



BULLETIN #8/2020

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THE 2020 NADA DEALERSHIP WORKFORCE STUDY IS NOW OPEN

NADA is excited to announce the automotive retail industry's leading workforce study is open for enrollment in its 8th year! Your participation allows NADA to report on the current trends in employee compensation, benefits, demographics, retention, and more. NADA is proud to provide this annual report, so dealers can use it to fine-tune employee compensation and benefits, promote retention, and stay ahead of the demographic curve.

How to Participate:

- Enroll at nadaworkforcestudy.com;
- Complete a confidential online questionnaire;
- Export and upload your Payroll File (no personal or dealer identifiable data is reported).

For Your Participation:

- All participating NADA Members will receive an electronic copy of a custom comparison report for their store. This exclusive report provides you a Workforce Management Scorecard that compares and ranks your dealership against a peer group of participating dealerships on key metrics related to compensation, retention, and turnover.
- In addition, participants receive an electronic copy of the 2020 Dealership National and Regional Trends in Compensation, Benefits, and Retention Report and access for one-year to the Database Search Tool -- an online based customized search tool with archived compensation and tenure data from all NADA Workforce Studies for 60+ positions.

Enroll now at www.nadaworkforcestudy.com to participate in the 2020 Dealership Workforce Study. To enroll you will need your store or group NADA Member ID number. Contact NADA's customer service team at (800) 557-6232 to request your ID.

The Study will CLOSE April 15, 2020.

Any questions or issues, please contact workforcestudy@nada.org.