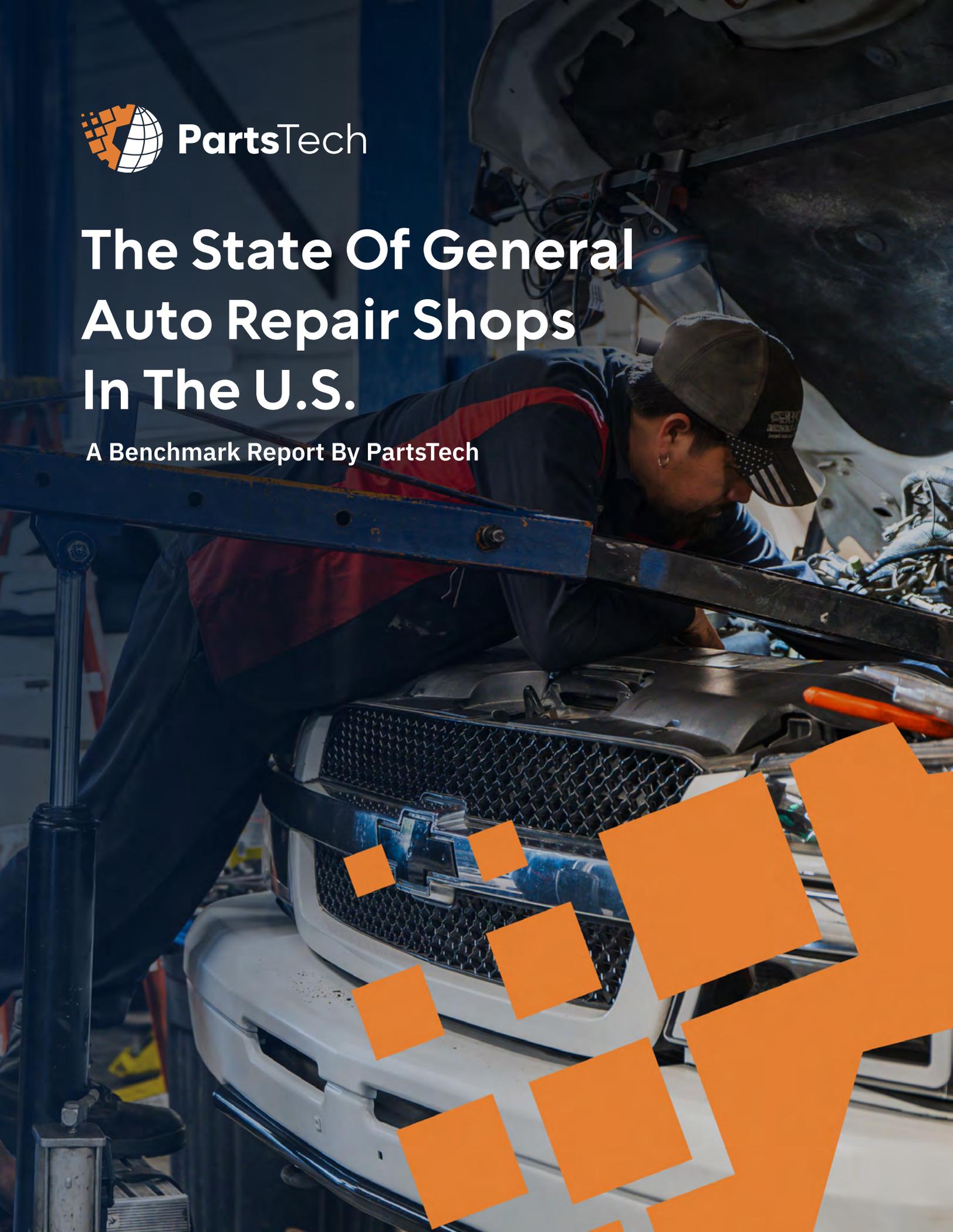


Table of Contents

03	Introduction		
04	Who Took The Survey		
05	Respondents' Geographical Location		
06	Key Takeaways		
09	United States		
10	Average Shop Size & Daily Car Count		
11	Revenue-Related Data		
13	Shop Staffing		
14	Parts – At A Glance		
15	Tires – At A Glance		
16	Service Of Fully Electric Vehicles		
17	Preparing To Service More EVs		
18	Performance Tracking, Goals, Top Challenges		
20	Benchmark Reports By Region		
21	New England		
22	Average Shop Size & Daily Car Count		
23	Revenue-Related Data		
25	Shop Staffing		
26	Parts & Tires – At A Glance		
27	Middle Atlantic		
28	Average Shop Size & Daily Car Count		
29	Revenue-Related Data		
31	Shop Staffing		
32	Parts & Tires – At A Glance		
33	East North Central		
34	Average Shop Size & Daily Car Count		
35	Revenue-Related Data		
37	Shop Staffing		
38	Parts & Tires – At A Glance		
39	West North Central		
40	Average Shop Size & Daily Car Count		
41	Revenue-Related Data		
43	Shop Staffing		
44	Parts & Tires – At A Glance		
45	South Atlantic		
46	Average Shop Size & Daily Car Count		
47	Revenue-Related Data		
49	Shop Staffing		
50	Parts & Tires – At A Glance		
51	East South Central		
52	Average Shop Size & Daily Car Count		
53	Revenue-Related Data		
55	Shop Staffing		
56	Parts – At A Glance		
57	West South Central		
58	Average Shop Size & Daily Car Count		
59	Revenue-Related Data		
61	Shop Staffing		
62	Parts – At A Glance		
63	Mountain		
64	Average Shop Size & Daily Car Count		
65	Revenue-Related Data		
67	Shop Staffing		
68	Parts – At A Glance		
69	Pacific		
70	Average Shop Size & Daily Car Count		
71	Revenue-Related Data		
73	Shop Staffing		
74	Parts – At A Glance		
75	References		

A Note From PartsTech

Attention, general auto repair shop owners — this PartsTech benchmark report is tailor-made for you. Before you jump into the report, pause and let these numbers sink in:

The U.S. Auto Repair Industry Is Projected For High Growth Over 10 Years

At the close of 2023, the estimated value of the U.S. auto repair industry was \$116 billion¹. By 2033, the United States is projected to account for more than \$250 billion of the global market value².

The Average Age Of A Car *Is Not* Under 10 Years Anymore

In 2003, the average age of all passenger cars and light-duty trucks was 9.7 years. In 2015, the average age was 11.5 years, and in 2023, 12.5 years. When looking at just passenger cars in 2023, which make up the majority of the vehicles on the road, the average age was 13.6 years³.

With drivers hanging on to their cars longer and healthy projected growth for the industry over the next 10 years, **it's a great time to be in aftermarket repair**, and it's time to set yourself up for growth.

With this in mind, PartsTech surveyed **618 individuals** who own or work for a general automotive repair shop in the United States. Our aim? To arm you with real insights to help you benchmark the performance and operation of your shop against shops like yours, enabling you to run a better business.

This report unpacks **national survey findings, trends, and overall benchmark data points** of general auto repair shops. Additionally, we have extracted key benchmark data points to create 9 mini regional reports, *described on page 5*.

These regional reports offer a clearer understanding of the typical makeup of shops **in your area**. Each report also includes data on the top ordered parts – pulled directly from PartsTech's parts and tire ordering data for 2023.

As you navigate through this report, we hope the insights and benchmark data provide information to empower you to enhance the efficiency of your operations, the overall success of your shop, and the **growth of your business**.



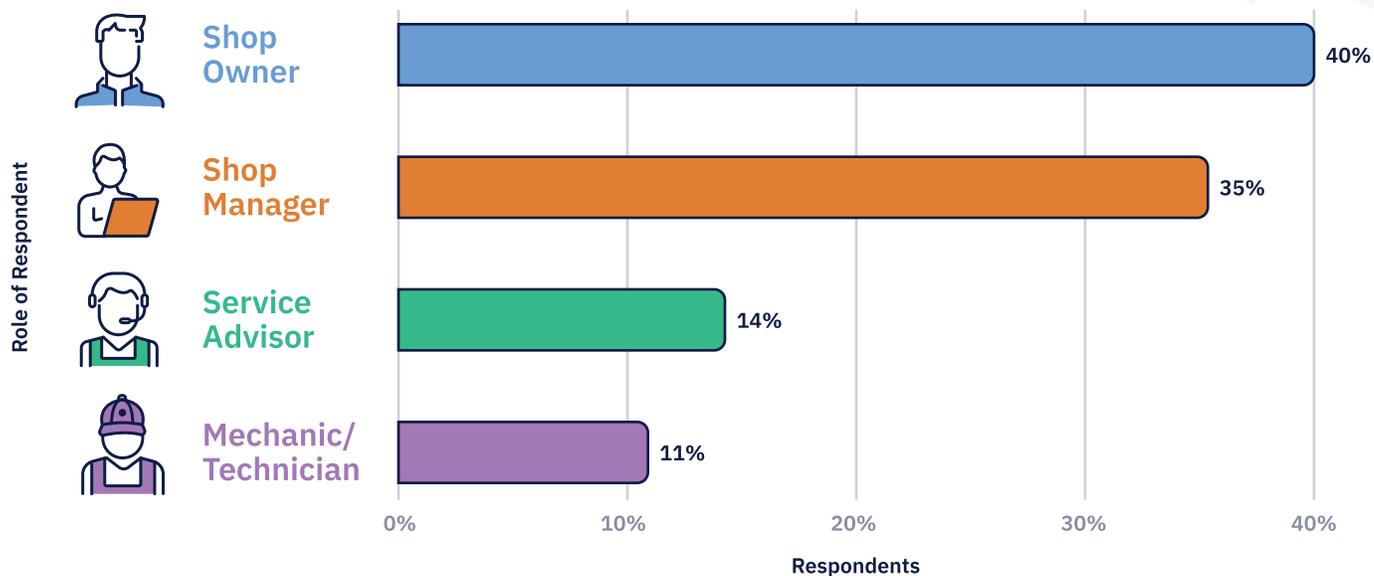
Topics Covered

-  **Shop Size by Number of Bays**
-  **Average Daily Car Count**
-  **Average Annual Revenue per Bay**
-  **Average Repair Order Value (ARO)**
-  **Average Labor Rate**
-  **Average Gross Profit on Parts per Month**
-  **Shop Staffing**
-  **Top Parts Ordered**
-  **Selling Tires**
-  **Servicing Electric Vehicles**
-  **Top Key Performance Indicators (KPIs) Tracked**
-  **Top Goals Over the Next 12 Months**
-  **Anticipated Challenges**

Who Took The Survey

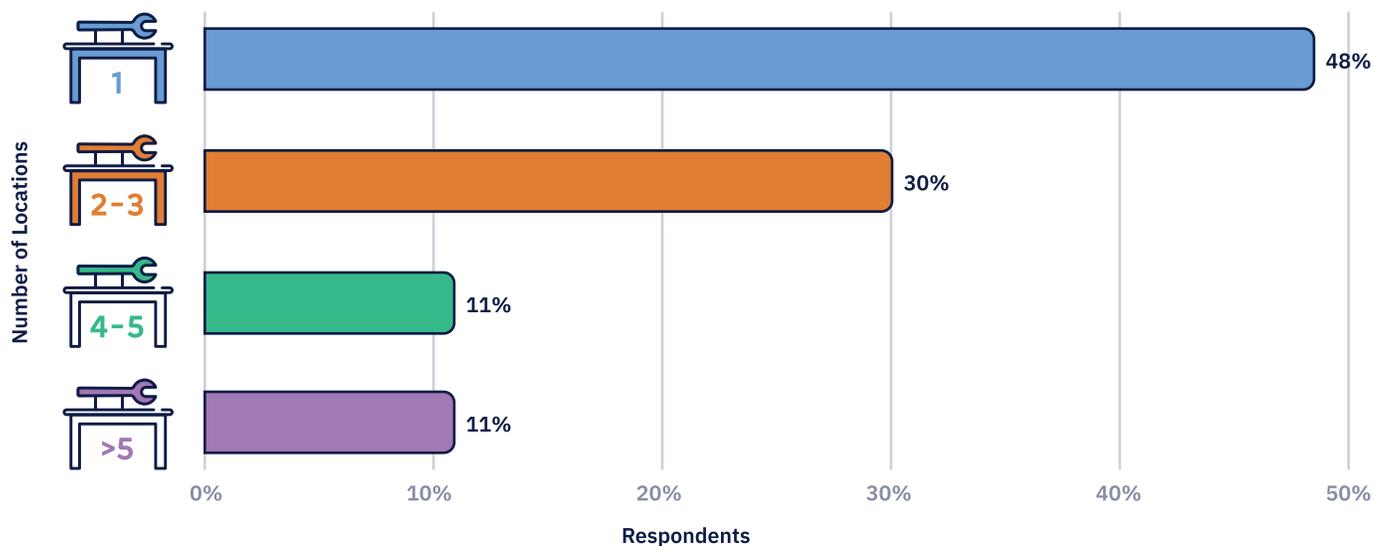
What Is Your Role?

The **majority of survey respondents** were shop owners and shop managers with valuable perspectives also coming from a smaller group of service advisors and technicians.



How Many Locations Do You Have?

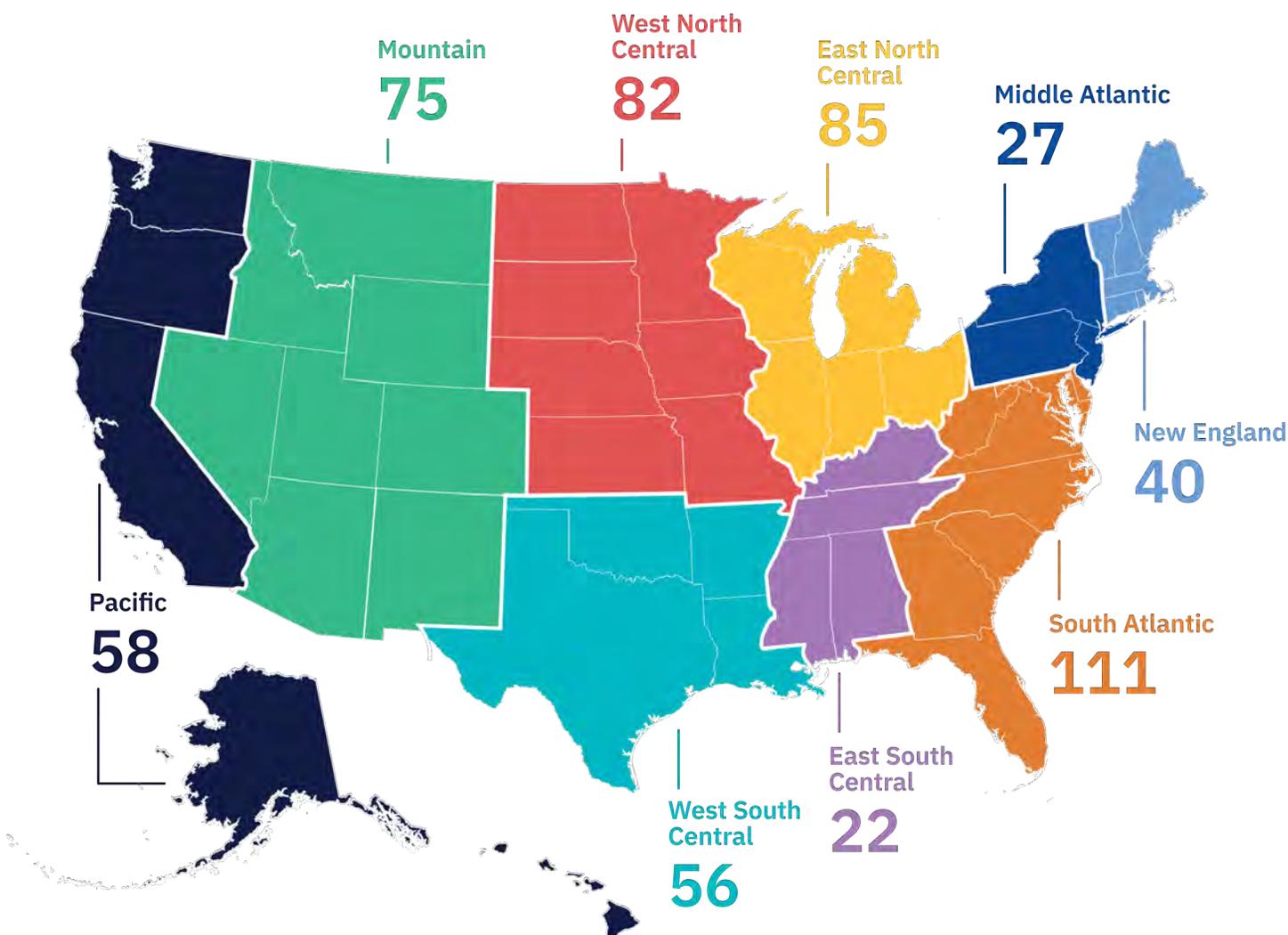
Nearly **half of the respondents** own or work for a single-location shop.



Respondents' Geographical Location

Instead of categorizing survey respondents into the four main regions of the United States, we opted for a more granular approach, examining response trends within the nine Census Bureau divisions, as illustrated below.

Number Of Respondents By Location



In addition to looking at overall averages and trends across the U.S., we encourage you to look at the benchmark data from respondents who live in your census division. **We discuss a lot of the same data points for each region, but the findings and recommendations for each region are custom.**

Key Takeaways

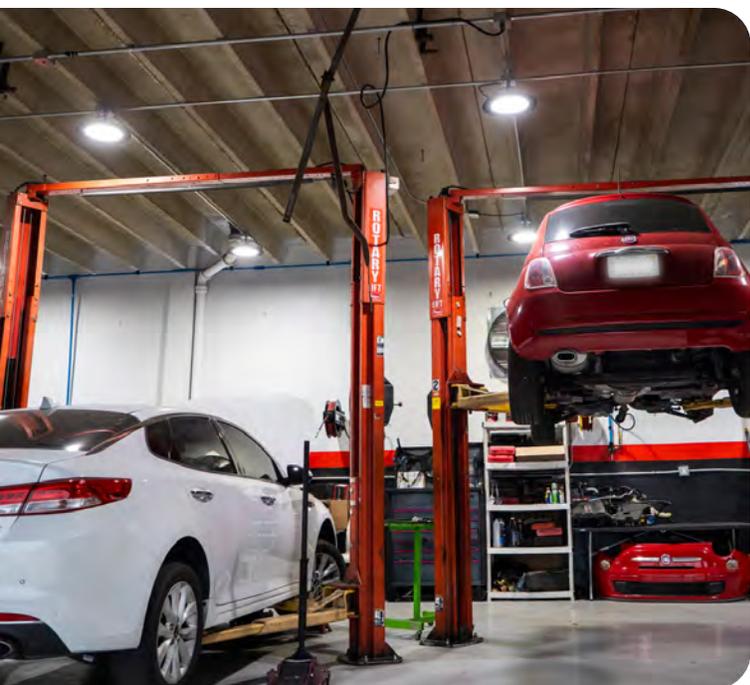


The Average Annual Gross Revenue per Bay in the U.S. is

\$203,000

Shops come in all shapes and sizes. For example, some have 6 bays, others just 2. This diversity makes it tricky to compare your shop's revenue to that of others. To help you gauge how your shop's annual gross revenue stacks up against other shops nationwide, we've analyzed the data based on annual gross revenue **per bay**.

Looking at all shops in the U.S., the average annual gross revenue per bay is \$203,000. **Head to page 11** for a detailed breakdown, and make sure you view your region's report to explore the gross revenue per bay specific to your geographical location.



Hiring a 2nd Service Advisor Can Increase Gross Annual Revenue by

\$35,000 Per Bay

We compared annual gross revenue per bay between shops with one service advisor and those with two service advisors. The analysis uncovered an average gross revenue of \$35,000 higher **per bay per year** for those with two service advisors per location compared to those with only one service advisor. If your shop currently operates with only one service advisor, consider incorporating a second service advisor into your 2024 headcount strategy. **See page 13 for more details.**

Key Takeaways



67% of Respondents Should Consider Changing Their Parts Markup Strategy

Parts markup percentages can vary greatly from part to part depending on the cost. In light of this, rather than asking shops what their parts markup is, we inquired about their average gross profits on parts per month. While the top averages were tied between a gross profit on parts of 30-39% and 40-49% per month, this falls below the benchmark range recommended by industry experts of 55% to a more optimal benchmark of more than 60%⁴. With this benchmark range in mind, 67% of respondents should prioritize updating their parts markup strategy to achieve a 55-60% gross profit on parts so they are not leaving money on the table. *See page 12 for more details.*



Amidst the Technician Shortage, Only 3% of Respondents Are Prioritizing Improving Employee Turnover and Retention

We surveyed participants on their top anticipated challenge* over the next 5 years; 45% highlighted "The Technician Shortage" as the top concern. However, when asked about their top three goals for the next 12 months, there's a notable gap between this top foreseen challenge and the action plans and steps needed to tackle it.

Despite a significant technician exodus, only 3% aim to "Improve Employee Turnover/Retention." Similarly, other goals that directly and indirectly address the technician shortage, such as "Implementing New Tools and Technology" (7%) and "Attending Training and/or Sending Team to Training" (8%), ranked low in priority.

Shops must take proactive measures to address the looming technician shortage.

**See page 16 for more information on performance tracking, goals, and top foreseen challenges.*



Key Takeaways



Ensuring Technicians Receive **Electric Vehicle Training** Alleviates Concerns About Future EV Challenges

28% of all respondents identified "EV" as their anticipated top challenge. When considering respondents whose teams **have not received EV service training yet**, 39% selected "EV" as their top challenge — ranking second to the "Technician Shortage." On the other hand, only 15% of respondents whose teams **have received EV training** selected it as their top anticipated challenge — suggesting that proactively sending technicians to regular EV training prepares shops with the knowledge and confidence to enter the ever-growing era of EVs. *See page 16 for more information.*



Tire Sales — A Service Expansion Opportunity in the East North Central, West North Central, and South Atlantic Regions

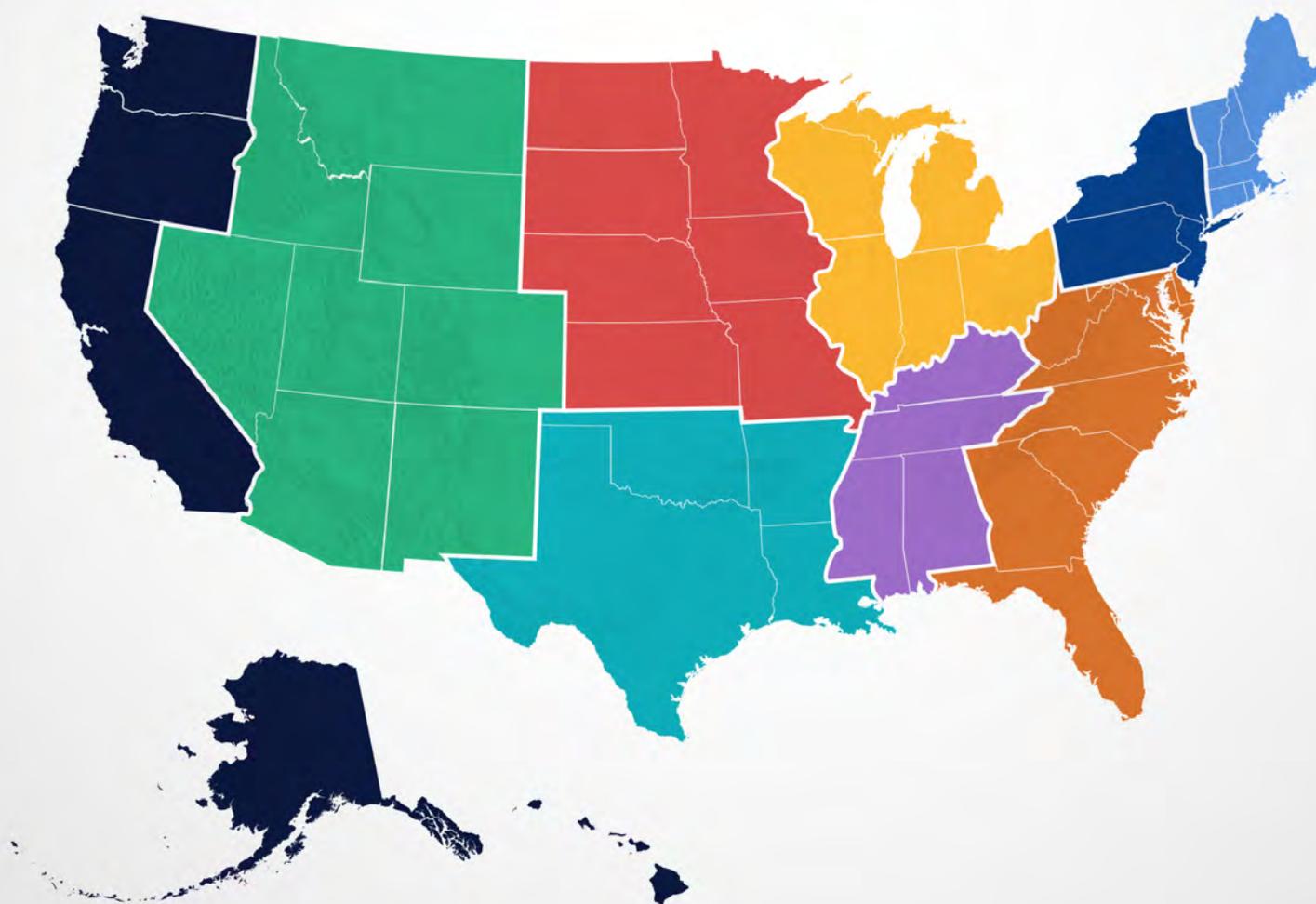
Tires emerged as one of the top 10 ordered "parts" by shops in the East North Central, West North Central, and South Atlantic regions in 2023 — a trend not observed in the remaining six regions. However, in both the East North Central and West North Central regions, 14% of survey respondents indicated that their shop does not sell tires, and 22% in the South Atlantic region said the same. If your shop operates in these regions and you're not selling tires, take the time to consider the evident demand for tires in your area. It's worth evaluating whether incorporating tire sales into your 2024 growth strategy aligns well with your business goals.



United States

(All Regions Combined)

Benchmark Data For General Auto Repair Shops



- | | |
|--------------------|--------------------|
| New England | East South Central |
| Middle Atlantic | West South Central |
| East North Central | Mountain |
| West North Central | Pacific |
| South Atlantic | |

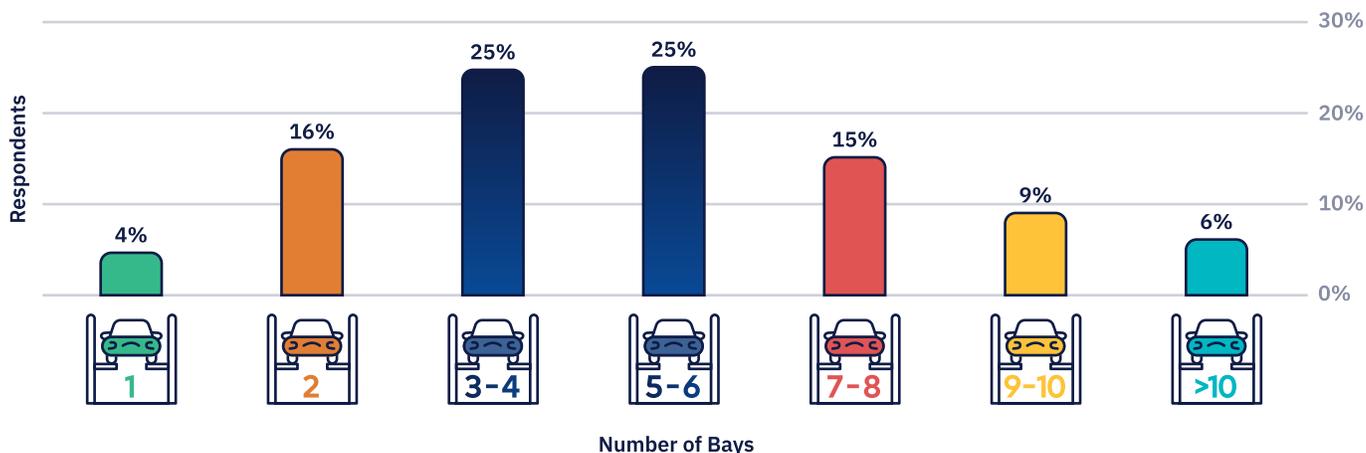
Average Shop Size & Daily Car Count



Average Shop Size By Number Of Bays

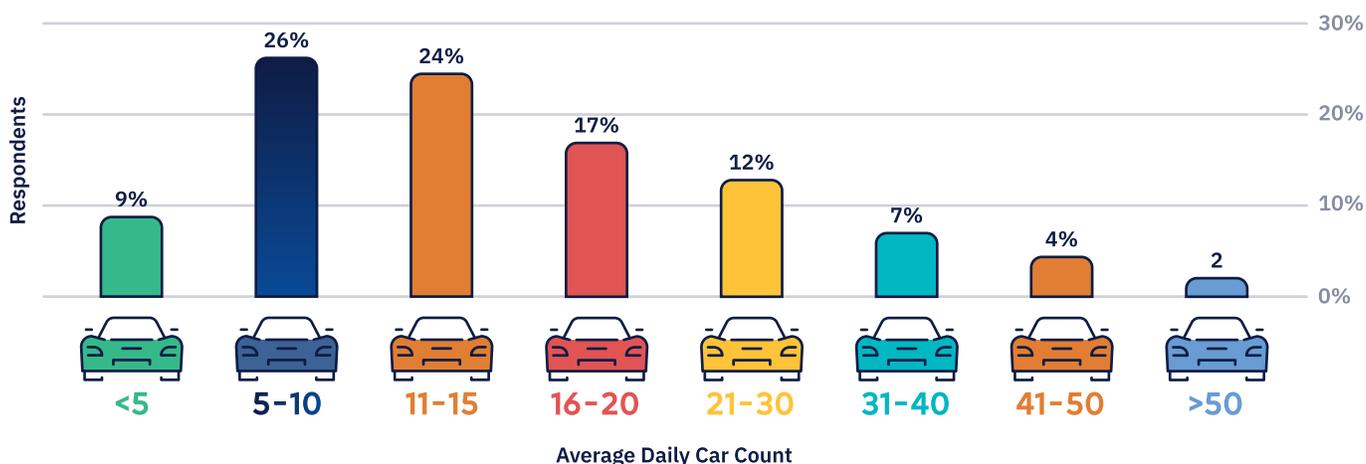
In the United States, the average shop has between **3 and 6 bays**.

Note: In the New England Region, 2-bay shops far surpassed other shop sizes. *For further details, refer to page 22.*



Average Daily Car Count

Shops across the United States that service **5-10 cars** per day lead the pack, with **11-15** cars following close behind.



Revenue-Related Data



Annual Gross Revenue Calculated Per Bay

To make it easier for shops of all sizes to determine how their annual gross revenue compares to other shops in the United States, we broke the data down to look at annual gross revenue **per bay**.



Average Annual Gross Revenue Per Bay

\$203,000

How Does Your Shop's Revenue Compare?

Find out if your shop's gross revenue is aligned with the majority of shops in the United States or if your revenue falls above or below average.



Calculate Your Annual Gross Revenue Per Bay



Your Gross Annual Revenue



Your Number of Bays



Annual Gross Revenue Per Bay



Calculate Average Total Annual Gross Revenue For A Shop Of Your Size

\$203,000

Annual Gross Revenue Per Bay



Your Number Of Bays

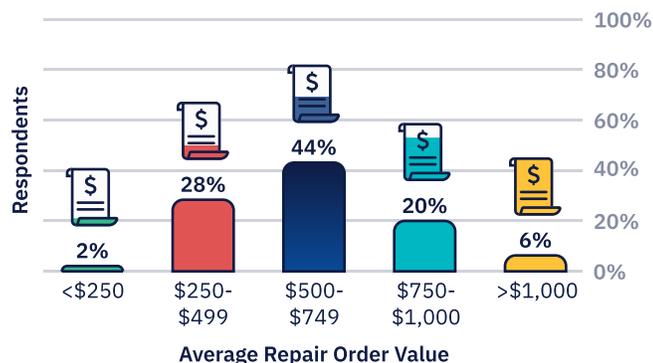


Average Total Annual Gross Revenue

Revenue-Related Data

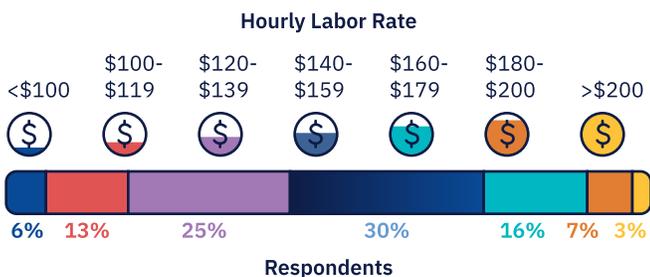
Average Repair Order Value

44% of respondents in the United States reported an average repair order value (ARO) between \$500 and \$749.



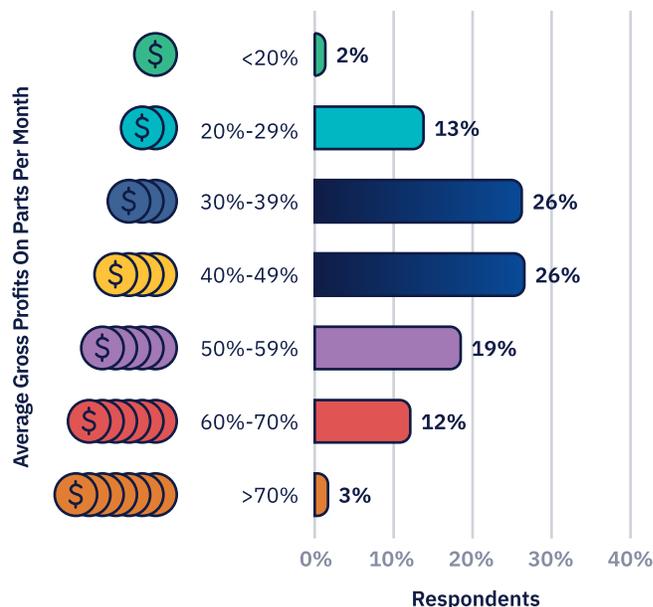
Hourly Labor Rate

The top labor rate range is \$140-\$159.



Average Gross Profit On Parts

Parts markup percentage can vary greatly depending on the cost of the part. For this reason, we asked shops that participated in the survey to tell us their average gross profit on parts **per month** rather than asking what their parts markup is.



The average gross monthly profit on parts was evenly split between the **30-39%** and **40-49%** ranges.

According to industry experts, the recommended benchmark for gross profit on parts falls within the range of 55% and 60% or more⁴.

With this benchmark target, more than 67% of respondents should consider changing their parts markup strategy to achieve a higher gross profit on parts per month.



How To Calculate Your Gross Profit On Parts

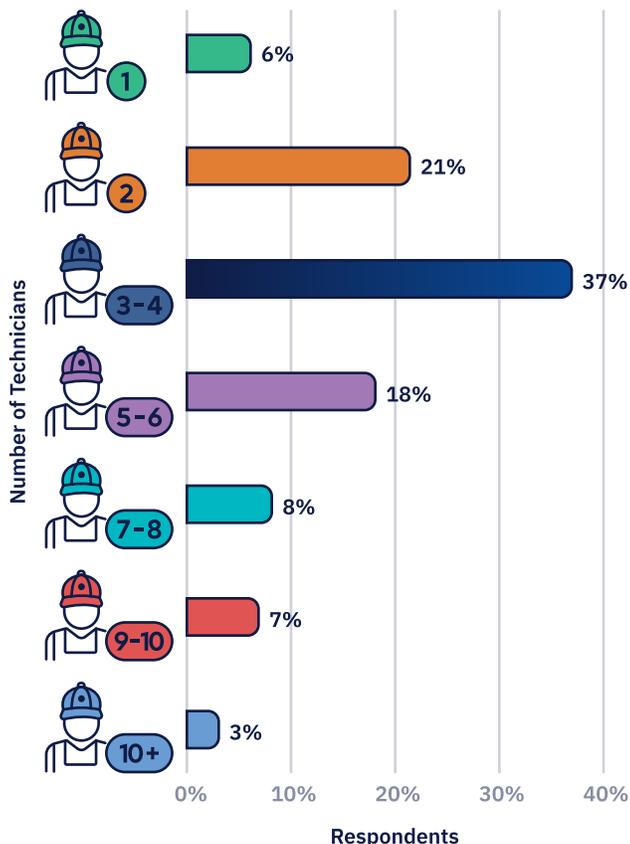
(Total Sales - Cost Of All Parts Sold) ÷ Total Sales = Gross Profit On Parts



Shop Staffing

Number Of Technicians

The most common number of technicians is **3-4 technicians** per location.



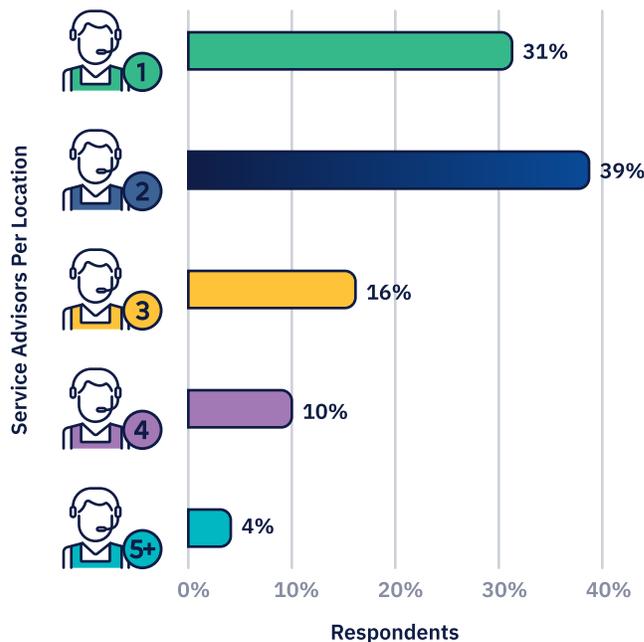
Impact Of Service Advisors On Per Bay Revenue

The influence of staffing levels on annual revenue per bay is notably significant when transitioning from 1 service advisor to 2 service advisors.

Shops with 2 service advisors per location have an average annual revenue of **\$35,000 higher per bay** than shops with just 1 service advisor.

Number Of Service Advisors

The majority of shops have **2 or more service advisors** per location.



2024 Staffing Opportunity: Hire a 2nd Service Advisor

31% of respondents employ only one service advisor per location. If your shop falls into this group, there may be a potential staffing opportunity for your business in 2024.

If the size of your shop justifies it, consider hiring a second service advisor, as doing so could enhance per-bay revenue, vehicle throughput, and the overall quality of the customer experience your shop provides.

Parts – At A Glance

A Note On Top Ordered Parts

Data for the top ordered parts is directly from PartsTech's parts and tire ordering data for 2023 and is based on the actual orders of more than 16,000 shops that use PartsTech across the United States.



Top Ordered Parts In The United States In 2023

- 1 | Spark Plug
- 2 | Disc Brake Rotor
- 3 | Disc Brake Pad Set
- 4 | Engine Oil Filter
- 5 | Air Filter
- 6 | Cabin Air Filter
- 7 | Serpentine Belt
- 8 | Disc Brake Caliper
- 9 | Tire
- 10 | Wheel Lug Nut



View Top Ordered Parts For Your Region

We recommend viewing the top-ordered parts for your specific region, as not all parts listed in the national report are necessarily the top-ordered parts within a particular region.



Tires – At A Glance



If You're Not Selling Tires, Evaluate If You Should Be

Is your shop selling tires? More than ¾ of the survey respondents across the U.S. selected “Yes.”

Not selling tires? Consider if selling tires would be a viable way to expand your business and be competitive.

Does Your Shop Sell Tires? (Regional Comparison)



Tire Sales – Strong Service Expansion Opportunity In East North Central, West North Central, And South Atlantic Regions

Tires emerged as one of the top 10 ordered "parts" in three regions in 2023: East North Central, West North Central, and South Atlantic. However, 14-22% of respondents in these regions do not sell tires at their shop.

If you run a shop in one of these regions, consider the evident demand for tires and analyze whether incorporating tire sales into your 2024 growth strategy aligns well with your business goals. This strategic move could open up a new revenue avenue for your business and contribute to your customer acquisition and retention strategy by becoming a one-stop shop.

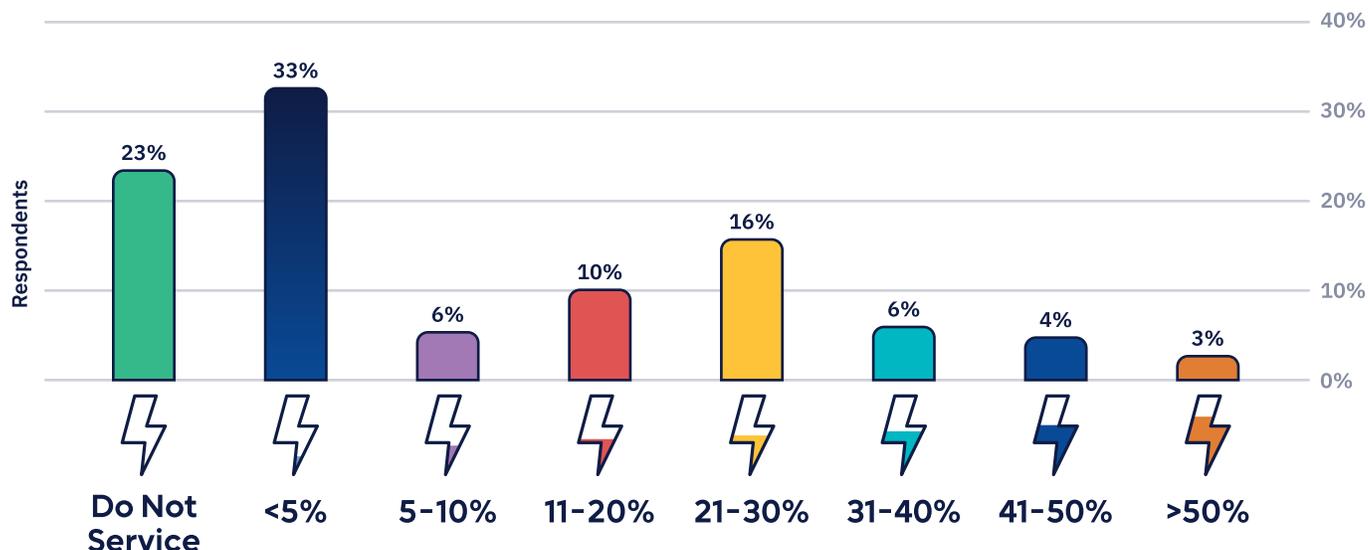
Service Of Fully Electric Vehicles



The Majority Of Shops Service Little To No EVs Annually

23% of shops across the United States do not service fully electric vehicles, and 33% see electric vehicles as less than 5% of their annual car count.

What Percent Of Your Annual Car Count Are Fully Electric Vehicles?



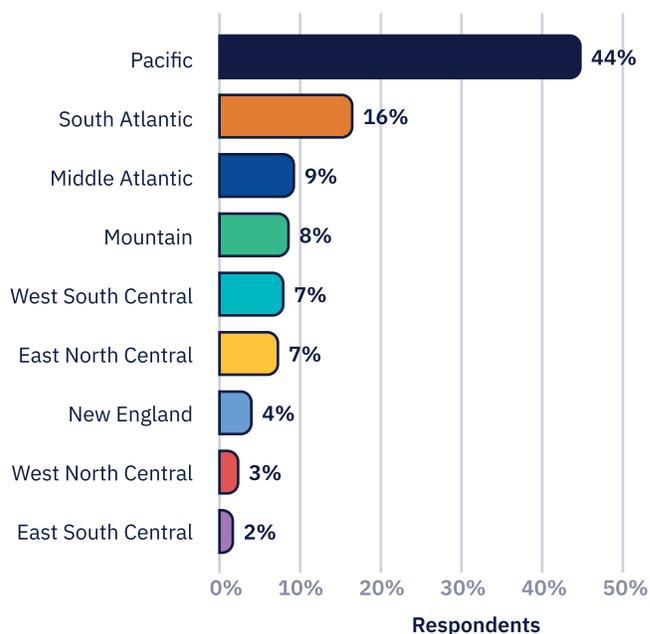
Preparing For More EVs

According to the U.S. Department of Energy, EVs comprised 1% of U.S. registered vehicles in 2022⁵. By 2030, the Edison Electric Institute anticipates this number to reach 10%⁶.

To stay ahead and be prepared for the influx of EVs, **prioritize ongoing training in EV repairs for your team.** (See next page.)

The chart to the right shows the distribution of EV registration across the U.S. regions in 2022 based on data from the U.S. Department of Energy.

Distribution Of EV Registrations Across The U.S.



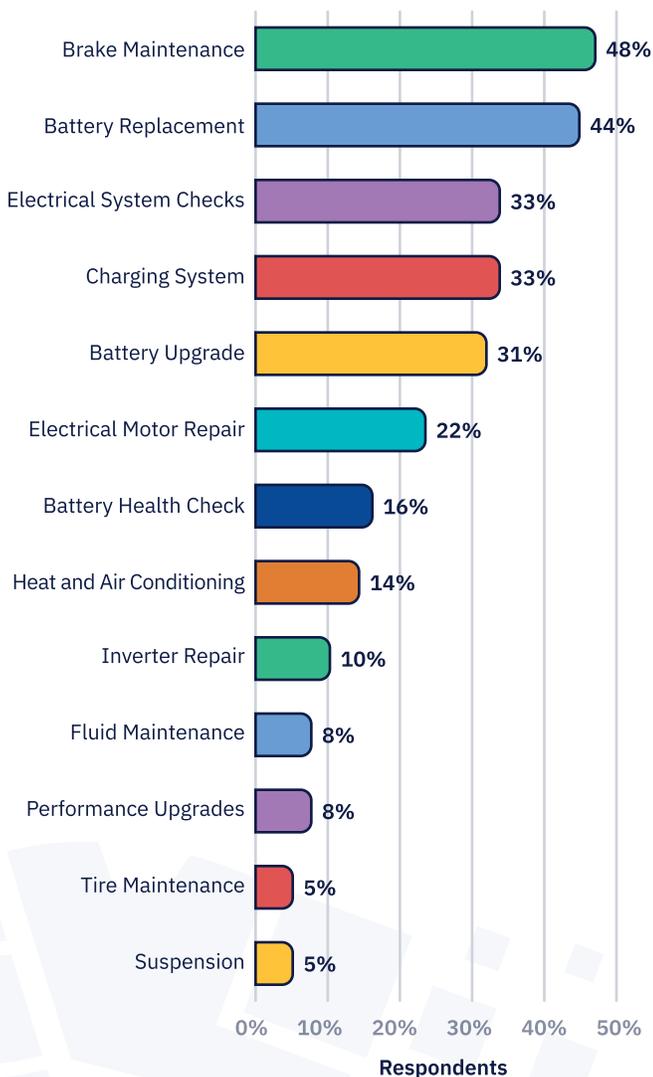
Preparing To Service More EVs



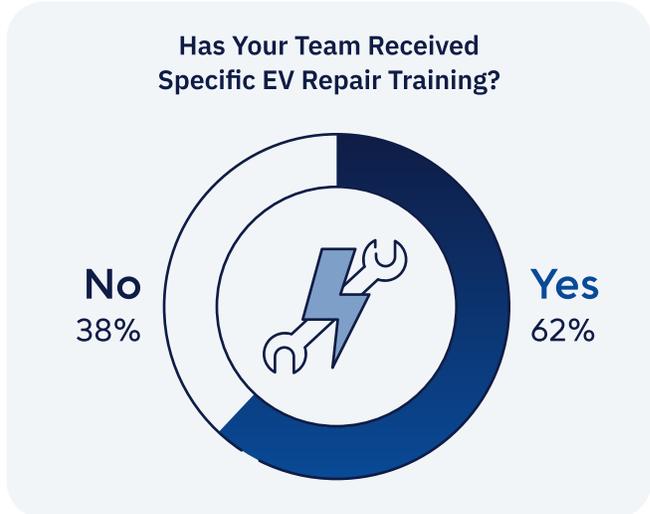
Top-Performed EV Services To Prioritize

For participants whose shop service 5% or more EV vehicles as part of their annual car count, here are the top services they perform. Use this chart to help you prioritize the types of EV training your team should receive.

What Are The Top 3 Services You Perform On Full EV Vehicles?



*See page 18 for more on anticipated challenges.



Start Addressing The Foreseen EV Challenge Now – Get Your Technicians Trained

28% of survey participants identified "EV" as their top anticipated challenge over the next 5 years*. However, for respondents whose team has NOT received EV-specific training, 40% selected "EV" as their top challenge – ranking second to the technician shortage. Conversely, for respondents with teams that HAVE been trained in EV services, only 16% selected it as their top anticipated challenge. **This suggests that investing in training technicians in EV services alleviates concerns about the challenges posed by the growing number of EVs on the road.**



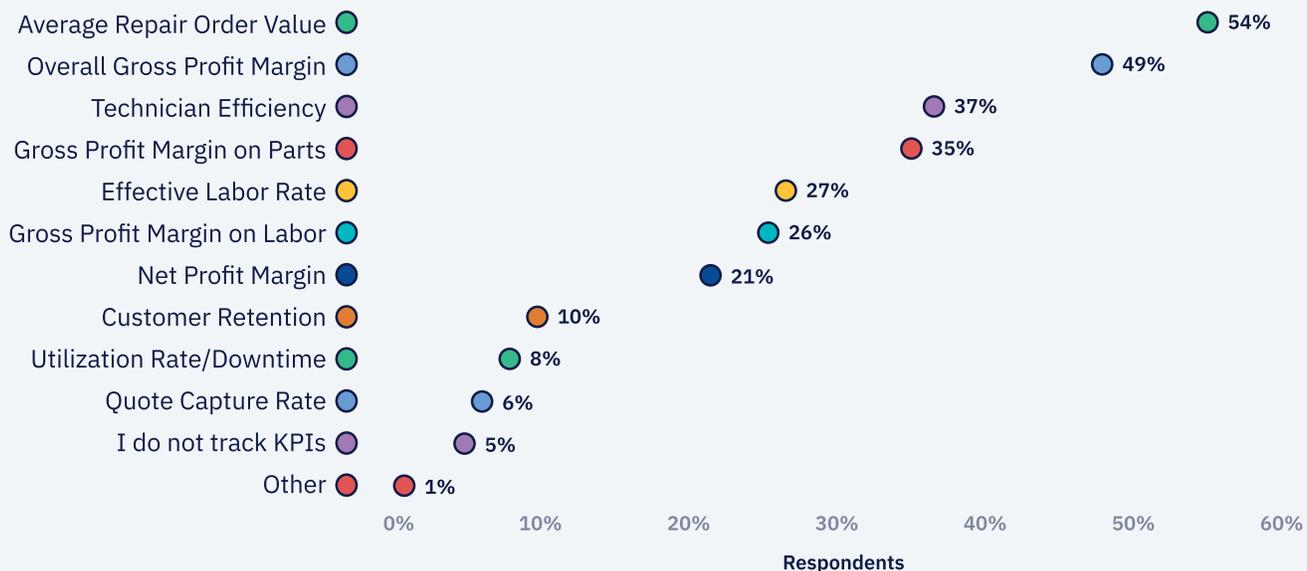
Performance Tracking, Goals, Top Challenges



Consistently Tracking Your Shop's Performance Is A Must

How do you track the health and performance of your shop? If you do not have a specific set of key performance indicators (KPIs) that you track on a very regular basis, start now so that you can keep a pulse on the health of your business and correct course when needed. Here are the top KPIs other shops are tracking:

What Are The Top 3 Key Performance Indicators (KPIs) You Regularly Track?

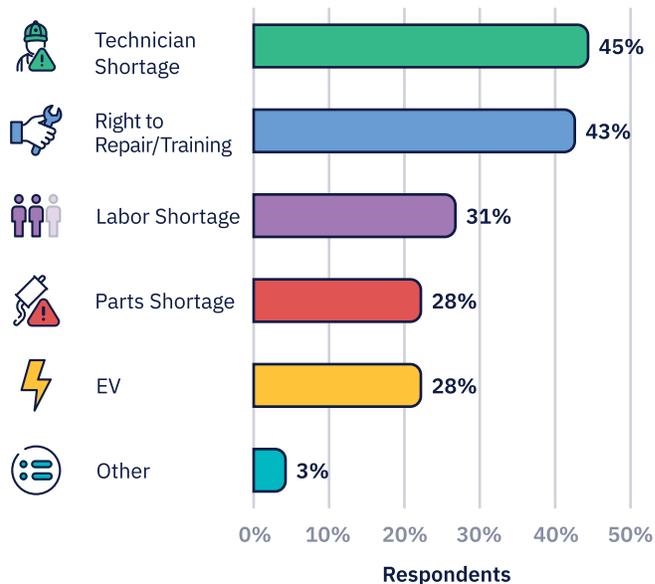


Remember To Tackle Industry Challenges In Your Goals

Sharing data on the top challenges selected by survey respondents isn't meant to merely make you feel like you're in the same boat as everyone else. Instead, it serves as a reminder of the genuine challenges the industry as a whole is facing, emphasizing the need for you to play a proactive role in addressing these issues.

For example, if you are concerned about the technician shortage, ensure that some of your goals (see next page) focus on improving your employee turnover/retention, sending your technicians to training, and implementing new tools and technology in your shop. By doing so, you take real steps to combat the technician shortage within your own shop.

What's The Biggest Challenge You Expect To Face In The Next 5 Years?



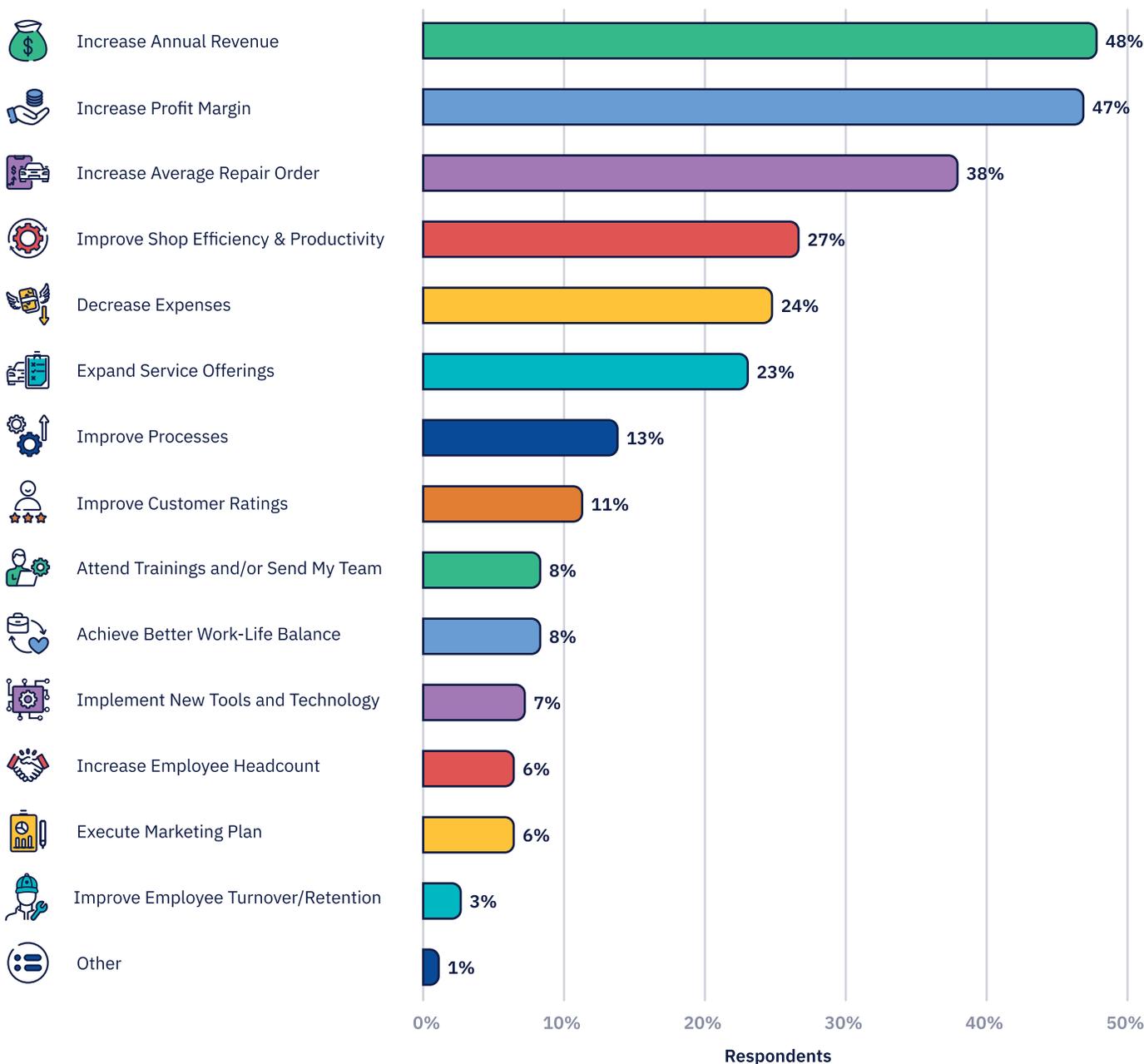
Performance Tracking, Goals, Top Challenges



Set Up Goals For Your Shop

It's crucial not only to monitor KPIs for your shop but also to align them with strategic goals. The list below showcases the top three goals chosen by survey participants. Use this chart as *inspiration* and establish goals that you believe will propel **your** business to the next level. For instance, although only 6% of respondents selected "Execute Marketing Plan," implementing a marketing plan might be the ideal top goal for your shop this quarter to increase your shop's revenue.

What Are Your Shop's Top Three Goals Over The Next 12 Months?





Benchmark Reports By Region

These regional benchmark reports offer a clearer understanding of the typical makeup of shops in your specific area.

21 New England

- Connecticut
- Maine
- Massachusetts
- New Hampshire
- Rhode Island
- Vermont

27 Middle Atlantic

- New Jersey
- New York
- Pennsylvania

33 East North Central

- Indiana
- Illinois
- Michigan
- Ohio
- Wisconsin

39 West North Central

- Iowa
- Kansas

39 Minnesota

- Missouri
- Nebraska
- North Dakota
- South Dakota

45 South Atlantic

- Delaware
- District of Columbia
- Florida
- Georgia
- Maryland
- North Carolina
- South Carolina
- Virginia
- West Virginia

51 East South Central

- Alabama
- Kentucky
- Mississippi
- Tennessee

57 West South Central

- Arkansas
- Louisiana
- Oklahoma
- Texas

63 Mountain

- Arizona
- Colorado
- Idaho
- New Mexico
- Montana
- Utah
- Nevada
- Wyoming

69 Pacific

- Alaska
- California
- Hawaii
- Oregon
- Washington

New England

Benchmark Data For General Auto Repair Shops

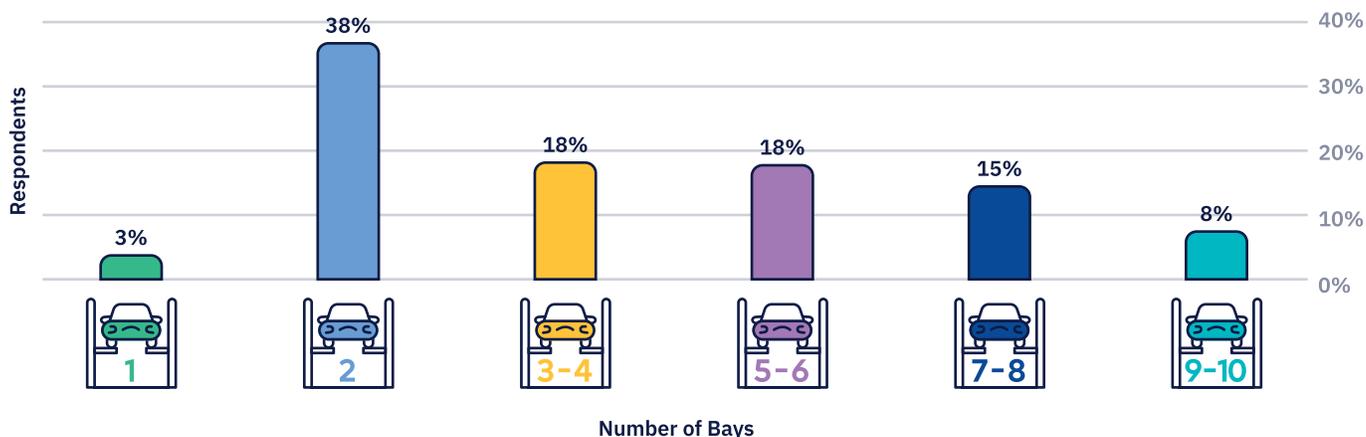
Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

Average Shop Size & Daily Car Count



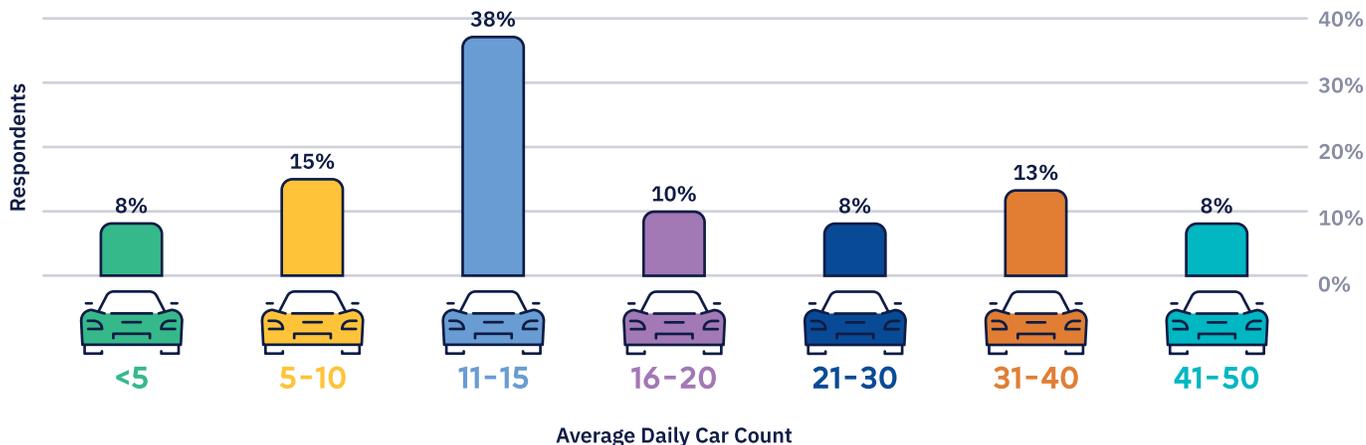
Average Shop Size By Number Of Bays

The top shop size for 38% of survey participants in the New England region was **2 bays**. This was the only region where this was the case.



Average Daily Car Count

Shops in New England that service **11-15 cars** per day lead the pack. This is higher than the national average of **5-10 cars** per day.



Top Responses Across All Respondents Across The United States

Shop Size (tied): **3-4 Bays (25%)** and **5-6 Bays (25%)**
 Average Daily Car Count: **5-10 cars (26%)**

Revenue-Related Data



Annual Gross Revenue Calculated Per Bay

To make it easier for shops of all sizes to determine how their annual gross revenue compares to other shops in the United States, we broke the data down to look at annual gross revenue per bay.

Average Annual Gross Revenue Per Bay

\$220,000



New England's Annual Gross Revenue Per Bay — Second Highest In The U.S.

With an average gross revenue per bay of \$220,000, the New England region boasts the second-highest gross revenue per bay behind the East South Central Region, which had an annual gross revenue of \$232,000 per bay.

How Does Your Shop's Revenue Compare?

Find out if your shop's gross revenue is aligned with the majority of shops in New England or if your revenue falls above or below average.



Calculate Your Annual Gross Revenue Per Bay



Your Gross Annual Revenue



Your Number of Bays



Annual Gross Revenue Per Bay



Calculate Average Total Annual Gross Revenue For A Shop Of Your Size

\$220,000

Annual Gross Revenue Per Bay



Your Number Of Bays



Average Total Annual Gross Revenue



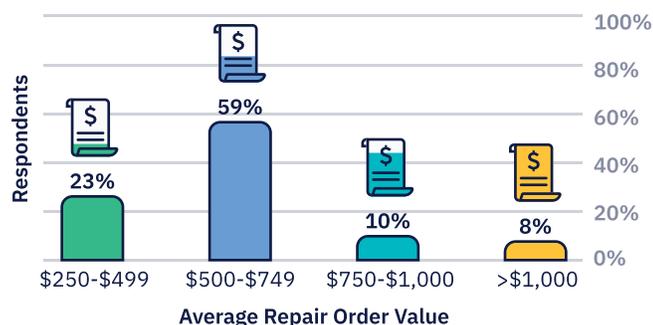
Average Gross Revenue Per Bay Across All Respondents In The United States

\$203,000

Revenue-Related Data

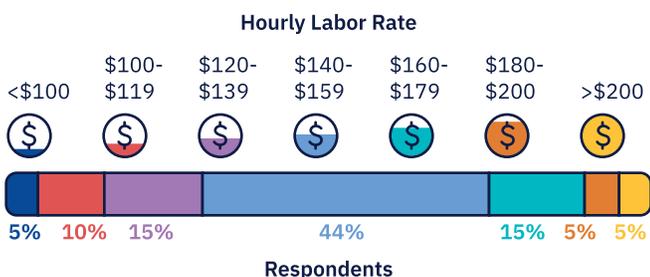
Average Repair Order Value

59% of respondents in the New England region reported an average repair order value (ARO) between **\$500 and \$749**.



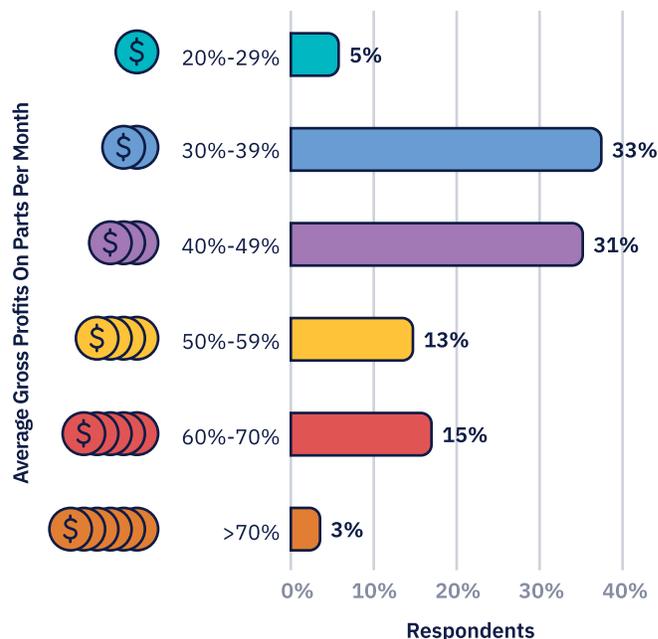
Hourly Labor Rate

The top hourly labor rate selected by respondents in New England is between **\$140 and \$159**. If your shop is below this rate, consider raising your hourly labor rate.



Average Gross Profit On Parts

Parts markup percentage can vary greatly depending on the cost of the part. For this reason, we asked shops that participated in the survey to tell us their average gross profit on parts **per month** rather than asking what their parts markup is.



33% of New England respondents have an **average gross profit on parts of 30-39% per month**, followed closely by 31% who answered **40-49%**.

This is below the recommended gross profit on parts between 55% to more than 60% (*reference page 12*).



How To Calculate Your Gross Profit On Parts

(Total Sales - Cost Of All Parts Sold) ÷ Total Sales = Gross Profit On Parts



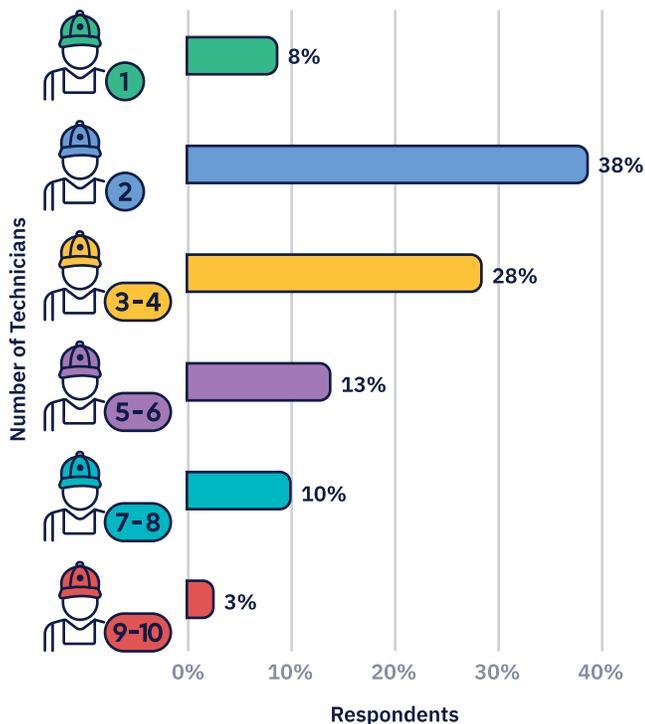
Top Responses Across All Respondents In The United States

ARO: **\$500-\$749 (44%)** | Labor Rate: **\$140-\$159 (30%)**
 Monthly Gross Profit On Parts (tied): **30-39% (26%)** and **40-49% (26%)**

Shop Staffing

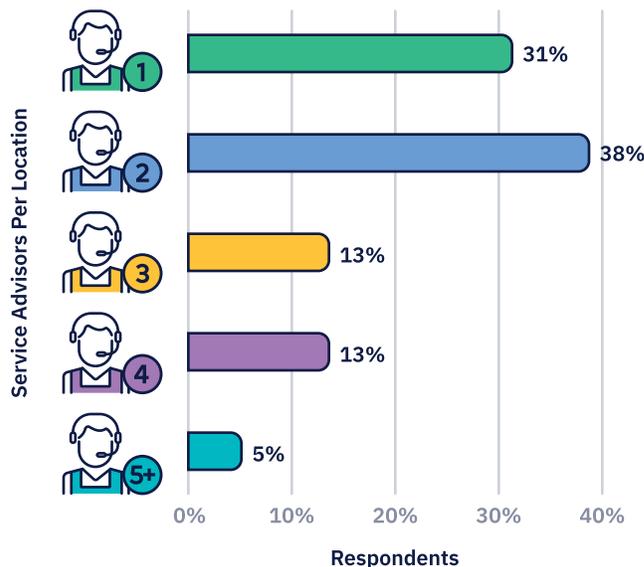
Number Of Technicians

The most common number of technicians is **2 per location**.



Number Of Service Advisors

The most common number of service advisors is **2 per location**.



Impact Of Service Advisors On Per Bay Revenue

The influence of staffing levels on annual revenue per bay is notably significant when transitioning from 1 service advisor to 2 service advisors.

Shops with 2 service advisors per location have an average annual revenue of **\$35,000 higher per bay** than shops with just 1 service advisor.



2024 Staffing Opportunity: Hire a 2nd Service Advisor

31% of respondents in the New England region employ only one service advisor per location. If your shop falls into this group, there may be a potential staffing opportunity for your business in 2024.

If the size of your shop justifies it, consider hiring a second service advisor, as doing so could enhance per-bay revenue, vehicle throughput, and the overall quality of the customer experience your shop provides.



Top Responses Across All Respondents In The United States

Number of Technicians: **3-4 (37%)** | Number of Service Advisors: **2 (39%)**

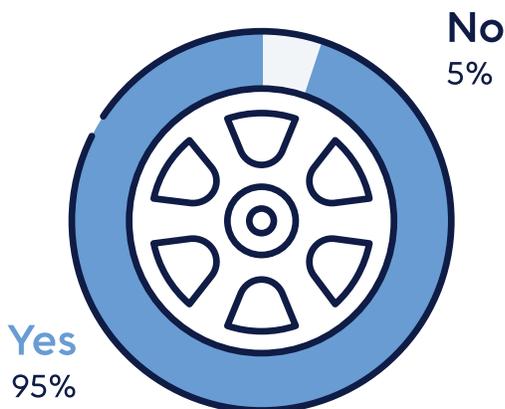
Parts & Tires – At A Glance

Top Ordered Parts In 2023

- 1 | Disc Brake Rotor
- 2 | Disc Brake Pad Set
- 3 | Spark Plug
- 4 | Engine Oil Filter
- 5 | Disc Brake Caliper
- 6 | Air Filter
- 7 | Wheel Lug Nut
- 8 | Cabin Air Filter
- 9 | Exhaust Pipe Flange Gasket
- 10 | Steering Tie Rod End

The New England region was the only region with **“Exhaust Pipe Flange”** in its top 10 ordered parts list in 2023.

Does Your Shop Sell Tires?



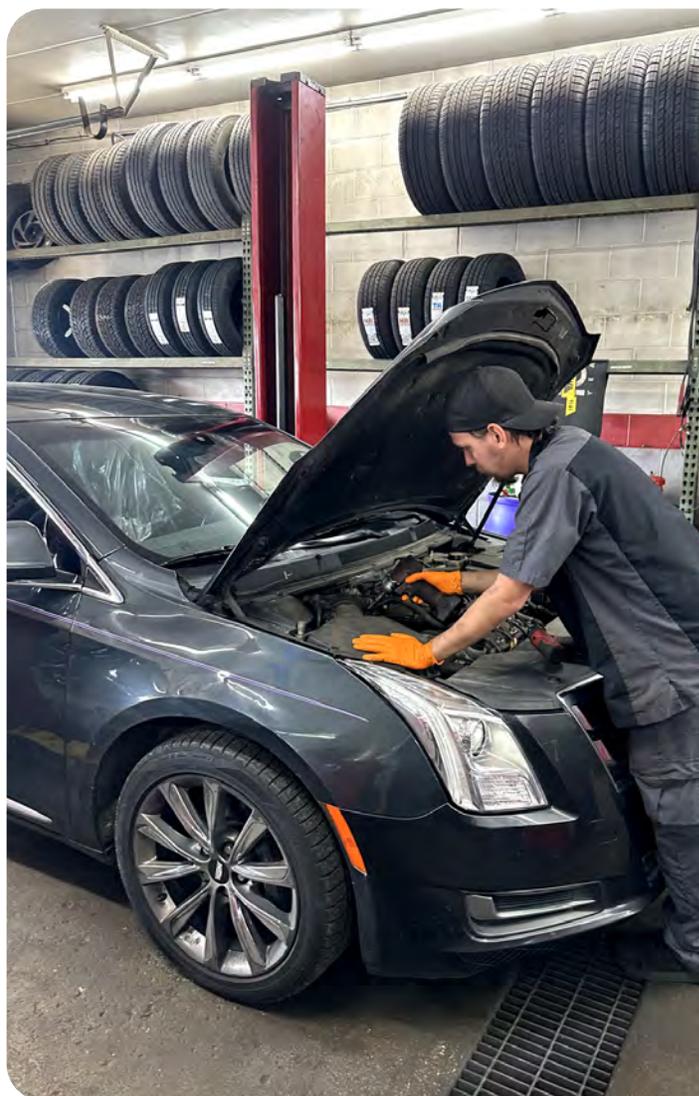
Not Selling Tires?

With the majority of shops in the New England Region selling tires, consider if selling tires would be a viable way to be competitive and expand your business to be a full-service shop.

A Note On Top Ordered Parts

Data for the top ordered parts is directly from PartsTech’s parts and tire ordering data for 2023 and is based on the actual orders of more than 16,000 shops that use PartsTech across the United States.

The top parts listed on this page reflect parts ordered by shops on PartsTech that are located in the New England region.



Middle Atlantic

Benchmark Data For General Auto Repair Shops

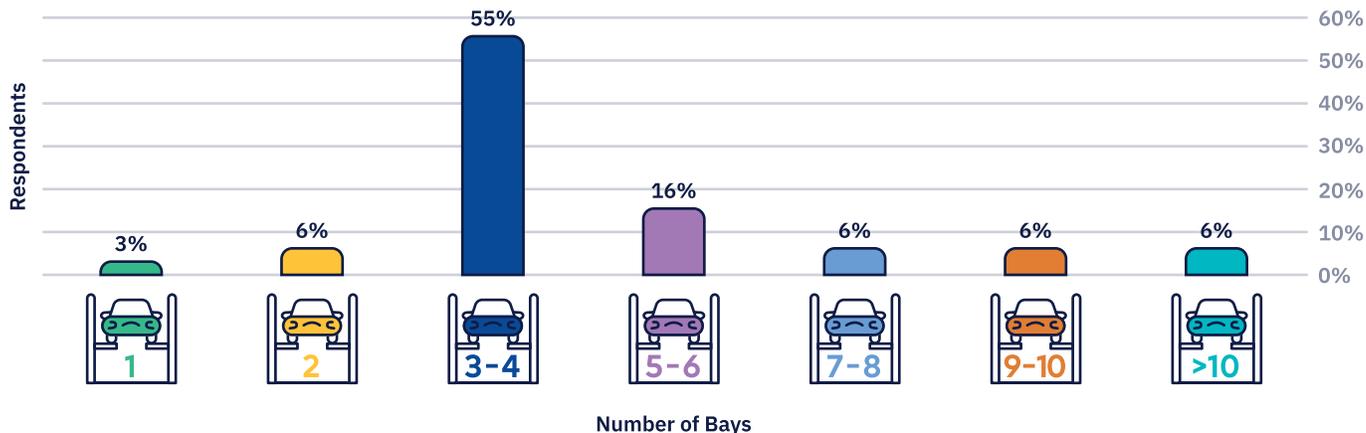
New Jersey
New York
Pennsylvania

Average Shop Size & Daily Car Count



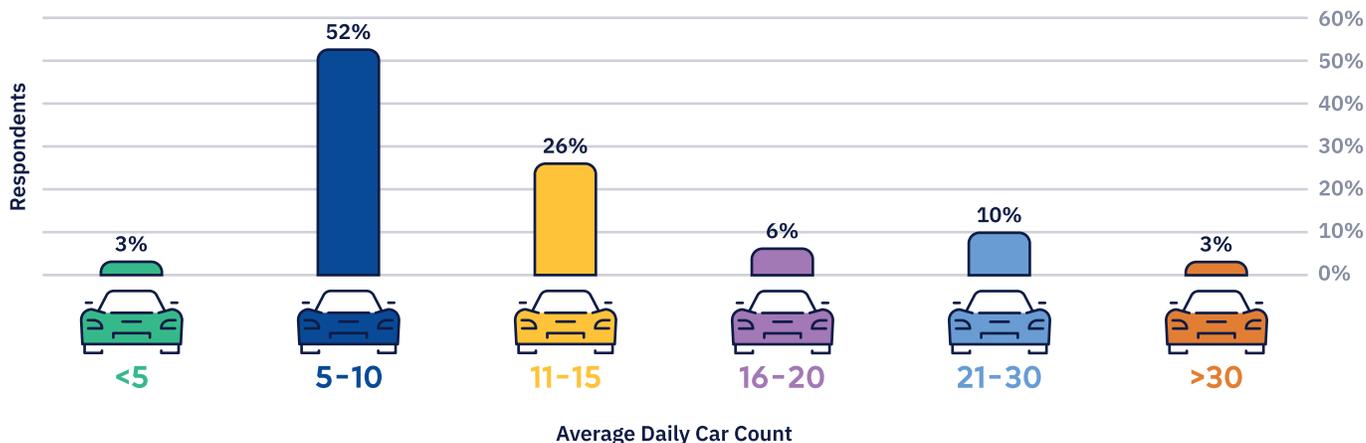
Average Shop Size By Number Of Bays

The top shop size for 55% of survey participants in the Middle Atlantic region was **3-4 bays**.



Average Daily Car Count

The majority of respondents (52%) in the Middle Atlantic region service **5-10 vehicles** per day.



Top Responses Across All Respondents Across The United States

Shop Size (tied): **3-4 Bays (25%)** and **5-6 Bays (25%)**

Average Daily Car Count: **5-10 cars (26%)**

Revenue-Related Data



Annual Gross Revenue Calculated Per Bay

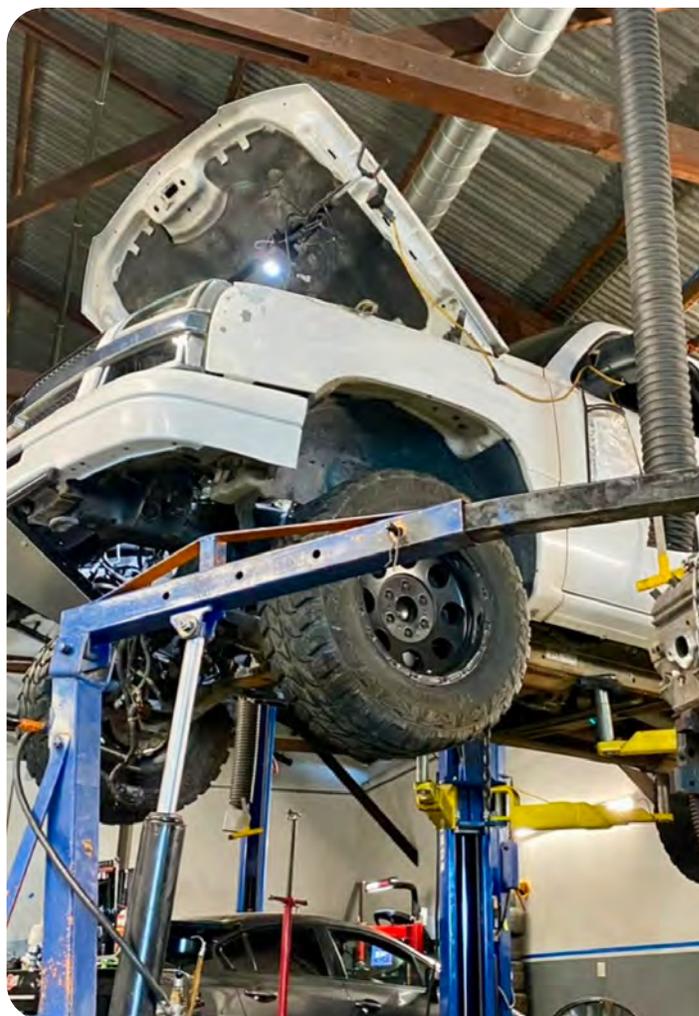
To make it easier for shops of all sizes to determine how their annual gross revenue compares to other shops in the Middle Atlantic region, we broke the data down to look at annual gross revenue per bay.

Average Annual Gross Revenue Per Bay

\$200,000

How Does Your Shop's Revenue Compare?

Find out if your shop's gross revenue is aligned with the majority of shops in the Middle Atlantic or if your revenue falls above or below average.



Calculate Your Annual Gross Revenue Per Bay





\div



$=$



Your Gross Annual Revenue \div Your Number of Bays = Annual Gross Revenue Per Bay

Calculate Average Total Annual Gross Revenue For A Shop Of Your Size



\$200,000


\times



Annual Gross Revenue Per Bay \times Your Number Of Bays = Average Total Annual Gross Revenue



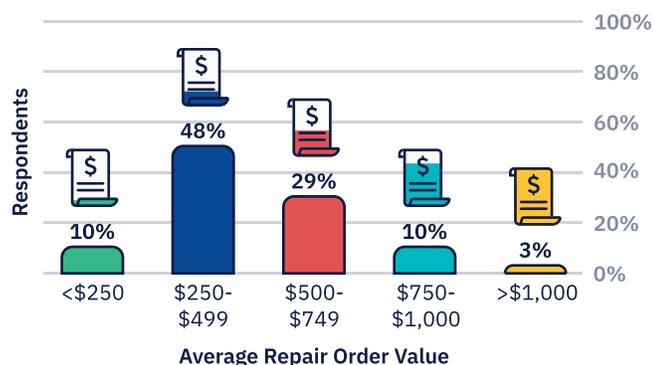
Average Gross Revenue Per Bay Across All Respondents In The United States

\$203,000

Revenue-Related Data

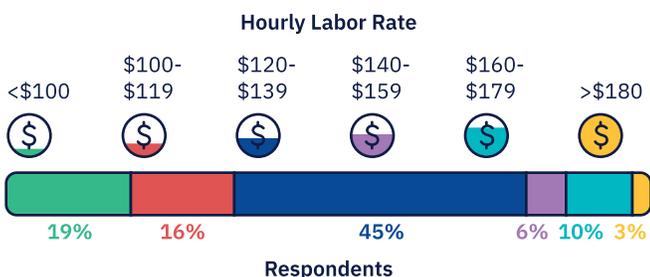
Average Repair Order Value

48% of respondents in the Middle Atlantic region reported an average repair order value (ARO) of **\$250 to \$499**.



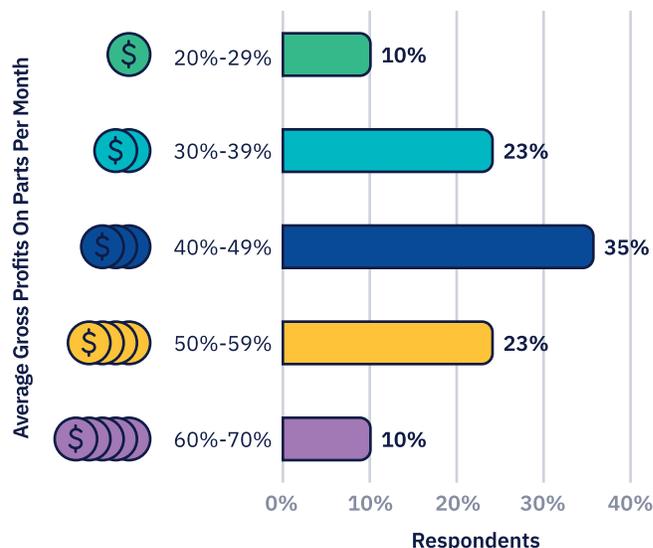
Hourly Labor Rate

The top hourly labor rate selected by respondents in the Middle Atlantic is between **\$120 and \$139**. If your shop is below this rate, consider raising your hourly labor rate.



Average Gross Profit On Parts

Parts markup percentage can vary greatly depending on the cost of the part. For this reason, we asked shops that participated in the survey to tell us their average gross profit on parts **per month** rather than asking what their parts markup is.



35% of Middle Atlantic respondents have an **average gross profit on parts per month of 40-49%**.

This is below the recommended gross profit on parts between 55% to more than 60% (*reference page 12*).



How To Calculate Your Gross Profit On Parts

(Total Sales - Cost Of All Parts Sold) ÷ Total Sales = Gross Profit On Parts



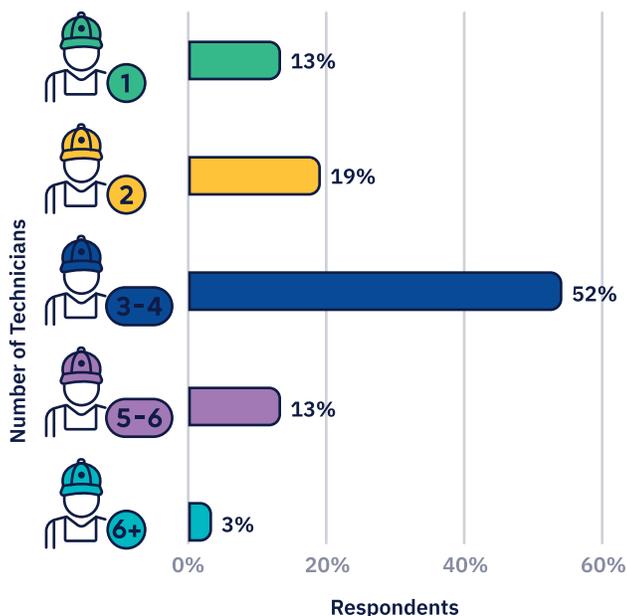
Top Responses Across All Respondents In The United States

ARO: **\$500-\$749 (44%)** | Labor Rate: **\$140-\$159 (30%)**
 Monthly Gross Profit On Parts (tied): **30-39% (26%)** and **40-49% (26%)**

Shop Staffing

Number Of Technicians

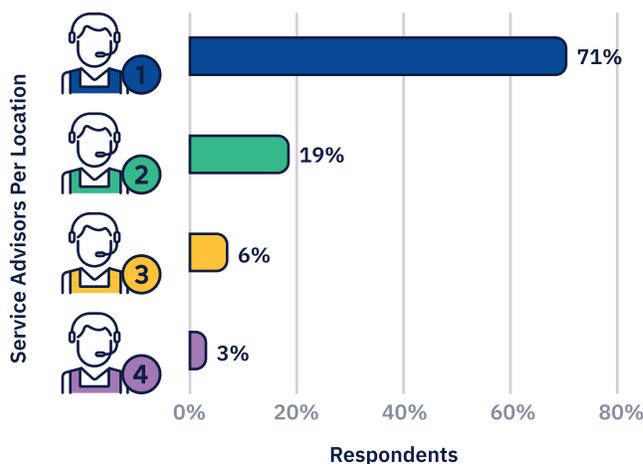
The majority of respondents (52%) employ **3-4 technicians** per location.



Number Of Service Advisors

The majority of respondents (71%) employ **1 service advisor** per location.

This is one of two regions where the average number of service advisors differs from the national average of 2 service advisors per location.



Impact Of Service Advisors On Per Bay Revenue

The influence of staffing levels on annual revenue per bay is notably significant when transitioning from 1 service advisor to 2 service advisors.

Shops with 2 service advisors per location have an average annual revenue of **\$35,000 higher per bay** than shops with just 1 service advisor.



2024 Staffing Opportunity: Hire a 2nd Service Advisor

71% of respondents in the Middle Atlantic employ only one service advisor per location. If your shop falls into this group, there may be a potential staffing opportunity for your business in 2024.

If the size of your shop justifies it, consider hiring a second service advisor, as doing so could enhance per-bay revenue, vehicle throughput, and the overall quality of the customer experience your shop provides.



Top Responses Across All Respondents In The United States

Number of Technicians: **3-4 (37%)** | Number of Service Advisors: **2 (39%)**

Parts & Tires – At A Glance

Top Ordered Parts In 2023

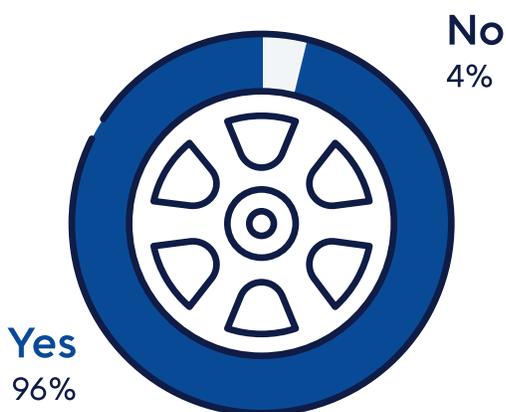
- 1 | Disc Brake Rotor
- 2 | Spark Plug
- 3 | Disc Brake Pad Set
- 4 | Engine Oil Filter
- 5 | Air Filter
- 6 | Disc Brake Caliper
- 7 | Wheel Lug Nut
- 8 | Cabin Air Filter
- 9 | Windshield Wiper Blade
- 10 | Steering Tie Rod End

A Note On Top Ordered Parts

Data for the top ordered parts is directly from PartsTech's parts and tire ordering data for 2023 and is based on the actual orders of more than 16,000 shops that use PartsTech across the United States.

The top parts listed on this page reflect the parts ordered by shops on PartsTech that are located in the Middle Atlantic region.

Does Your Shop Sell Tires?



Not Selling Tires?

With the majority of shops in the Middle Atlantic selling tires, consider if tires would be a viable way to be competitive and expand your business to be a full-service shop.



East North Central

Benchmark Data For General Auto Repair Shops



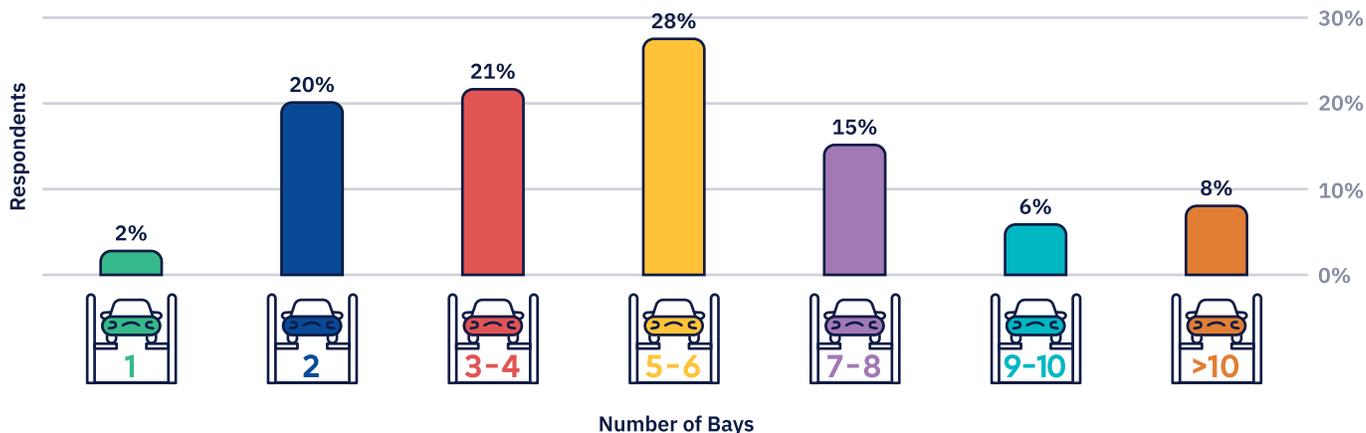
Indiana
Illinois
Michigan
Ohio
Wisconsin

Average Shop Size & Daily Car Count



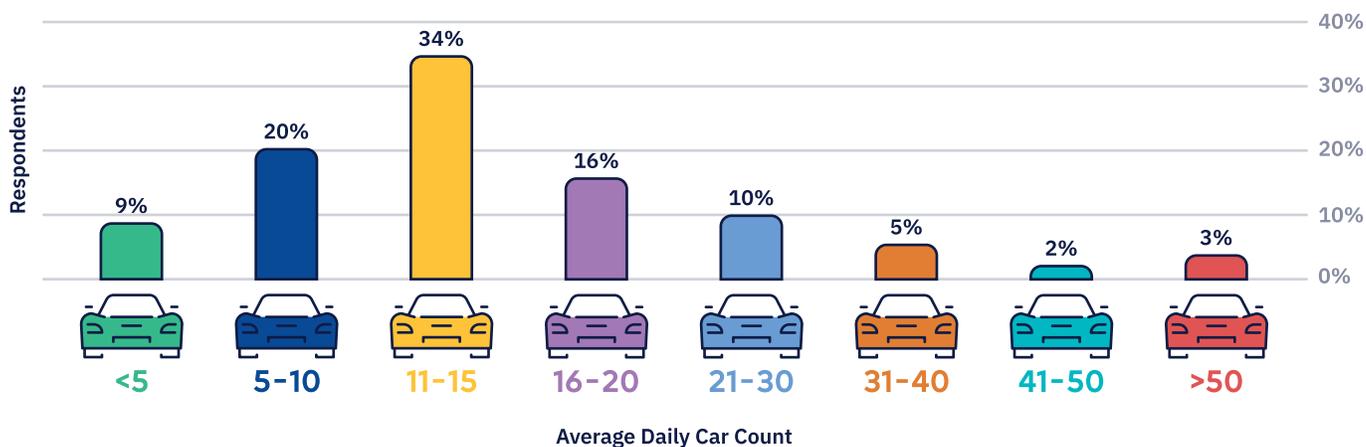
Average Shop Size By Number Of Bays

The top shop size for 28% of survey participants in the East North Central region is **5-6 bays**.



Average Daily Car Count

Shops in the East North Central region that service **11-15 cars** per day lead the pack. This is higher than the national average of **5-10 cars** per day.



Top Responses Across All Respondents Across The United States

Shop Size (tied): **3-4 Bays (25%)** and **5-6 Bays (25%)**
 Average Daily Car Count: **5-10 cars (26%)**

Revenue-Related Data



Annual Gross Revenue Calculated Per Bay

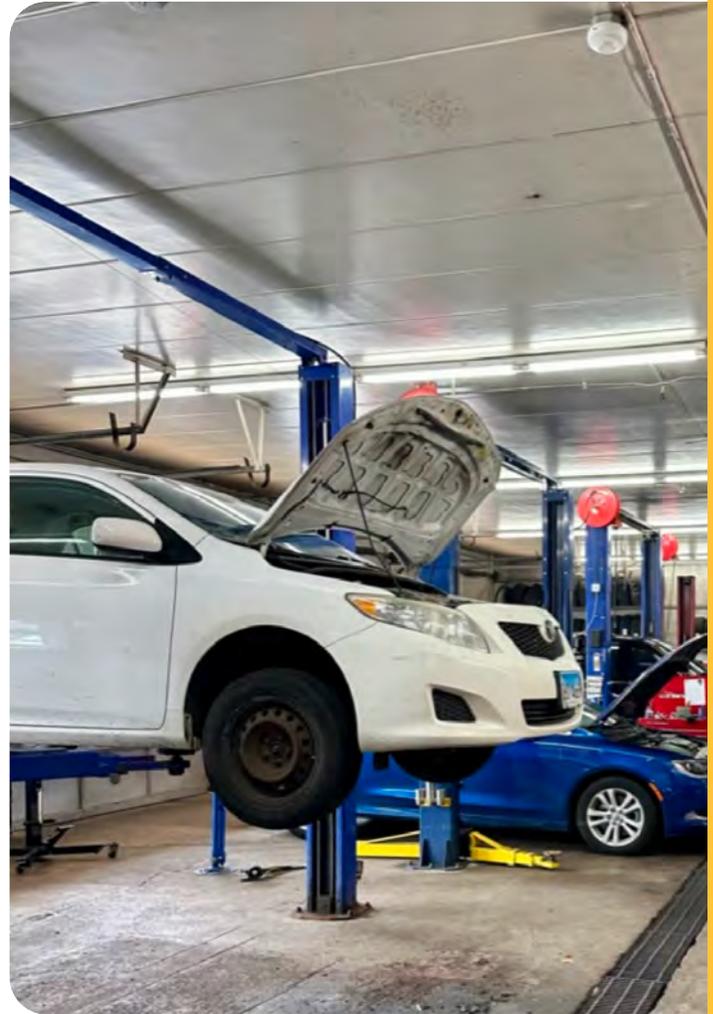
To make it easier for shops of all sizes to determine how their annual gross revenue compares to other shops in the East North Central region, we broke the data down to look at annual gross revenue per bay.

Average Annual Gross Revenue Per Bay

\$208,000

How Does Your Shop's Revenue Compare?

Find out if your shop's gross revenue aligns with most shops in the East North Central region or if your revenue falls above or below average.



Calculate Your Annual Gross Revenue Per Bay



Your Gross Annual Revenue



Your Number of Bays



Annual Gross Revenue Per Bay



Calculate Average Total Annual Gross Revenue For A Shop Of Your Size

\$208,000

Annual Gross Revenue Per Bay



Your Number Of Bays



Average Total Annual Gross Revenue



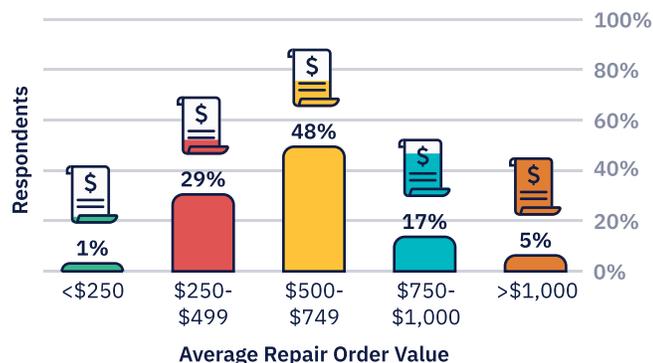
Average Gross Revenue Per Bay Across All Respondents In The United States

\$203,000

Revenue-Related Data

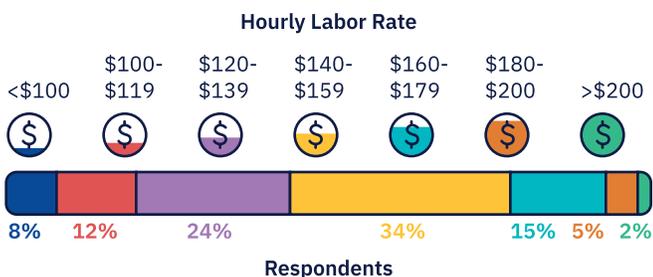
Average Repair Order Value

48% of respondents in the East North Central region reported an average repair order value (ARO) of **\$500 to \$749**.



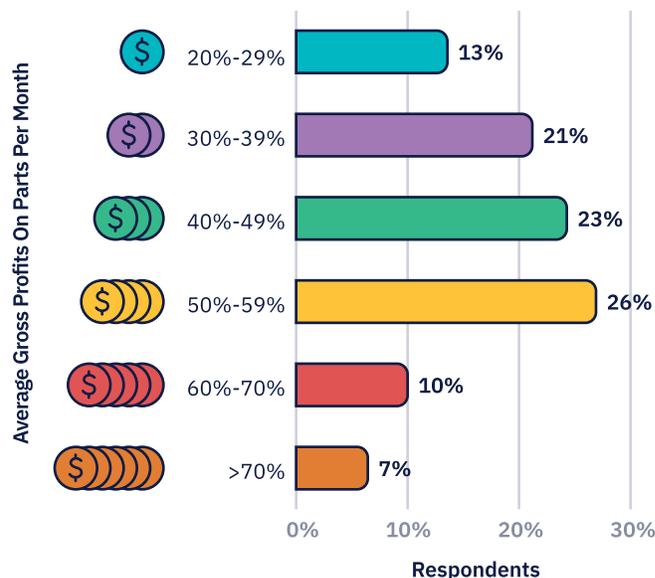
Hourly Labor Rate

The top hourly labor rate selected by respondents in the East North Central region is between **\$140 and \$159**. If your shop is below this rate, consider raising your hourly labor rate.



Average Gross Profit On Parts

Parts markup percentage can vary greatly depending on the cost of the part. For this reason, we asked shops that participated in the survey to tell us their average gross profit on parts per month rather than asking what their parts markup is.



The top average gross profit on parts reported by respondents was **50-59% per month**. The recommended gross profit on parts is between 55% to more than 60% (reference page 12). Although a decent percentage of shops fall into this range, 57% are below this range and should consider changing their parts markup strategy.



How To Calculate Your Gross Profit On Parts

(Total Sales $-$ Cost Of All Parts Sold) \div Total Sales \times Gross Profit On Parts



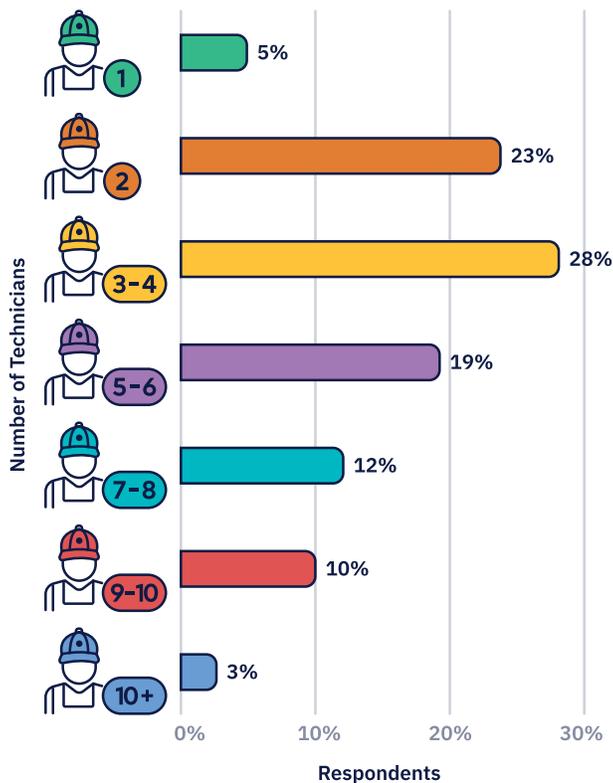
Top Responses Across All Respondents In The United States

ARO: **\$500-\$749 (44%)** | Labor Rate: **\$140-\$159 (30%)**
 Monthly Gross Profit On Parts (tied): **30-39% (26%)** and **40-49% (26%)**

Shop Staffing

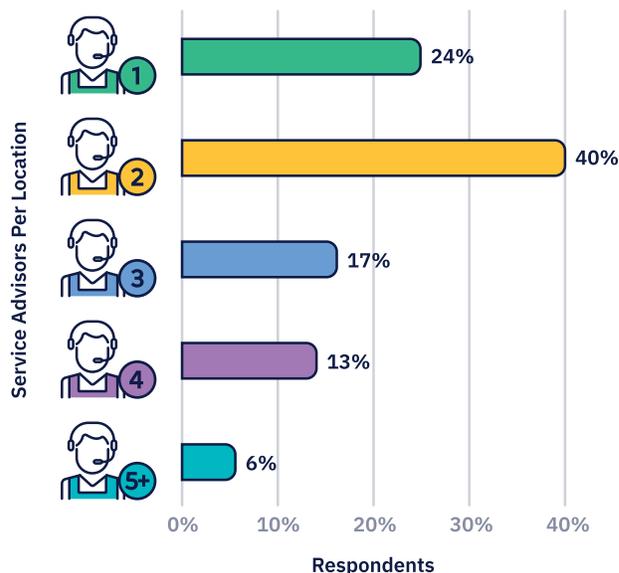
Number Of Technicians

The most common number of technicians is **3-4 technicians** per location.



Number Of Service Advisors

The most common number of service advisors is **2 per location**.



Impact Of Service Advisors On Per Bay Revenue

The influence of staffing levels on annual revenue per bay is notably significant when transitioning from 1 service advisor to 2 service advisors.

Shops with 2 service advisors per location have an average annual revenue of **\$35,000 higher per bay** than shops with just 1 service advisor.



2024 Staffing Opportunity: Hire a 2nd Service Advisor

24% of respondents in the East North Central region employ only one service advisor per location. If your shop falls into this group, there may be a potential staffing opportunity for your business in 2024.

If the size of your shop justifies it, consider hiring a second service advisor, as doing so could enhance per-bay revenue, vehicle throughput, and the overall quality of the customer experience your shop provides.



Top Responses Across All Respondents In The United States

Number of Technicians: **3-4 (37%)** | Number of Service Advisors: **2 (39%)**

Parts & Tires – At A Glance



Top Ordered Parts In 2023

- 1 | Disc Brake Rotor
- 2 | Spark Plug
- 3 | Disc Brake Pad Set
- 4 | Engine Oil Filter
- 5 | Disc Brake Caliper
- 6 | Air Filter
- 7 | Tire
- 8 | Wheel Lug Nut
- 9 | Steering Tie Rod
- 10 | Serpentine Belt

A Note On Top Ordered Parts

Data for the top ordered parts is directly from PartsTech's parts and tire ordering data for 2023 and is based on the actual orders of more than 16,000 shops that use PartsTech across the United States.

The top parts listed on this page reflect the parts ordered by shops on PartsTech that are located in the East North Central region.

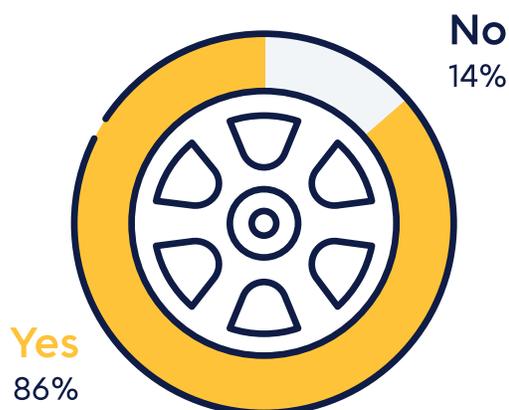
Is Your Shop Selling Tires?

Tires were amongst the top 10 “parts” ordered by shops in the East North Central region in 2023 – one of three regions to have tires appear in the top 10 parts ordered.

...If Not, You May Be Missing Out On Revenue.

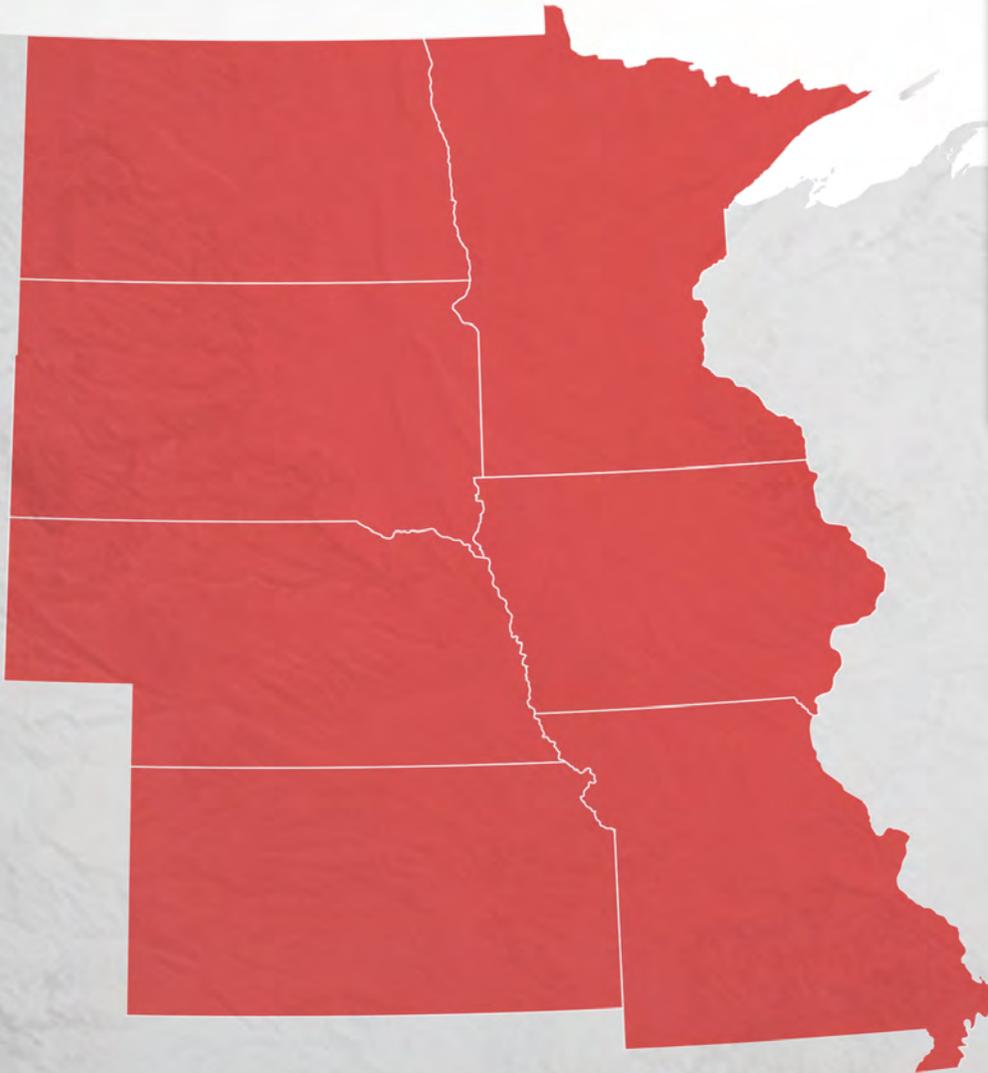
Interestingly, despite the high volume of tire purchases amongst East North Central shops, more than 14% of respondents said their shop does not sell tires. With such a high volume of tires purchased in the region in 2023, consider if adding tire sales to your 2024 growth strategy would be a good fit for your business to expand and become a full-service shop.

Does Your Shop Sell Tires?



West North Central

Benchmark Data For General Auto Repair Shops



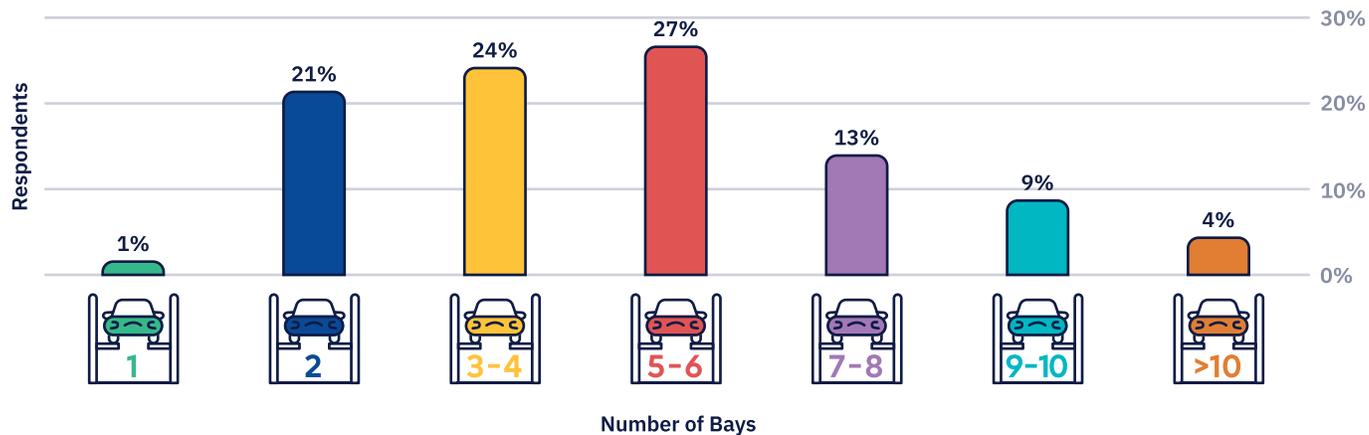
Iowa
Kansas
Minnesota
Missouri
Nebraska
North Dakota
South Dakota

Average Shop Size & Daily Car Count



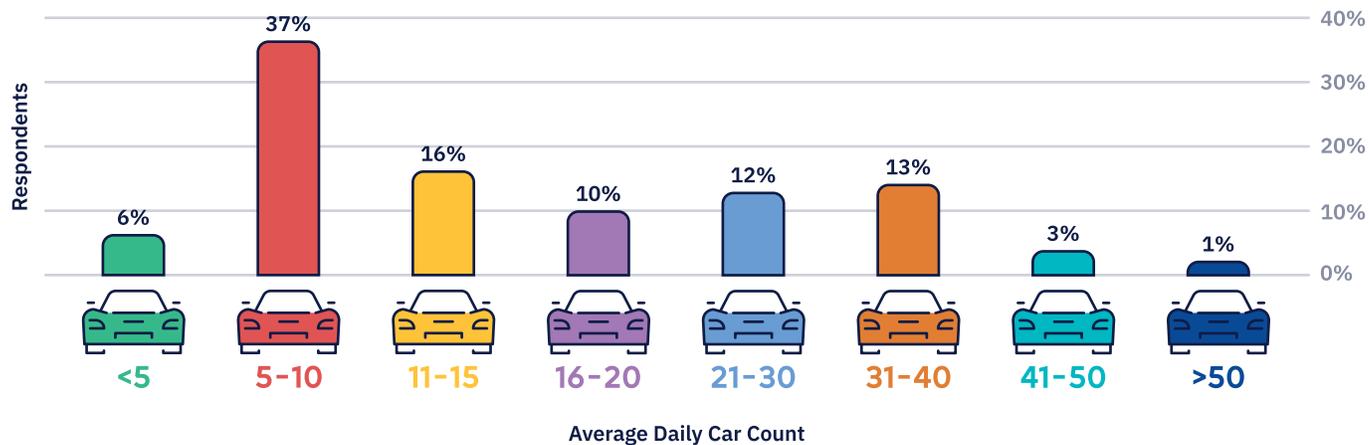
Average Shop Size By Number Of Bays

The predominant shop size for 27% of survey participants in the West North Central region was **5-6 bays**.



Average Daily Car Count

Shops in the West North Central region that service **5-10 cars** per day lead the pack.



Top Responses Across All Respondents Across The United States

Shop Size (tied): **3-4 Bays (25%)** and **5-6 Bays (25%)**

Average Daily Car Count: **5-10 cars (26%)**

Revenue-Related Data



Annual Gross Revenue Calculated Per Bay

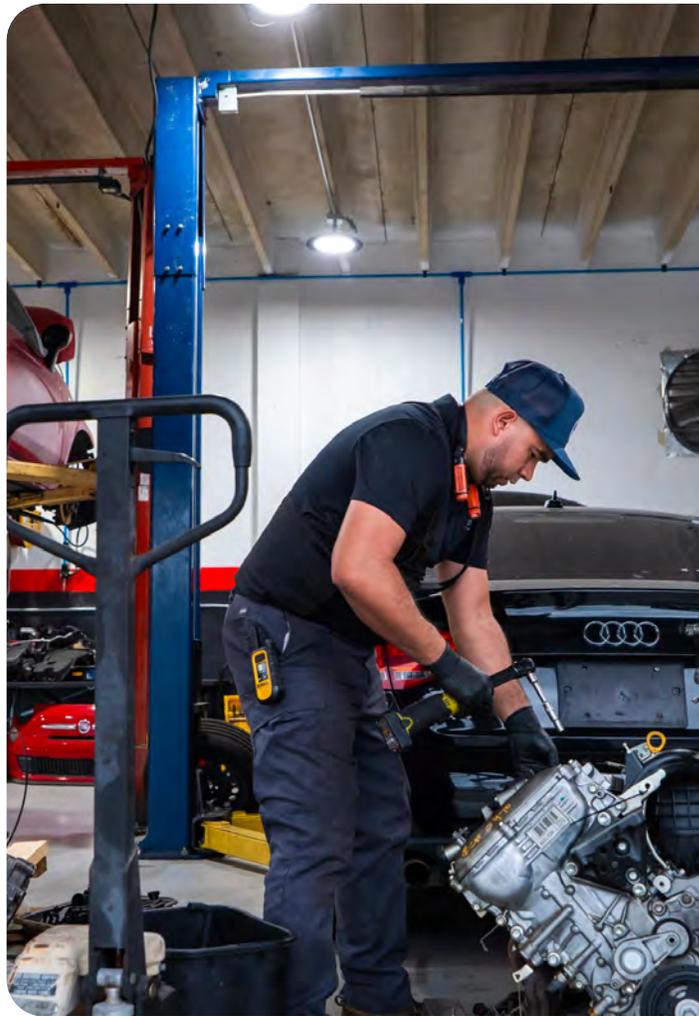
To make it easier for shops of all sizes to determine how their annual gross revenue compares to other shops in the West North Central region, we broke the data down to look at annual gross revenue per bay.

Average Annual Gross Revenue Per Bay

\$199,000

How Does Your Shop's Revenue Compare?

Find out if your shop's gross revenue aligns with most shops in the West North Central region or if your revenue falls above or below average.



 Calculate Your Annual Gross Revenue Per Bay

 Your Gross Annual Revenue \div  Your Number of Bays =  Annual Gross Revenue Per Bay

 Calculate Average Total Annual Gross Revenue For A Shop Of Your Size

\$199,000  Your Number Of Bays =  Average Total Annual Gross Revenue

Annual Gross Revenue Per Bay \times Your Number Of Bays = Average Total Annual Gross Revenue



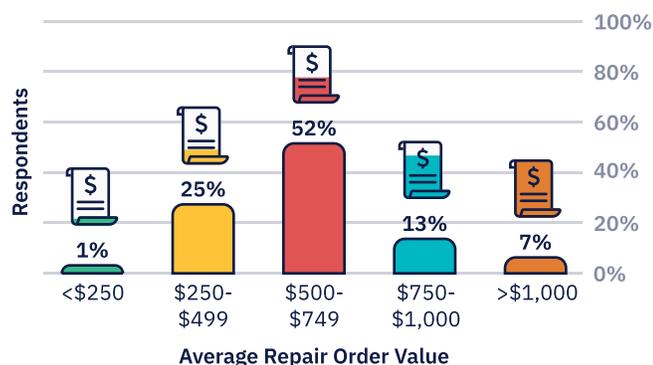
Average Gross Revenue Per Bay Across All Respondents In The United States

\$203,000

Revenue-Related Data

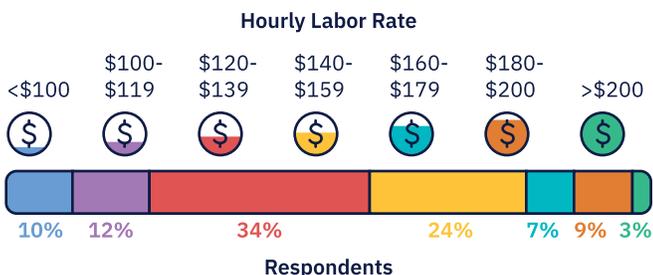
Average Repair Order Value

52% of respondents in the West North Central region reported an average repair order value (ARO) of **\$500 to \$749**.



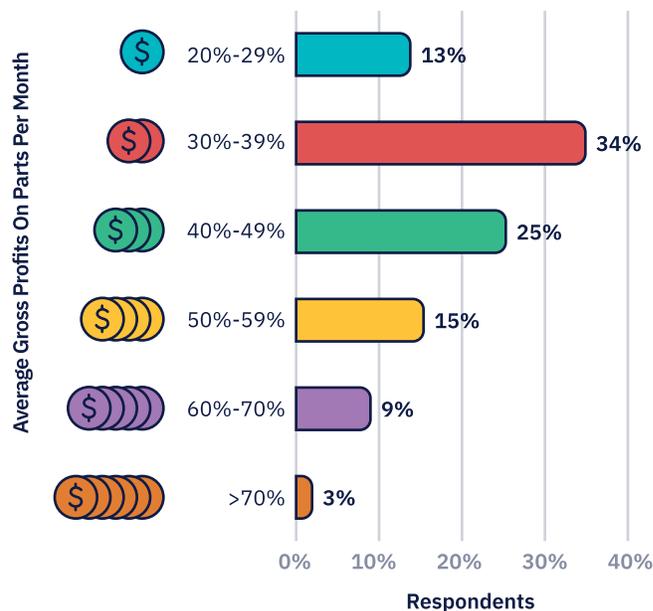
Hourly Labor Rate

The top hourly labor rate selected by respondents in the West North Central region is between **\$120 and \$139**. If your shop is below this rate, consider raising your hourly labor rate.



Average Gross Profit On Parts

Parts markup percentage can vary greatly depending on the cost of the part. For this reason, we asked shops that participated in the survey to tell us their average gross profit on parts per month rather than asking what their parts markup is.



34% of West North Central respondents have an average gross profit on parts of **30-39% per month**. This is below the recommended gross profit on parts between 55% to more than 60% (reference page 12). 72% of shops in the East North Central region do not fall in this range and should consider updating their parts markup strategy.



How To Calculate Your Gross Profit On Parts

(Total Sales - Cost Of All Parts Sold) ÷ Total Sales = Gross Profit On Parts



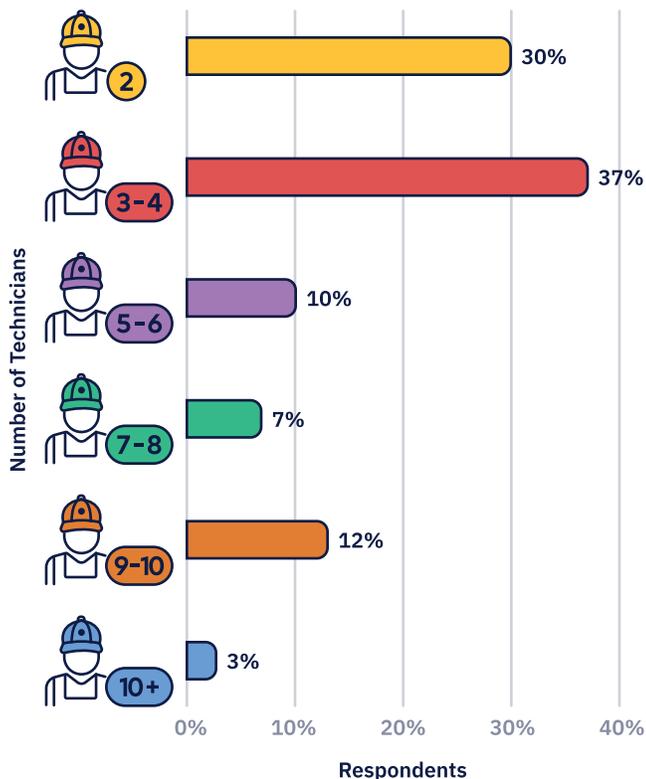
Top Responses Across All Respondents In The United States

ARO: **\$500-\$749 (44%)** | Labor Rate: **\$140-\$159 (30%)**
 Monthly Gross Profit On Parts (tied): **30-39% (26%)** and **40-49% (26%)**

Shop Staffing

Number Of Technicians

The most common number of technicians is **3-4 technicians** per location.



Impact Of Service Advisors On Per Bay Revenue

The influence of staffing levels on annual revenue per bay is notably significant when transitioning from 1 service advisor to 2 service advisors.

Shops with 2 service advisors per location have an average annual revenue of **\$35,000 higher per bay** than shops with just 1 service advisor.

Number Of Service Advisors

The most common number of service advisors is **2 per location**.



2024 Staffing Opportunity: Hire a 2nd Service Advisor

24% of respondents in the West North Central region employ only one service advisor per location. If your shop falls into this group, there may be a potential staffing opportunity for your business in 2024.

If the size of your shop justifies it, consider hiring a second service advisor, as doing so could enhance per-bay revenue, vehicle throughput, and the overall quality of the customer experience your shop provides.



Top Responses Across All Respondents In The United States

Number of Technicians: **3-4 (37%)** | Number of Service Advisors: **2 (39%)**

Parts & Tires – At A Glance



Top Ordered Parts In 2023

- 1 | Spark Plug
- 2 | Disc Brake Rotor
- 3 | Engine Oil Filter
- 4 | Disc Brake Pad Set
- 5 | Air Filter
- 6 | Tire**
- 7 | Wheel Lug Nut
- 8 | Serpentine Belt
- 9 | Disc Brake Caliper
- 10 | Cabin Air Filter

A Note On Top Ordered Parts

Data for the top ordered parts is directly from PartsTech's parts and tire ordering data for 2023 and is based on the actual orders of more than 16,000 shops that use PartsTech across the United States.

The top parts listed on this page reflect the parts ordered by shops on PartsTech that are located in the West North Central region.

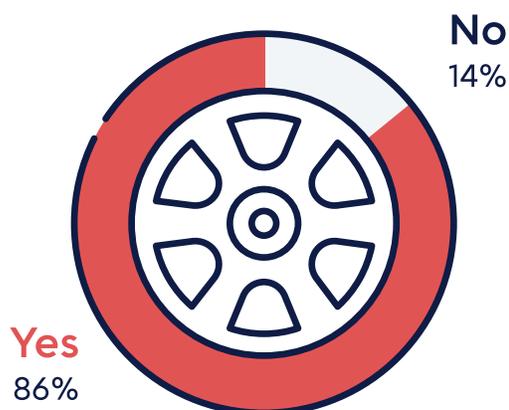
Is Your Shop Selling Tires?

Tires were amongst the top 10 “parts” ordered by shops in the West North Central region in 2023 – one of three regions to have tires appear in the top 10 parts ordered.

...If Not, You May Be Missing Out On Revenue.

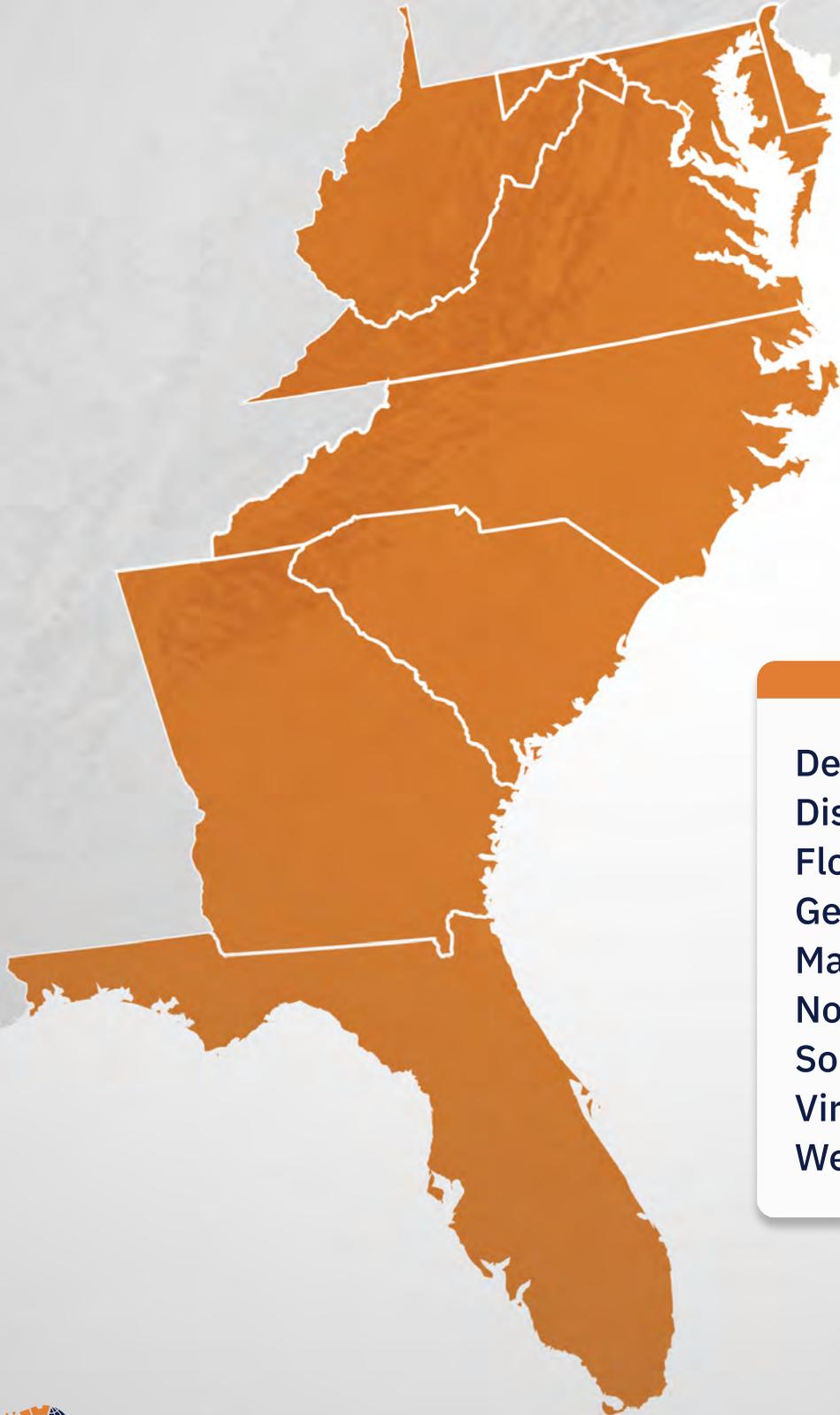
Interestingly, despite West North Central shops' high volume of tire purchases, 14% of respondents said their shop does not sell tires. With such a high volume of tires purchased in the region in 2023, consider if adding tire sales to your 2024 growth strategy would be a good fit for your business to expand and become a full-service shop.

Does Your Shop Sell Tires?



South Atlantic

Benchmark Data For General Auto Repair Shops



Delaware
District of Columbia
Florida
Georgia
Maryland
North Carolina
South Carolina
Virginia
West Virginia

Average Shop Size & Daily Car Count



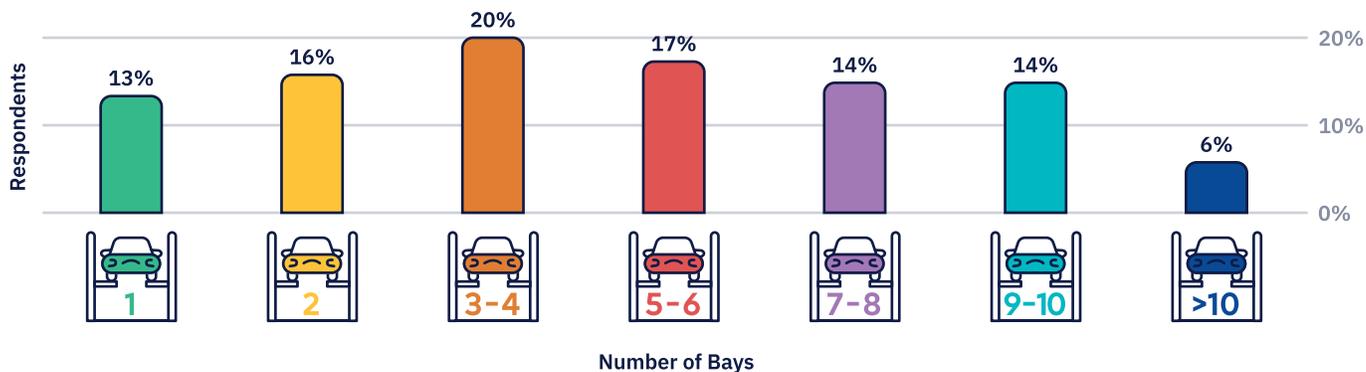
Average Shop Size By Number Of Bays

The predominant shop size for 20% of survey participants in the South Atlantic region was **3-4 bays**, followed closely by 17% of respondents who selected 5-6 bays, and 16% who have 2 bays.



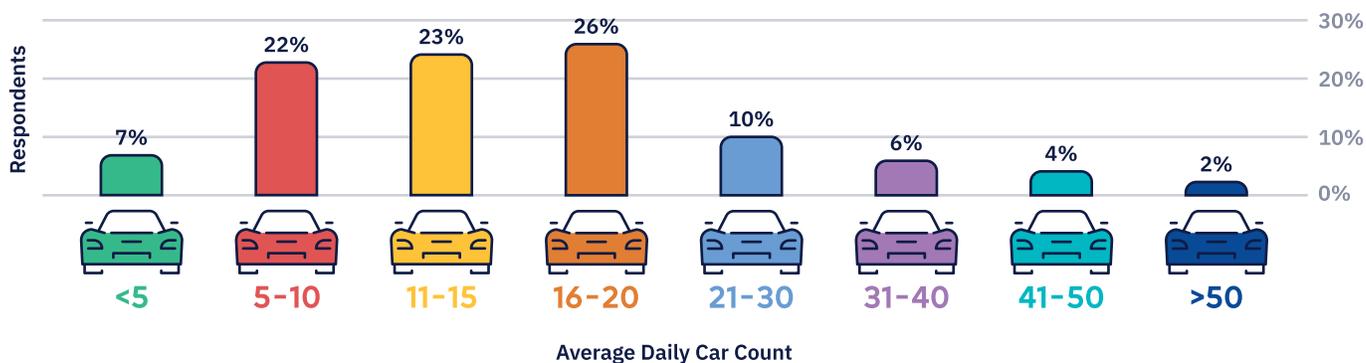
Highest Concentration Of 1-Bay Shops In The U.S.

The South Atlantic region showed the highest concentration of 1-bay shops nationwide. Of all U.S. survey respondents with 1-bay shops, 58% were located in the South Atlantic region.



Average Daily Car Count

Shops in the South Atlantic region that service **16-20 cars** per day lead the pack.



Top Responses Across All Respondents Across The United States

Shop Size (tied): **3-4 Bays (25%)** and **5-6 Bays (25%)**
 Average Daily Car Count: **5-10 cars (26%)**

Revenue-Related Data



Annual Gross Revenue Calculated Per Bay

To make it easier for shops of all sizes to determine how their gross revenue compares to other shops in the South Atlantic region, we broke the data down to look at annual gross revenue per bay.

Average Annual Gross Revenue Per Bay

\$182,000



How Does Your Shop's Revenue Compare?

Find out if your shop's gross revenue is aligned with the majority of shops in the South Atlantic or if your revenue falls above or below average.

 Calculate Your Annual Gross Revenue Per Bay

 Your Gross Annual Revenue \div  Your Number of Bays =  Annual Gross Revenue Per Bay

 Calculate Average Total Annual Gross Revenue For A Shop Of Your Size

\$182,000  Annual Gross Revenue Per Bay \times  Your Number Of Bays =  Average Total Annual Gross Revenue



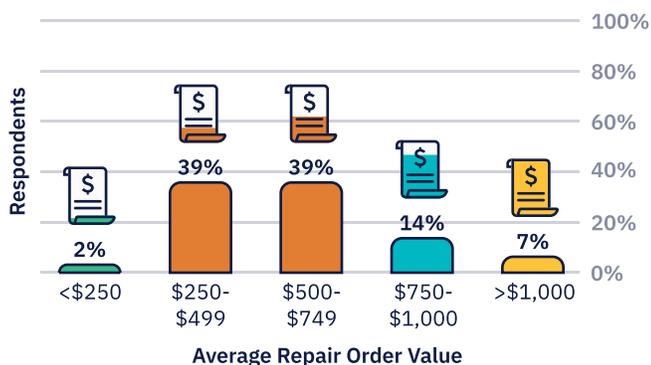
Average Gross Revenue Per Bay Across All Respondents In The United States

\$203,000

Revenue-Related Data

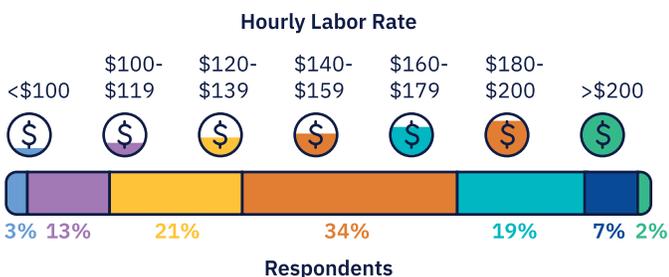
Average Repair Order Value

39% of respondents reported an average repair order value (ARO) between **\$250 and \$499**, while an equal percentage had an ARO between **\$500 and \$749**.



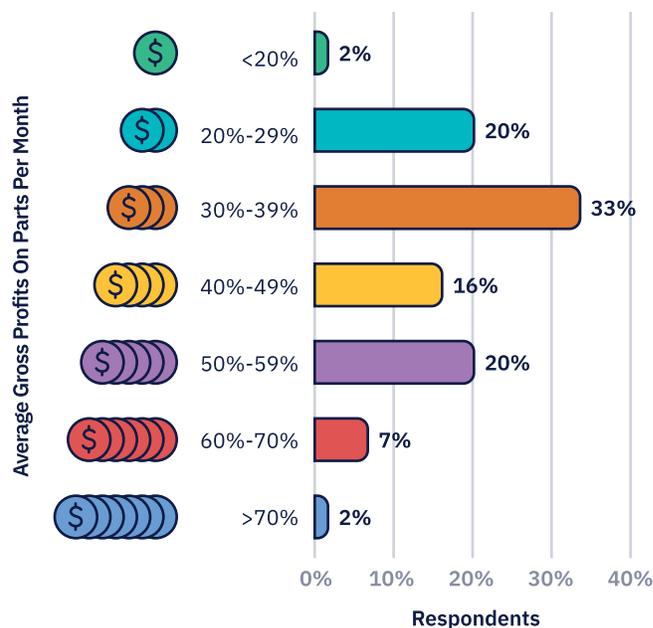
Hourly Labor Rate

The top hourly labor rate reported by respondents in the South Atlantic region is between **\$140 and \$159**. If your shop is below this rate, consider raising your hourly labor rate.



Average Gross Profit On Parts

Parts markup percentage can vary greatly depending on the cost of the part. For this reason, we asked shops that participated in the survey to tell us their average gross profit on parts per month rather than asking what their parts markup is.



The top average gross profit on parts reported by respondents in the South Atlantic was **30-39% per month**.

The recommended gross profit on parts is between 55% to more than 60% (reference page 12). Although some shops in this region achieve this, more than 71% of shops are below this range and should consider changing their parts markup strategy.



How To Calculate Your Gross Profit On Parts

(Total Sales - Cost Of All Parts Sold) ÷ Total Sales = Gross Profit On Parts



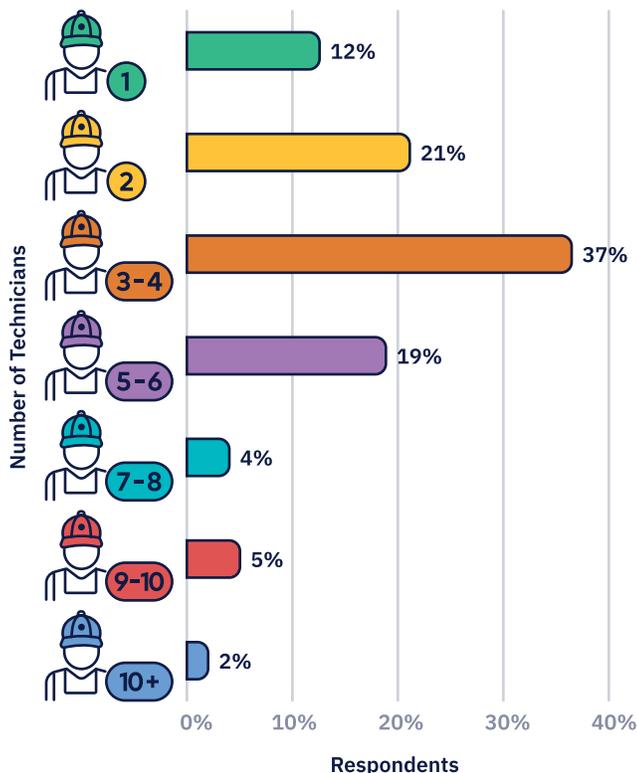
Top Responses Across All Respondents In The United States

ARO: **\$500-\$749 (44%)** | Labor Rate: **\$140-\$159 (30%)**
 Monthly Gross Profit On Parts (tied): **30-39% (26%)** and **40-49% (26%)**

Shop Staffing

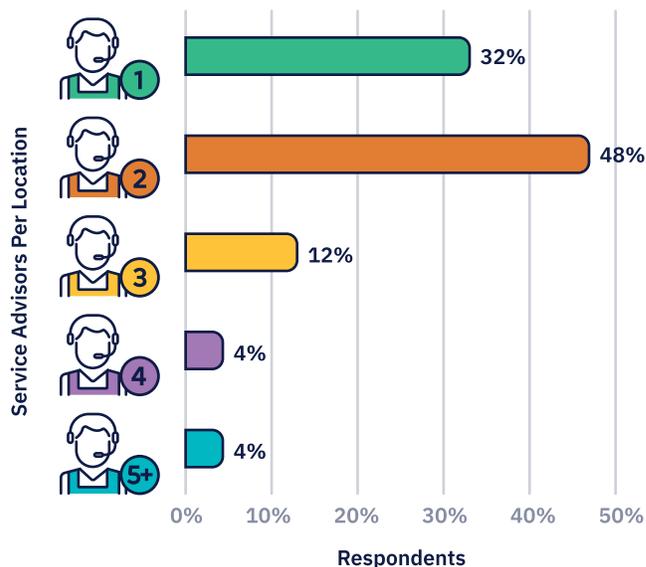
Number Of Technicians

The most common number of technicians is **3-4 technicians** per location.



Number Of Service Advisors

The most common number of **service advisors** is **2** per location.



Impact Of Service Advisors On Per Bay Revenue

The influence of staffing levels on annual revenue per bay is notably significant when transitioning from 1 service advisor to 2 service advisors.

Shops with 2 service advisors per location have an average annual revenue of **\$35,000 higher per bay** than shops with just 1 service advisor.



2024 Staffing Opportunity: Hire a 2nd Service Advisor

32% of respondents in the South Atlantic region employ only one service advisor per location. If your shop falls into this group, there may be a potential staffing opportunity for your business in 2024.

If the size of your shop justifies it, consider hiring a second service advisor, as doing so could enhance per-bay revenue, vehicle throughput, and the overall quality of the customer experience your shop provides.



Top Responses Across All Respondents In The United States

Number of Technicians: **3-4 (37%)** | Number of Service Advisors: **2 (39%)**

Parts & Tires – At A Glance



Top Ordered Parts In 2023

- 1 | Spark Plug
- 2 | Disc Brake Rotor
- 3 | Disc Brake Pad Set
- 4 | Engine Oil Filter
- 5 | Tire
- 6 | Air Filter
- 7 | Cabin Air Filter
- 8 | Serpentine Belt
- 9 | Wheel Lug Nut
- 10 | Ignition Coil

A Note On Top Ordered Parts

Data for the top ordered parts is directly from PartsTech's parts and tire ordering data for 2023 and is based on the actual orders of more than 16,000 shops that use PartsTech across the United States.

The top parts listed on this page reflect orders by shops on PartsTech that are located in the South Atlantic region.

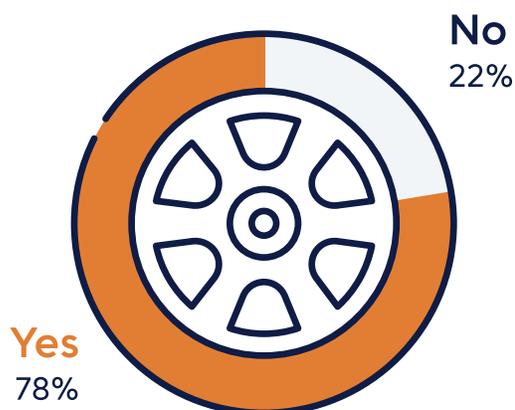
Is Your Shop Selling Tires?

Tires were amongst the top 10 “parts” ordered by shops in the South Atlantic in 2023 – one of three regions to have tires appear in the top 10 parts ordered.

...If Not, You May Be Missing Out On Revenue.

Interestingly despite the high volume of tire purchases amongst South Atlantic shops, 22% of respondents said their shop does not sell tires. With such a high volume of tires purchased in the region in 2023, consider if adding tire sales to your 2024 growth strategy would be a good fit for your business to expand and become a full-service shop.

Does Your Shop Sell Tires?



East South Central

Benchmark Data For General Auto Repair Shops



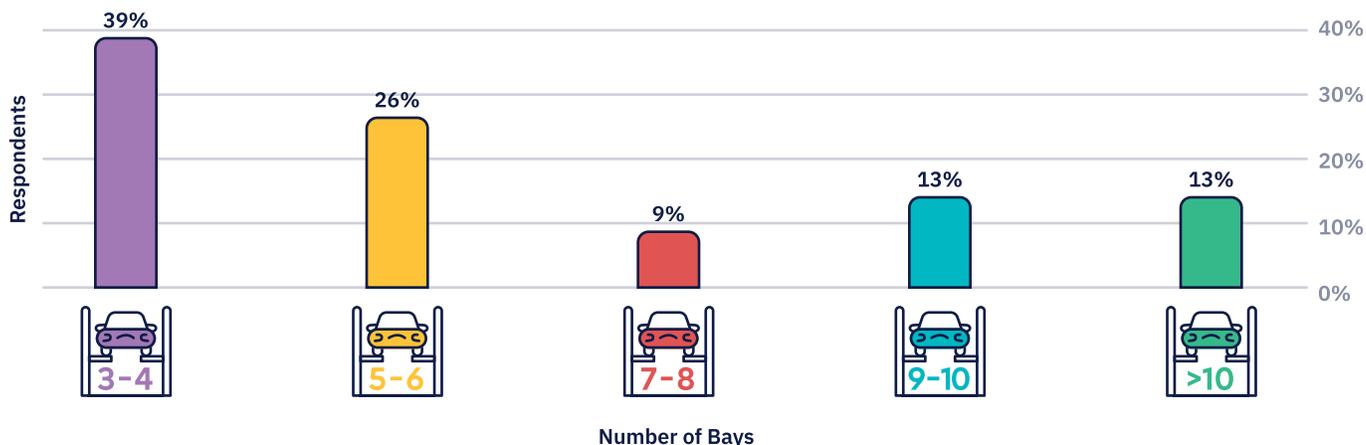
Alabama
Kentucky
Mississippi
Tennessee

Average Shop Size & Daily Car Count



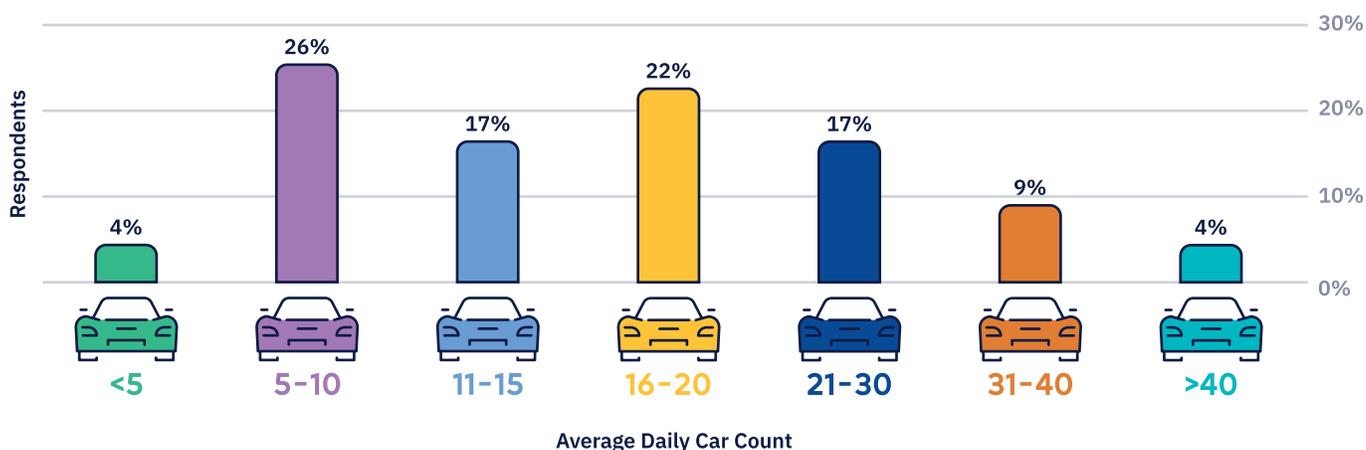
Average Shop Size By Number Of Bays

The top shop size for 39% of survey participants in the East South Central region is **3-4 bays**.



Average Daily Car Count

Shops in South Central region that service **5-10 cars** per day lead the pack.



Top Responses Across All Respondents Across The United States

Shop Size (tied): **3-4 Bays (25%)** and **5-6 Bays (25%)**
 Average Daily Car Count: **5-10 cars (26%)**

Revenue-Related Data



Annual Gross Revenue Calculated Per Bay

To make it easier for shops of all sizes to determine how their annual gross revenue compares to other shops in the East South Central region, we broke the data down to look at annual gross revenue per bay.

Average Annual Gross Revenue Per Bay

\$232,000

How Does Your Shop's Revenue Compare?

Find out if your shop's gross revenue is aligned with the majority of shops in the East South Central region or if your revenue falls above or below average.



The East South Central's Annual Gross Revenue Per Bay — Highest In The U.S.

With an average gross revenue per bay of \$232,000, the East South Central region boasts the highest gross revenue per bay in the country.



Calculate Your Annual Gross Revenue Per Bay



Your Gross Annual Revenue



Your Number of Bays



Annual Gross Revenue Per Bay



Calculate Average Total Annual Gross Revenue For A Shop Of Your Size

\$232,000

Annual Gross Revenue Per Bay



Your Number Of Bays



Average Total Annual Gross Revenue



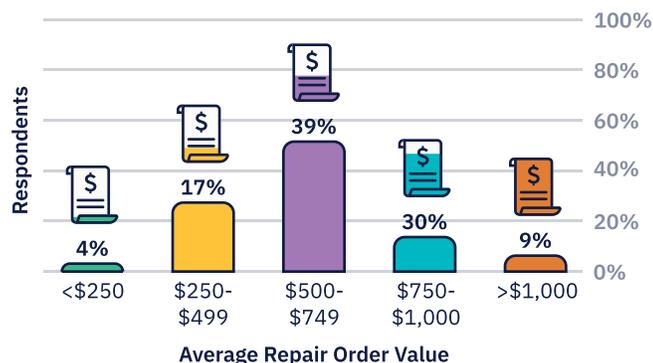
Average Gross Revenue Per Bay Across All Respondents In The United States

\$203,000

Revenue-Related Data

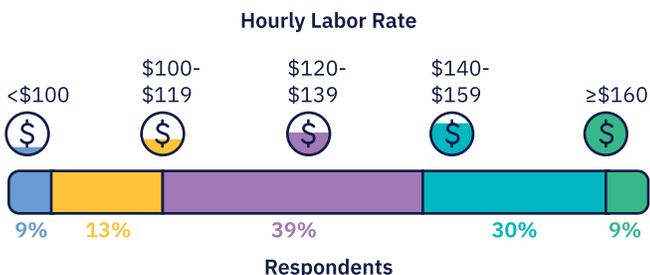
Average Repair Order Value

39% of respondents reported an average repair order value (ARO) between **\$500 and \$749**.



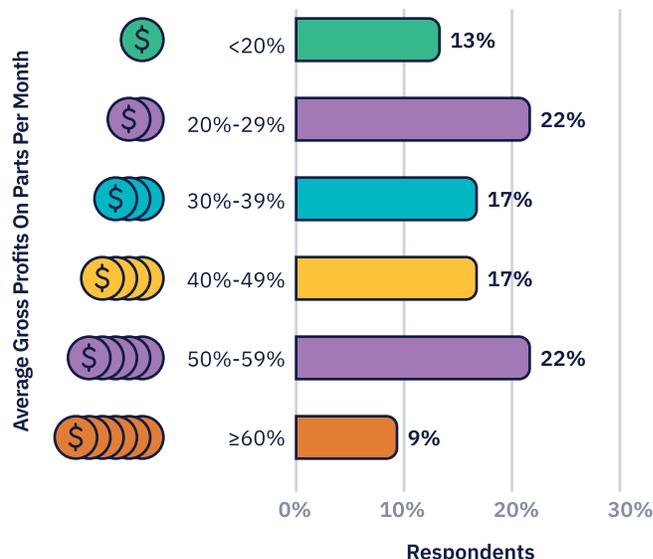
Hourly Labor Rate

The top hourly labor rate selected by respondents in the East South Central region is between **\$120 and \$139**. If your shop is below this rate, consider raising your hourly labor rate.



Average Gross Profit On Parts

Parts markup percentage can vary greatly depending on the cost of the part. For this reason, we asked shops that participated in the survey to tell us their average gross profit on parts per month rather than asking what their parts markup is.



The East South Central region had a tie for top gross profits on parts per month, with 22% of respondents selecting **20-29%** and 22% of respondents also selecting **50-59%**.

The recommended gross profit on parts is between 55% to more than 60% (*reference page 12*). Although a decent percentage of shops fall into this range, 69% are below this range and should consider changing their parts markup strategy.



How To Calculate Your Gross Profit On Parts

(Total Sales - Cost Of All Parts Sold) ÷ Total Sales = Gross Profit On Parts



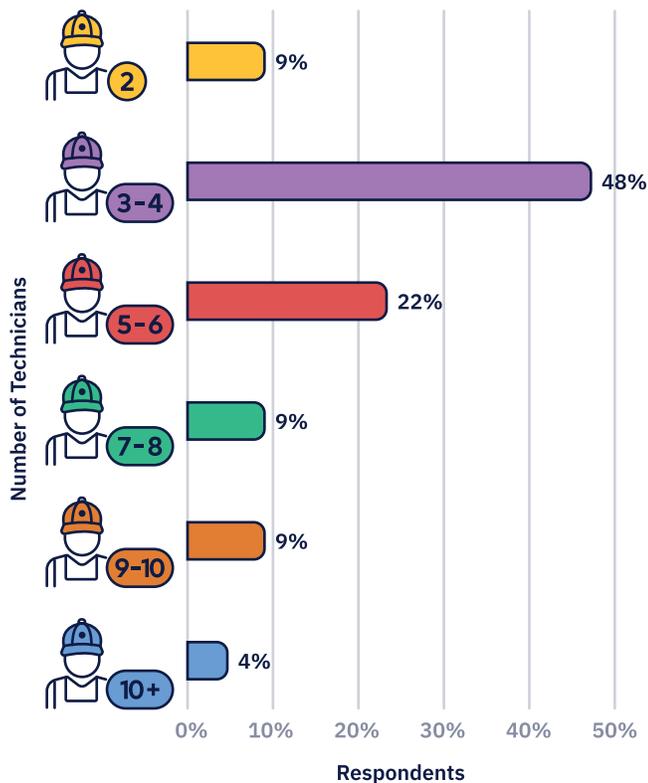
Top Responses Across All Respondents In The United States

ARO: **\$500-\$749 (44%)** | Labor Rate: **\$140-\$159 (30%)**
 Monthly Gross Profit On Parts (tied): **30-39% (26%)** and **40-49% (26%)**

Shop Staffing

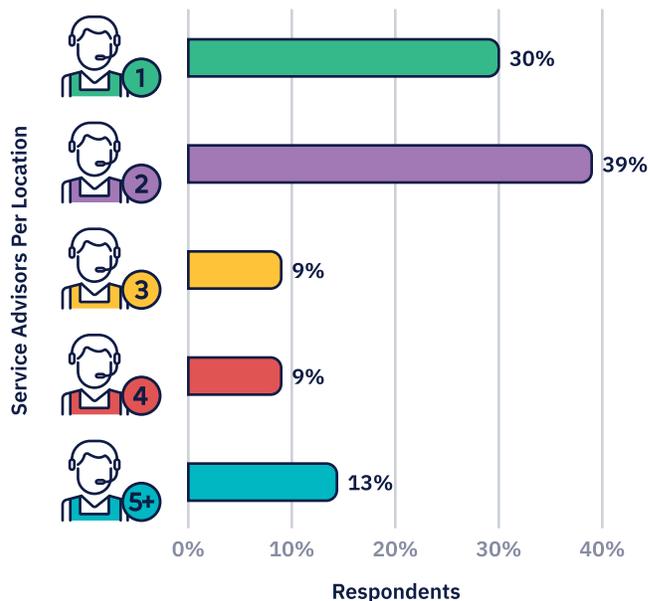
Number Of Technicians

The most common number of technicians is **3-4 technicians** per location.



Number Of Service Advisors

The most common number of **service advisors** is **2** per location.



Impact Of Service Advisors On Per Bay Revenue

The influence of staffing levels on annual revenue per bay is notably significant when transitioning from 1 service advisor to 2 service advisors.

Shops with 2 service advisors per location have an average annual revenue of **\$35,000 higher per bay** than shops with just 1 service advisor.



2024 Staffing Opportunity: Hire a 2nd Service Advisor

30% of respondents in the East South Central region employ only one service advisor per location. If your shop falls into this group, there may be a potential staffing opportunity for your business in 2024.

If the size of your shop justifies it, consider hiring a second service advisor, as doing so could enhance per-bay revenue, vehicle throughput, and the overall quality of the customer experience your shop provides.



Top Responses Across All Respondents In The United States

Number of Technicians: **3-4 (37%)** | Number of Service Advisors: **2 (39%)**

Parts – At A Glance



Top Ordered Parts In 2023

- 1 | Spark Plug
- 2 | Disc Brake Rotor
- 3 | Disc Brake Pad Set
- 4 | Engine Oil Filter
- 5 | Air Filter
- 6 | Serpentine Belt
- 7 | Steering Tie Rod End
- 8 | Wheel Lug Nut
- 9 | Disc Brake Caliper
- 10 | Cabin Air Filter

A Note On Top Ordered Parts

Data for the top ordered parts is directly from PartsTech's parts and tire ordering data for 2023 and is based on the actual orders of more than 16,000 shops that use PartsTech across the United States.

The top parts listed on this page reflect the orders of shops on PartsTech that are located in the East South Central region.

West South Central

Benchmark Data For General Auto Repair Shops



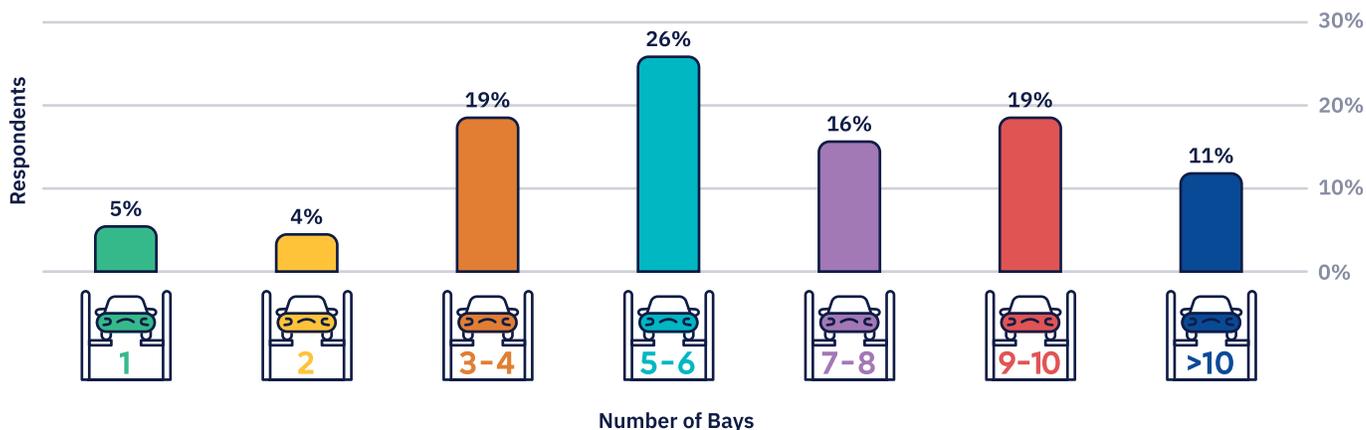
Arkansas
Louisiana
Oklahoma
Texas

Average Shop Size & Daily Car Count



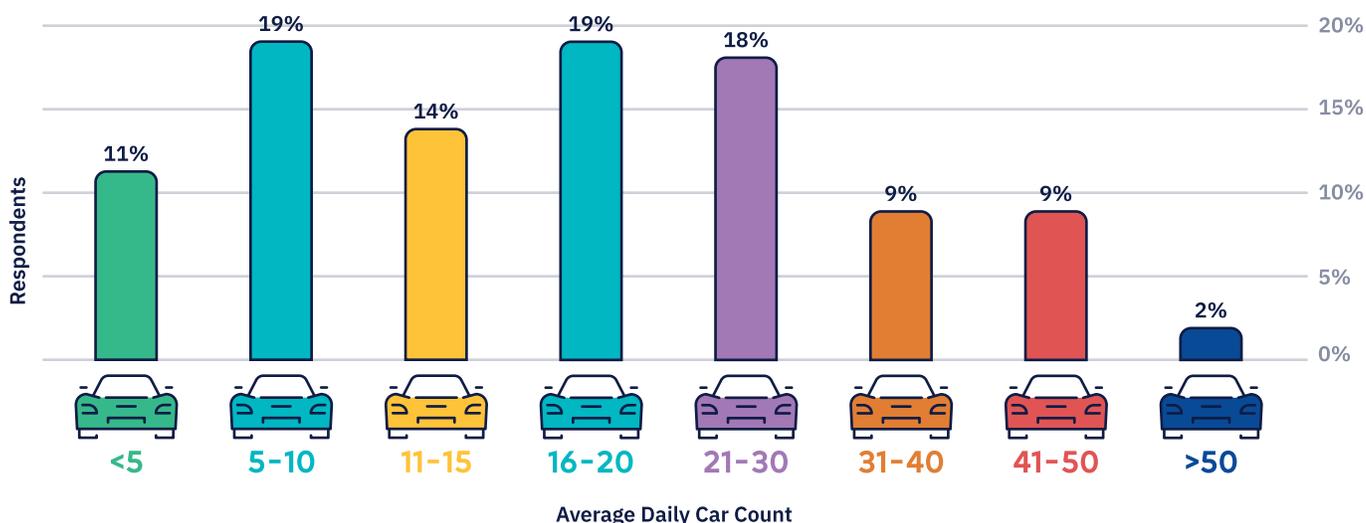
Average Shop Size By Number Of Bays

The predominant shop size for 26% of survey participants in the West North Central region was **5-6 bays**.



Average Daily Car Count

There was a tie in the West South Central region for average daily car count. 19% selected **5-10 cars** per day, and 19% selected **16-20** (above the national average). Not far behind these, 18% selected **21-20 cars** per day, also above the national average.



Top Responses Across All Respondents Across The United States

Shop Size (tied): **3-4 Bays (25%)** and **5-6 Bays (25%)**
 Average Daily Car Count: **5-10 cars (26%)**

Revenue-Related Data



Annual Gross Revenue Calculated Per Bay

To make it easier for shops of all sizes to determine how their gross annual revenue compares to other shops in the West South Central region, we broke the data down to look at annual gross revenue per bay.

Average Annual Gross Revenue Per Bay

\$168,000

How Does Your Shop's Revenue Compare?

Find out if your shop's gross revenue is aligned with the majority of shops in the West South Central region or if your revenue falls above or below average.



Calculate Your Annual Gross Revenue Per Bay



Your Gross Annual Revenue



Your Number of Bays



Annual Gross Revenue Per Bay



Calculate Average Total Annual Gross Revenue For A Shop Of Your Size

\$168,000

Annual Gross Revenue Per Bay



Your Number Of Bays



Average Total Annual Gross Revenue



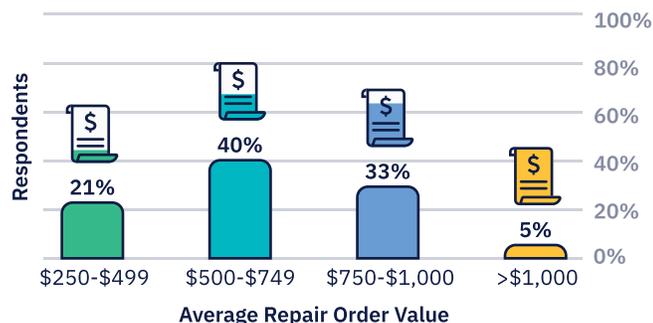
Average Gross Revenue Per Bay Across All Respondents In The United States

\$203,000

Revenue-Related Data

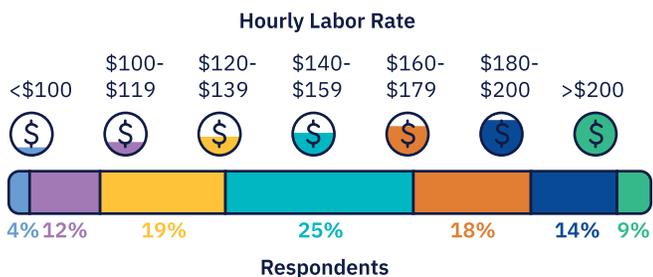
Average Repair Order Value

40% of respondents reported an average repair order value (ARO) between **\$500 and \$749**.



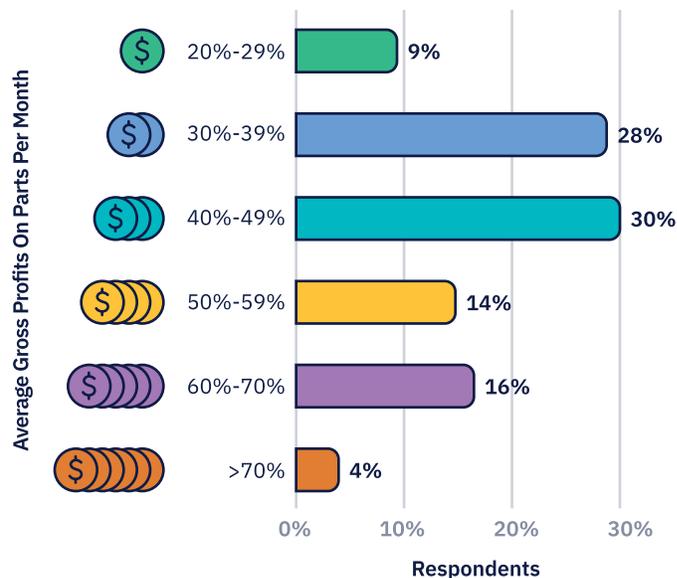
Hourly Labor Rate

The top hourly labor rate selected by respondents in the West South Central region is between **\$140 and \$159**. If your shop is below this rate, consider raising your hourly labor rate.



Average Gross Profit On Parts

Parts markup percentage can vary greatly depending on the cost of the part. For this reason, we asked shops that participated in the survey to tell us their average gross profit on parts per month rather than asking what their parts markup is.



The top average gross profit on parts reported by respondents was **40-49%** per month. Not far behind, 28% of respondents selected **30-39%**.

This is below the recommended gross profit on parts between 55% to more than 60% (reference page 12). 67% of respondents fall below this range and should consider updating their parts markup strategy.



How To Calculate Your Gross Profit On Parts

(Total Sales - Cost Of All Parts Sold) ÷ Total Sales = Gross Profit On Parts



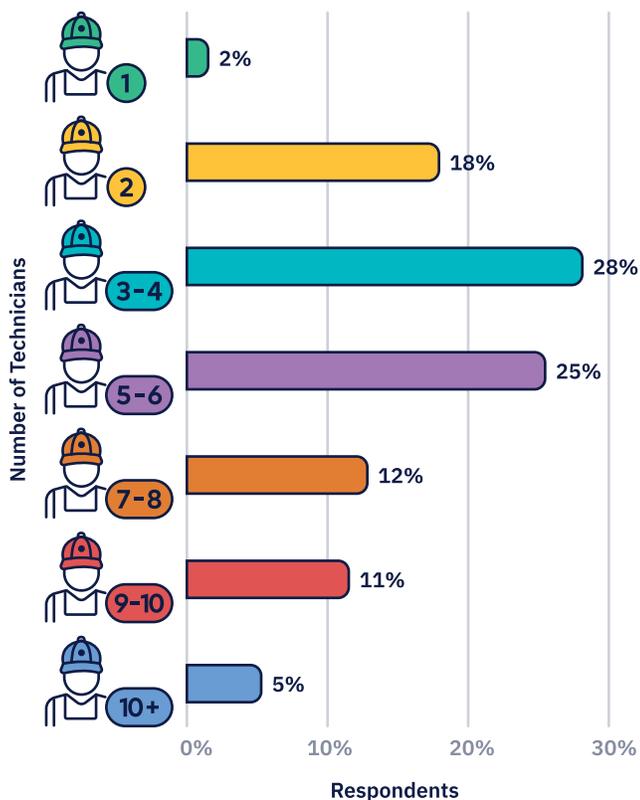
Top Responses Across All Respondents In The United States

ARO: **\$500-\$749 (44%)** | Labor Rate: **\$140-\$159 (30%)**
 Monthly Gross Profit On Parts (tied): **30-39% (26%)** and **40-49% (26%)**

Shop Staffing

Number Of Technicians

The most common number of technicians is **3-4 technicians** per location.



Impact Of Service Advisors On Per Bay Revenue

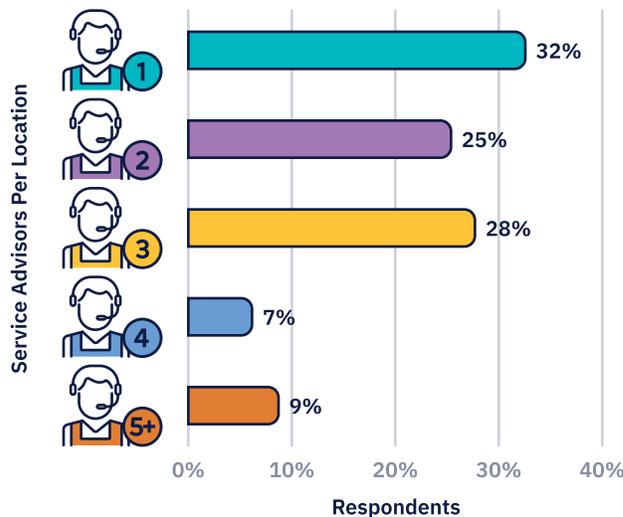
The influence of staffing levels on annual revenue per bay is notably significant when transitioning from 1 service advisor to 2 service advisors.

Shops with 2 service advisors per location have an average annual revenue that is **\$35,000 higher** per bay than that of shops with just 1 service advisor.

Number Of Service Advisors

The top selection by respondents was **1 service advisor** per location.

This is one of two regions where the average number of service advisors does not mirror the national average of 2 service advisors per location.



2024 Staffing Opportunity: Hire a 2nd Service Advisor

32% of respondents in the West South Central region employ only one service advisor per location. If your shop falls into this group, there may be a potential staffing opportunity for your business in 2024.

If the size of your shop justifies it, consider hiring a second service advisor, as doing so could enhance per-bay revenue, vehicle throughput, and the overall quality of the customer experience your shop provides.



Top Responses Across All Respondents In The United States

Number of Technicians: **3-4 (37%)** | Number of Service Advisors: **2 (39%)**

Parts – At A Glance



Top Ordered Parts In 2023

- 1 | Spark Plug
- 2 | Engine Oil Filter
- 3 | Disc Brake Rotor
- 4 | Disc Brake Pad Set
- 5 | Air Filter
- 6 | Cabin Air Filter
- 7 | Serpentine Belt
- 8 | **Vehicle Battery**
- 9 | Automatic Transmission Fluid
- 10 | Windshield Wiper Blades

A Note On Top Ordered Parts

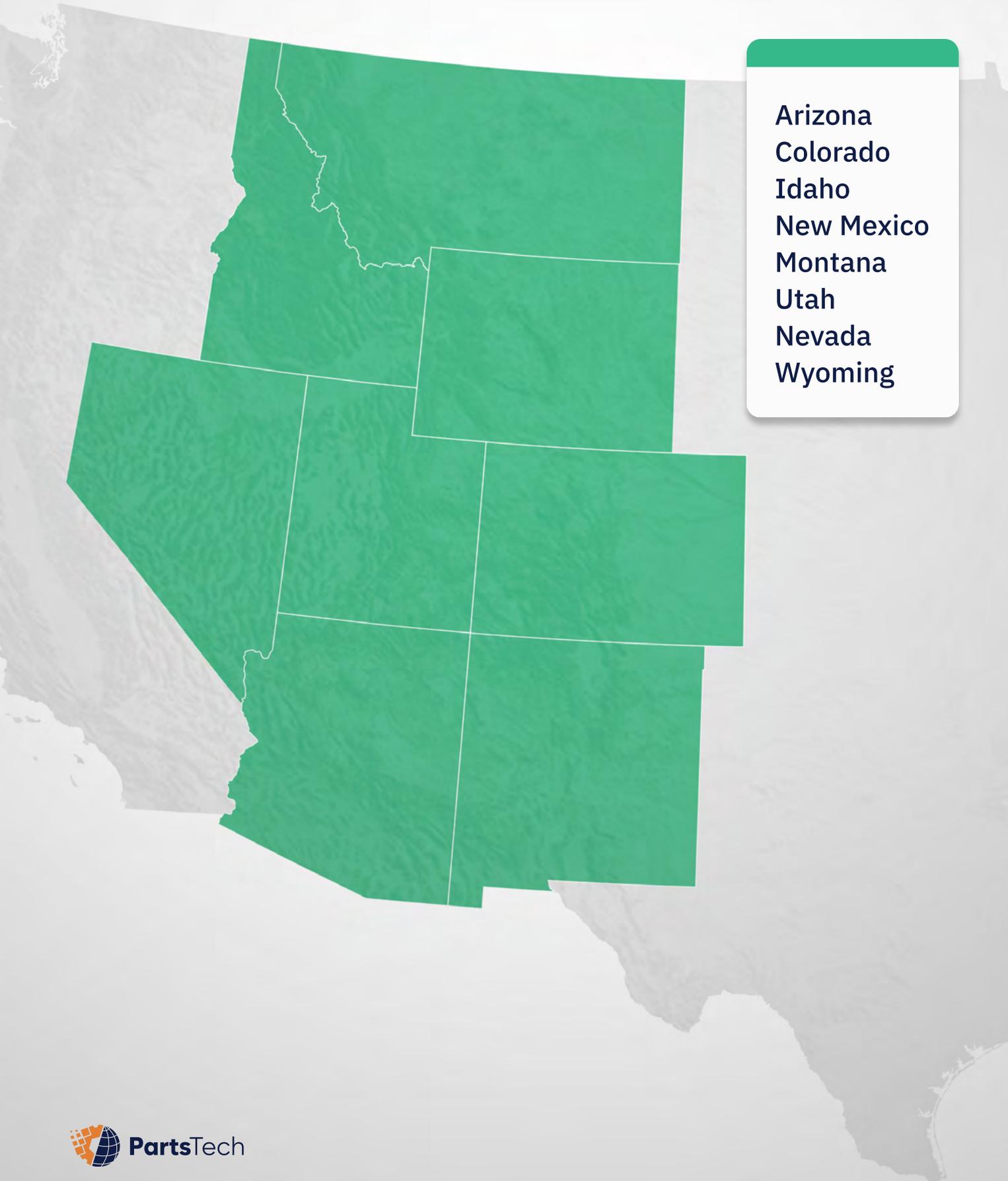
Data for the top ordered parts is directly from PartsTech’s parts and tire ordering data for 2023 and is based on the actual orders of more than 16,000 shops that use PartsTech across the United States.

The top parts listed on this page reflect the orders of shops on PartsTech that are located in the West South Central region.

The West South Central region was the only region with “Vehicle Battery” in its top 10 ordered parts list in 2023.

Mountain

Benchmark Data For General Auto Repair Shops



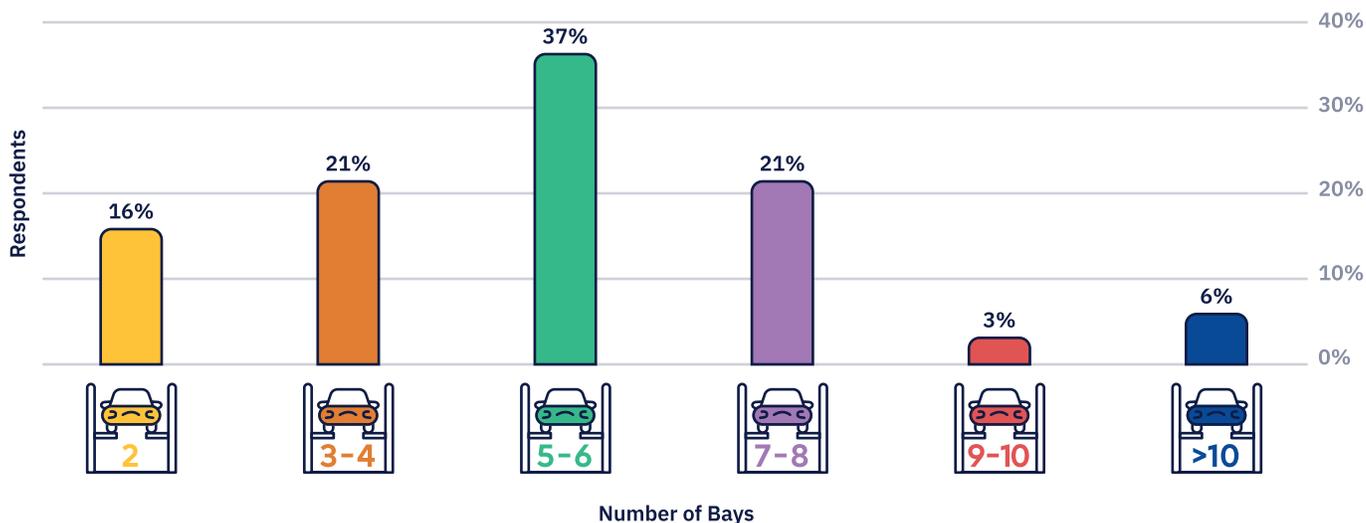
- Arizona
- Colorado
- Idaho
- New Mexico
- Montana
- Utah
- Nevada
- Wyoming

Average Shop Size & Daily Car Count



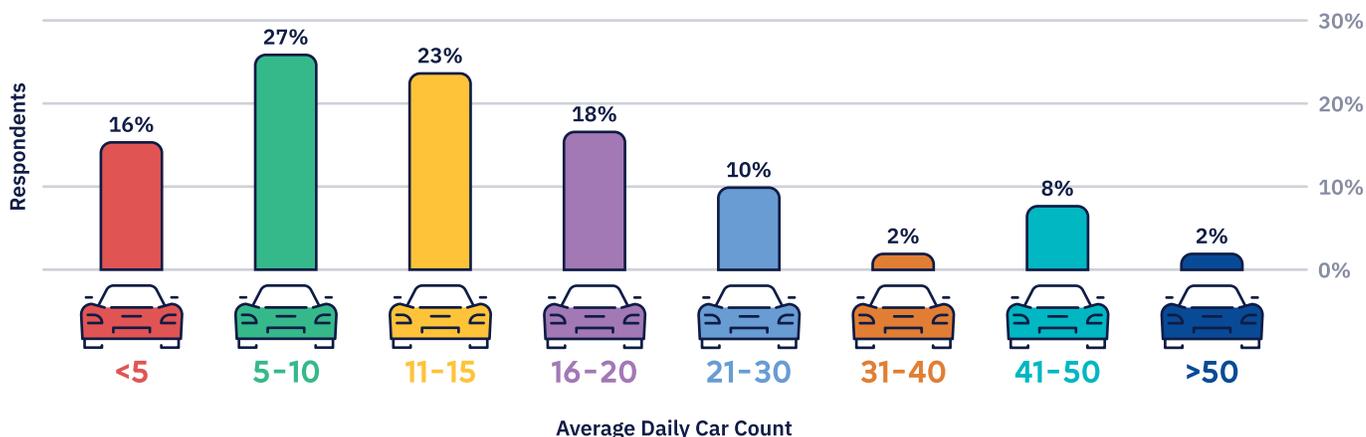
Average Shop Size By Number Of Bays

The top shop size for 37% of survey participants in the Mountain region was **5-6 bays**.



Average Daily Car Count

Shops in Mountain region that service **5-10 cars** per day lead the pack.



Top Responses Across All Respondents Across The United States

Shop Size (tied): **3-4 Bays (25%)** and **5-6 Bays (25%)**

Average Daily Car Count: **5-10 cars (26%)**

Revenue-Related Data



Annual Gross Revenue Calculated Per Bay

To make it easier for shops of all sizes to determine how their gross annual revenue compares to other shops in the Mountain region, we broke the data down to look at annual gross revenue per bay.

Average Annual Gross Revenue Per Bay

\$213,000

How Does Your Shop's Revenue Compare?

Find out if your shop's gross revenue is aligned with the majority of shops in the Mountain region, or if your revenue falls above or below average.



Calculate Your Annual Gross Revenue Per Bay

Your Gross Annual Revenue \div Your Number of Bays = Annual Gross Revenue Per Bay

Calculate Average Total Annual Gross Revenue For A Shop Of Your Size

\$213,000 \times Your Number Of Bays = Average Total Annual Gross Revenue

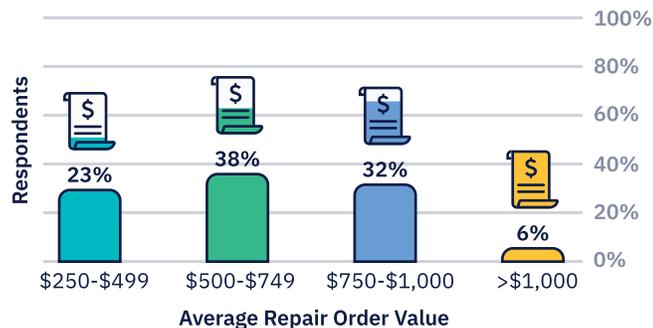


Average Gross Revenue Per Bay Across All Respondents In The United States
\$203,000

Revenue-Related Data

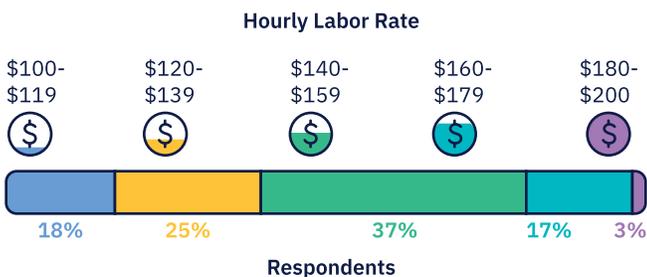
Average Repair Order Value

38% of respondents reported an average repair order value (ARO) between **\$500 and \$749**.



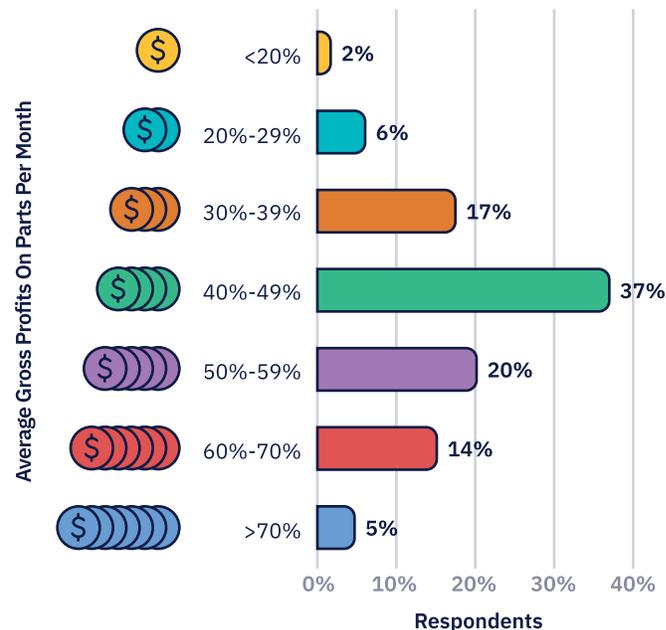
Hourly Labor Rate

The top hourly labor rate selected by respondents in the Mountain region is between **\$140 and \$159**. If your shop is below this rate, consider raising your hourly labor rate.



Average Gross Profit On Parts

Parts markup percentage can vary greatly depending on the cost of the part. For this reason, we asked shops that participated in the survey to tell us their average gross profit on parts per month rather than asking what their parts markup is.



The top average gross profit on parts reported by respondents was **40-49%** per month.

This is below the recommended gross profit on parts between 55% to more than 60% (reference page 12). 62% of respondents fall below this range and should consider updating their parts markup strategy.



How To Calculate Your Gross Profit On Parts

(Total Sales - Cost Of All Parts Sold) ÷ Total Sales = Gross Profit On Parts



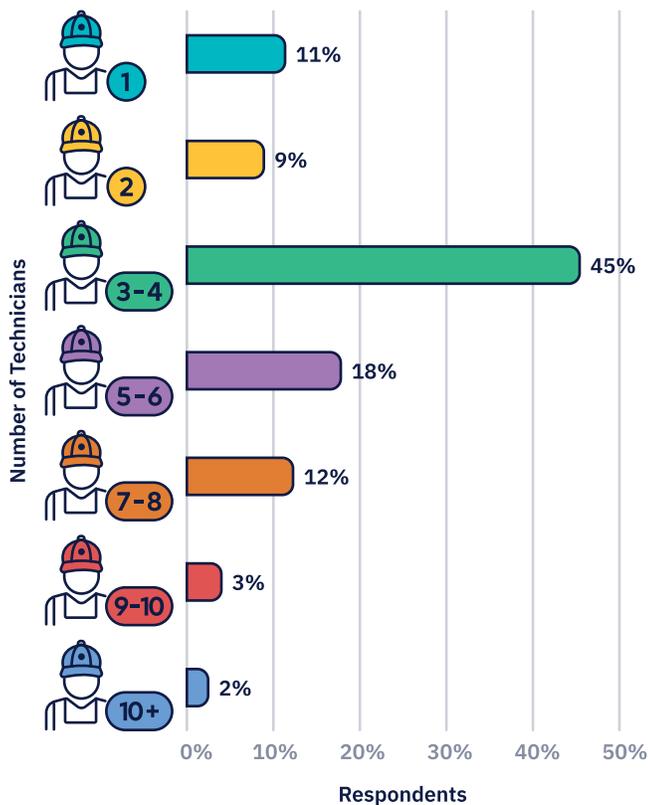
Top Responses Across All Respondents In The United States

ARO: **\$500-\$749 (44%)** | Labor Rate: **\$140-\$159 (30%)**
 Monthly Gross Profit On Parts (tied): **30-39% (26%)** and **40-49% (26%)**

Shop Staffing

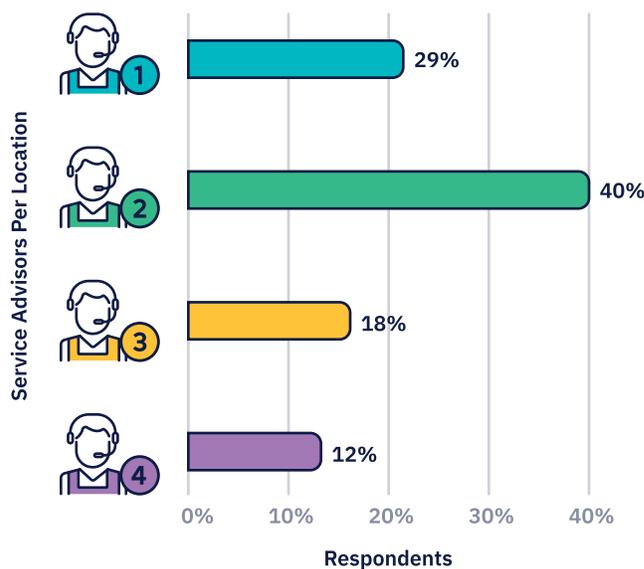
Number Of Technicians

The most common number of **technicians is 3-4** per location.



Number Of Service Advisors

The most common number of **service advisors is 2** per location.



Impact Of Service Advisors On Per Bay Revenue

The influence of staffing levels on annual revenue per bay is notably significant when transitioning from 1 service advisor to 2 service advisors.

Shops with 2 service advisors per location have an average annual revenue of **\$35,000 higher per bay** than shops with just 1 service advisor.



2024 Staffing Opportunity: Hire a 2nd Service Advisor

29% of respondents in the Mountain region employ only one service advisor per location. If your shop falls into this group, there may be a potential staffing opportunity for your business in 2024.

If the size of your shop justifies it, consider hiring a second service advisor, as doing so could enhance per-bay revenue, vehicle throughput, and the overall quality of the customer experience your shop provides.



Top Responses Across All Respondents In The United States

Number of Technicians: **3-4 (37%)** | Number of Service Advisors: **2 (39%)**

Parts – At A Glance



Top Ordered Parts In 2023

- 1 | Spark Plug
- 2 | Disc Brake Rotor
- 3 | Engine Oil Filter
- 4 | Disc Brake Pad Set
- 5 | Air Filter
- 6 | Cabin Air Filter
- 7 | Serpentine Belt
- 8 | **Suspension Shock Absorber**
- 9 | Steering Tie Rod End
- 10 | Windshield Wiper Blade

A Note On Top Ordered Parts

Data for the top ordered parts is directly from PartsTech’s parts and tire ordering data for 2023. More than 16,000 shops across the United States use PartsTech to order their parts and tires.

The numbers on this page reflect the orders of shops that are based in the Mountain region.

The Mountain region was the only region with “Suspension Shock Absorber” in its top 10 ordered parts list in 2023.

Pacific

Benchmark Data For General Auto Repair Shops

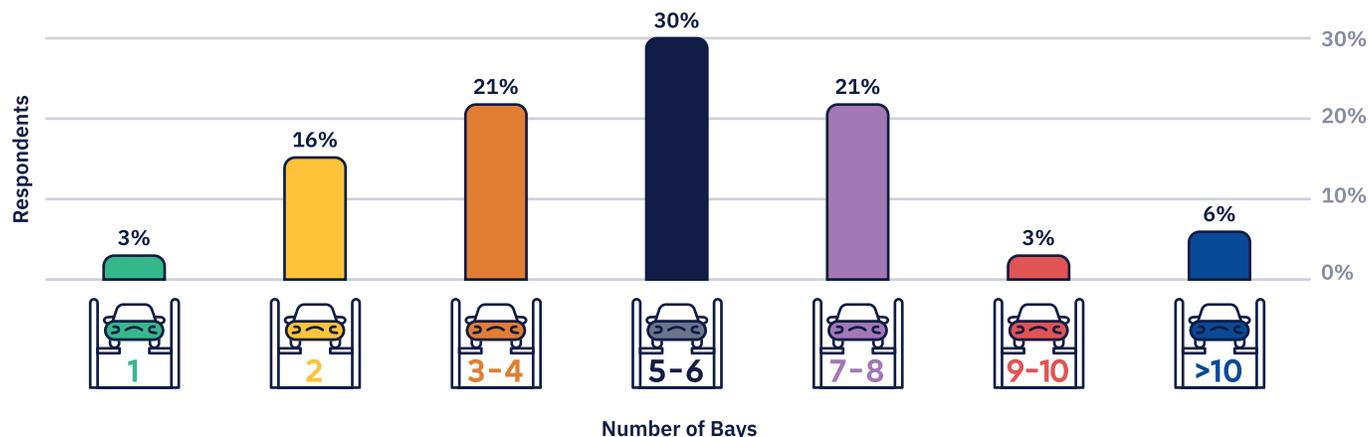


Average Shop Size & Daily Car Count



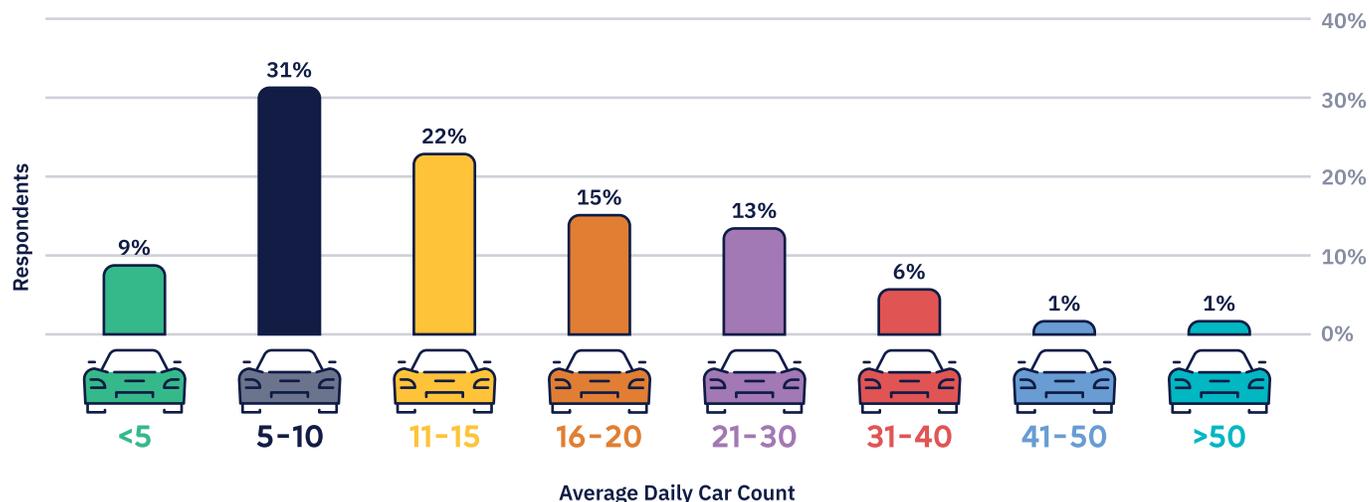
Average Shop Size By Number Of Bays

The predominant shop size for 30% of survey participants in the Pacific region was **5-6 bays**.



Average Daily Car Count

Shops in Pacific region that service **5-10 cars** per day lead the pack.



Top Responses Across All Respondents Across The United States

Shop Size (tied): **3-4 Bays (25%)** and **5-6 Bays (25%)**

Average Daily Car Count: **5-10 cars (26%)**

Revenue-Related Data



Annual Gross Revenue Calculated Per Bay

To make it easier for shops of all sizes to determine how their annual gross revenue compares to other shops in the Pacific region, we broke the data down to look at annual gross revenue per bay.

Average Annual Gross Revenue Per Bay

\$191,000

How Does Your Shop's Revenue Compare?

Find out if your shop's gross revenue is aligned with the majority of shops in the Pacific region or if your revenue falls above or below average.



Calculate Your Annual Gross Revenue Per Bay

Your Gross Annual Revenue \div Your Number of Bays $=$ Annual Gross Revenue Per Bay

Calculate Average Total Annual Gross Revenue For A Shop Of Your Size

\$191,000 Annual Gross Revenue Per Bay \times Your Number Of Bays $=$ Average Total Annual Gross Revenue

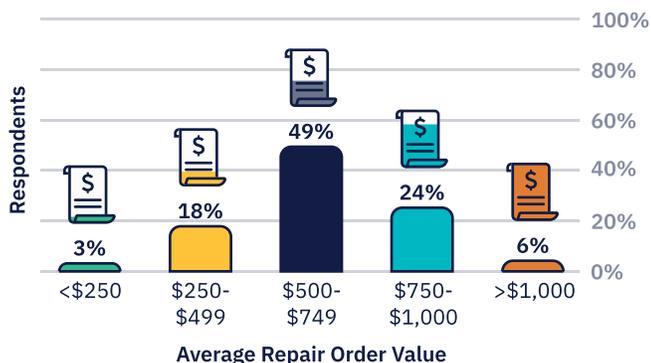
Average Gross Revenue Per Bay Across All Respondents In The United States

\$203,000

Revenue-Related Data

Average Repair Order Value

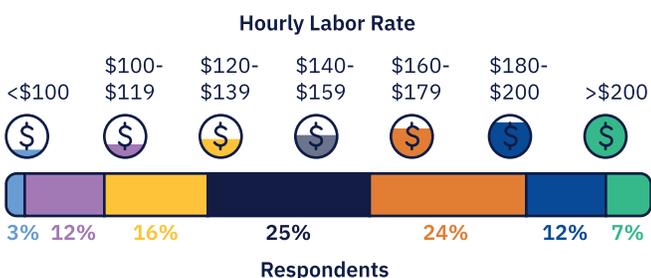
49% of respondents reported an average repair order value (ARO) between **\$500 and \$749**.



Hourly Labor Rate

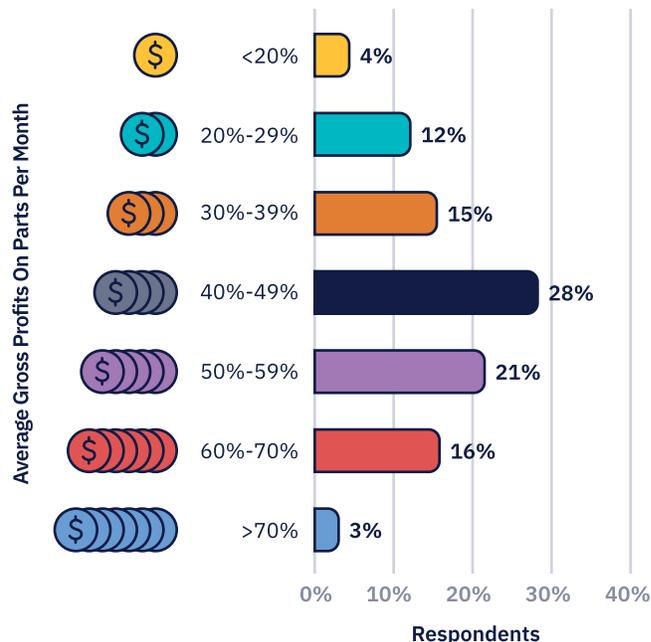
The top hourly labor rate selected by respondents in the Pacific region is between **\$140 and \$159**, followed closely **\$160 to \$179**.

Consider raising your hourly labor rate if your shop is below these rates.



Average Gross Profit On Parts

Parts markup percentage can vary greatly depending on the cost of the part. For this reason, we asked shops that participated in the survey to tell us their average gross profit on parts per month rather than asking what their parts markup is.



The top average gross profit on parts reported by respondents was **40-49%** per month.

This is below the recommended gross profit on parts between 55% to more than 60% (reference page 12). 59% of respondents fall below this range and should consider updating their parts markup strategy.



How To Calculate Your Gross Profit On Parts

(Total Sales - Cost Of All Parts Sold) ÷ Total Sales = Gross Profit On Parts



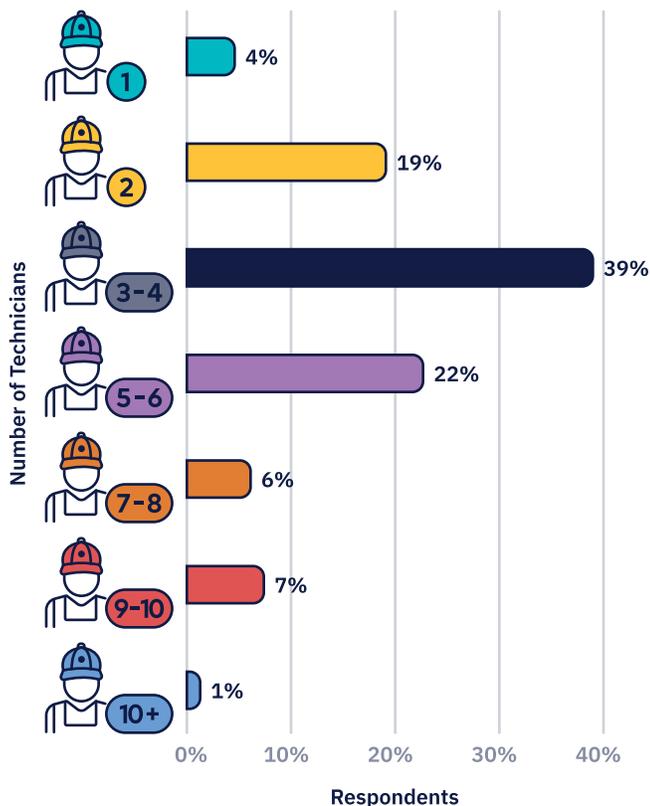
Top Responses Across All Respondents In The United States

ARO: **\$500-\$749 (44%)** | Labor Rate: **\$140-\$159 (30%)**
 Monthly Gross Profit On Parts (tied): **30-39% (26%)** and **40-49% (26%)**

Shop Staffing

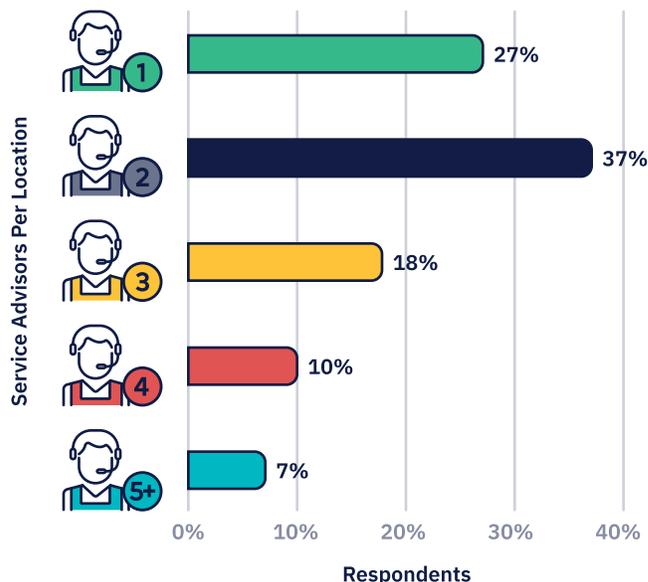
Number Of Technicians

The most common number of technicians is **3-4** per location.



Number Of Service Advisors

The most common number of service advisors is **2** per location.



Impact Of Service Advisors On Per Bay Revenue

The influence of staffing levels on annual revenue per bay is notably significant when transitioning from 1 service advisor to 2 service advisors.

Shops with 2 service advisors per location have an average annual revenue of **\$35,000 higher per bay** than shops with just 1 service advisor.



2024 Staffing Opportunity: Hire a 2nd Service Advisor

27% of respondents in the Pacific region employ only one service advisor per location. If your shop falls into this group, there may be a potential staffing opportunity for your business in 2024.

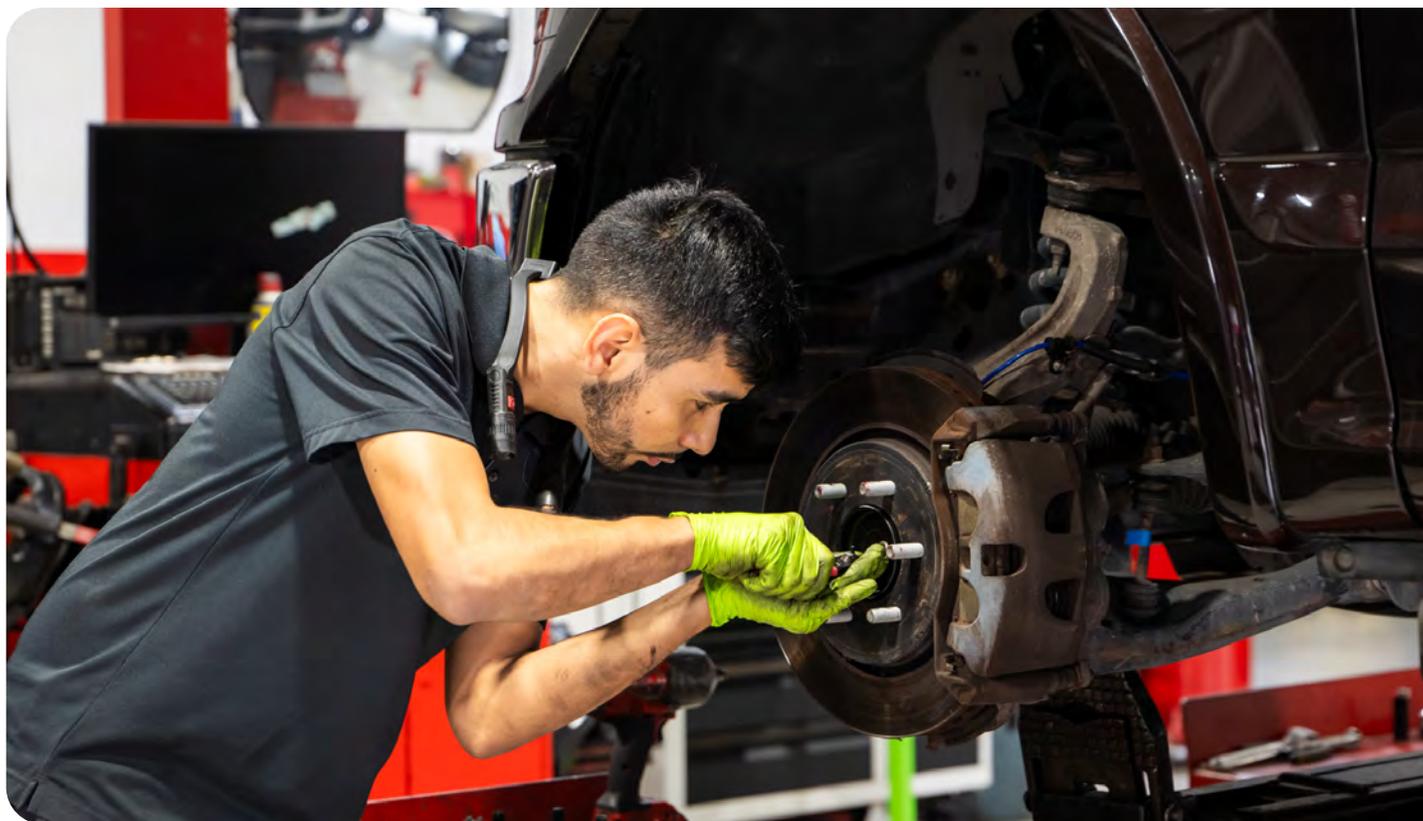
If the size of your shop justifies it, consider hiring a second service advisor, as doing so could enhance per-bay revenue, vehicle throughput, and the overall quality of the customer experience your shop provides.



Top Responses Across All Respondents In The United States

Number of Technicians: **3-4 (37%)** | Number of Service Advisors: **2 (39%)**

Parts – At A Glance



Top Ordered Parts In 2023

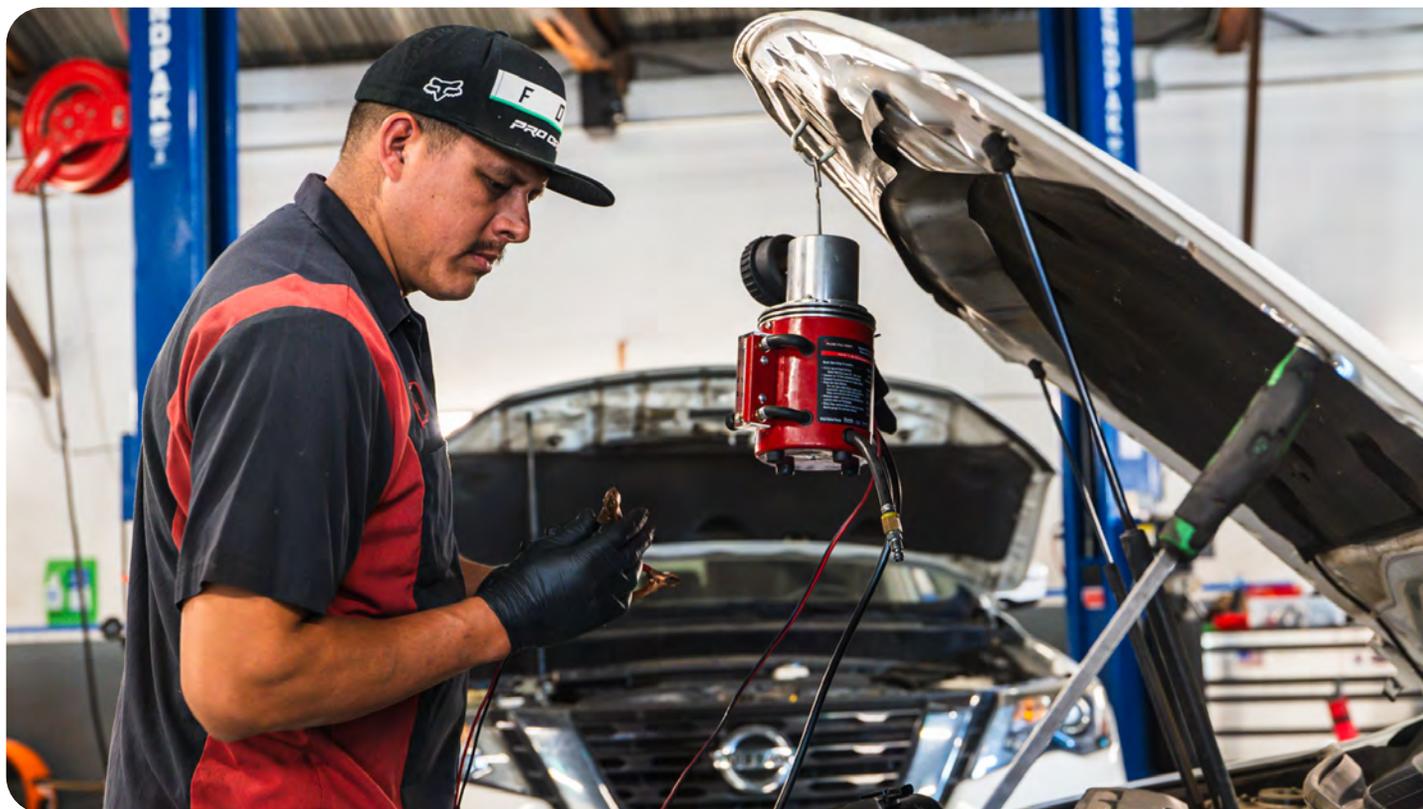
- 1 | Spark Plug
- 2 | Disc Brake Rotor
- 3 | Engine Oil Filter
- 4 | Disc Brake Pad Set
- 5 | Air Filter
- 6 | Cabin Air Filter
- 7 | Serpentine Belt
- 8 | Automatic Transmission Fluid
- 9 | Engine Oil
- 10 | Windshield Wiper Blade

A Note On Top Ordered Parts

Data for the top ordered parts is directly from PartsTech's parts and tire ordering data for 2023. More than 16,000 shops use PartsTech across the United States to order parts and tires. The numbers on this page reflect the orders of shops on PartsTech that are based in the Pacific region.

References

- 3** ¹ [The Most Surprising U.S. Auto Repair Industry Statistics And Trends in 2024](#), Gitnux
- 3** ² [Automotive Repair & Maintenance Services Market Snapshot \(2023 to 2033\)](#), Future Market Insights
- 3** ³ [Average Age of Light Vehicles in the US Hits Record High 12.5 years, according to S&P Global Mobility](#), S&P Global Mobility
- 7, 12** ⁴ [Parts margin: Going after the lowest hanging fruit; Vehicle Service Pros; 5 Ways to Improve Gross Profit](#), Ratchet+Wrench
- 16** ⁵ [Vehicle Registration Counts by State, 2022](#), Alternative Fuel Data Center, U.S. Department of Energy
- 16** ⁶ [EEI Projects 26.4 Million Electric Vehicles Will Be on U.S. Roads in 2030](#), Edison Electric Institute





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