



FULLBAY®

STATE OF HEAVY- DUTY REPAIR

2024-2025

IN ASSOCIATION WITH:



MOTOR



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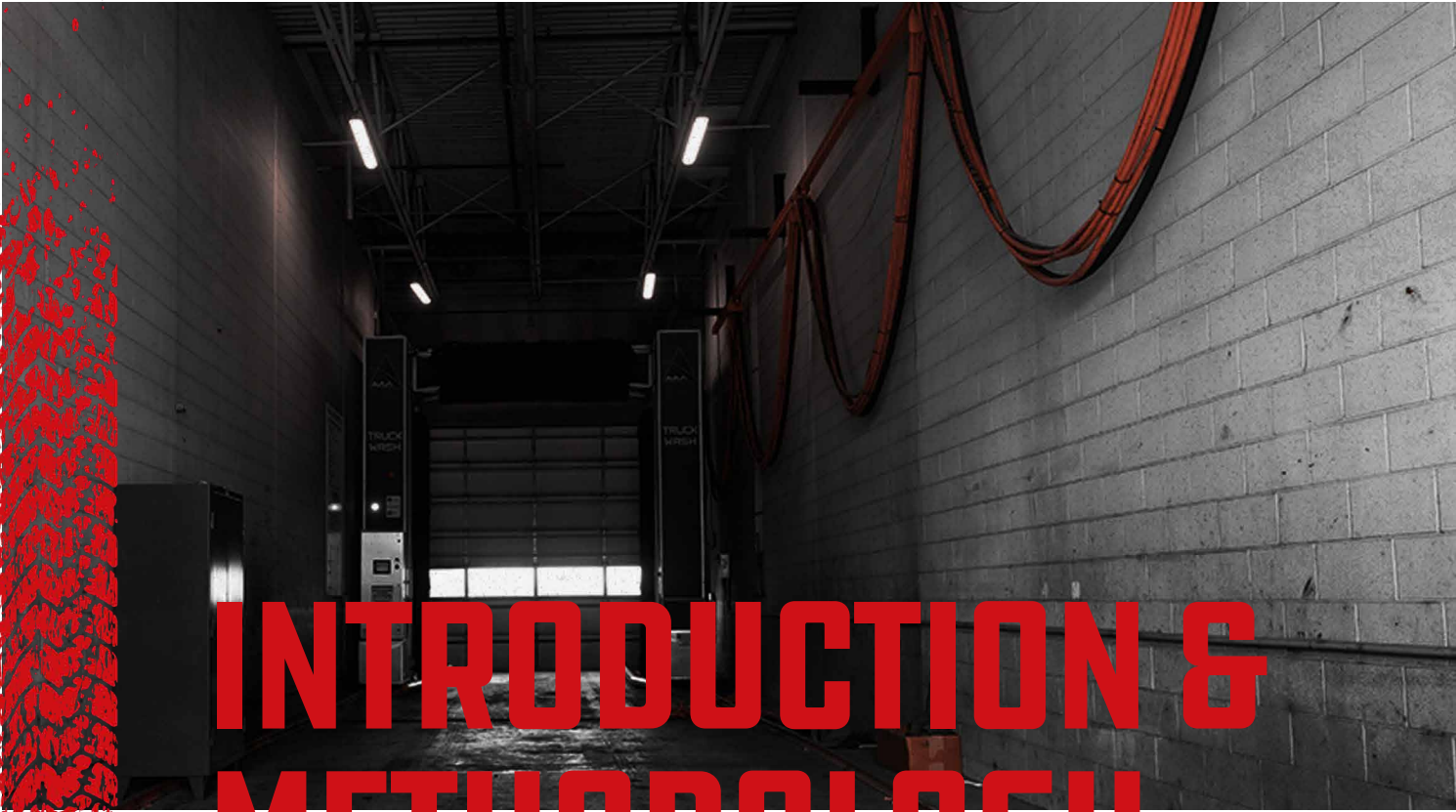
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INTRODUCTION & METHODOLOGY.

Welcome to the *State of Heavy-Duty Repair*! This is the fifth edition of the report — yes, we've been at this for five years now — providing a look at the commercial repair industry as it appeared from 2024-2025. As ever, the "SOHDR" is brought to you by the team at Fullbay, along with American Trucking Associations' Technology & Maintenance Council (TMC) and MOTOR.

Over the course of the next 90-odd pages, you'll find insights, trends, and benchmarks for the maintenance and management of heavy-duty equipment and those who work on it. We're talking Class 6-8 vehicles, agricultural machinery, emergency vehicles, construction equipment, heavy machinery, commercial fleets, and more.

WHERE DID WE GET THE DATA?

In late 2024, we sent out our now yearly SOHDR survey; about 1,000 professionals in the freight, logistics, and repair industries responded. Some are Fullbay users, others are not.

We augmented the survey results with app data from 3,500+ shops powered by Fullbay. We significantly expanded the number of shops we looked at this year, and we'd like to note that it did impact the year-over-year results in some cases.



The vast majority of these shops are located in the United States and Canada, but we do have some representation from New Zealand and Australia, too. As always, the sampled shops are anonymized, with the exception of segmenting the data based on role, geography, and industry. The results for sections and questions based on specific segments (such as role) reflect only that portion of data rather than all responses. As you read, you'll see additional information on how the data was collected, as well as the methodology for analysis.

A SNAPSHOT OF THE INDUSTRY

This report is meant to provide a clear, unbiased view of the overall heavy-duty industry as it stands right now. And as always, our partnerships with TMC and MOTOR allow us to offer helpful guidance and best practices every few pages.

At this point, the lawyers say we need to mention that the information in this report should not be considered to be legal, tax, accounting, consulting, or any other professional service. In all cases, you should consult professional advisors familiar with your particular situation for advice before making any decisions.

As with any data collection and analysis of this scale, adjustments were made to help present the data while maintaining its integrity and accuracy. This included rounding percentages to the nearest whole number and removing any misleading or irrelevant results. We've also noted which data points are sourced from the Fullbay and Dieselmatic apps and which are drawn from survey responses.

You may be surprised by some of the answers and opinions you find in this report — or you may nod and say, "I knew it." No matter what reaction you have, we hope you enjoy reading it as much as we enjoyed sourcing it and putting the data together.

From all of us at Fullbay: Enjoy the report, and keep on trucking!

Thank you to the following industry experts who provided their analysis and opinions on the results:

PATRICK MCKITTRICK
CHIEF EXECUTIVE OFFICER,
Fullbay

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MATT BEAN
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EMS Truck Repair & Towing

MIKE MAIZIS
VICE PRESIDENT, Mechanics Hub



For decades, the American Trucking Associations' Technology & Maintenance Council (TMC) has provided members with best practices that address the critical technology and maintenance issues impacting truck fleets.

Today, it has the largest, most diverse group of maintenance and equipment experts available in the country to help you answer whatever technical challenges your company might face. As a TMC member, that experience and expertise is at your fingertips. Get reliable answers to the challenges you face every day in this industry!

Recommended Practices are specifications, the adoption of which is voluntary, which are used to assist in the purchase, design, maintenance, and performance of equipment. There are two categories: maintenance and engineering. To access the entire collection, go to fullbay.com/tmcprps

BECOME A MEMBER

Take your shop to the next level and save \$50 on membership when using promo code **TMCFULLBAY25**



fullbay.com/tmcmembership

TMC's recommended practices are driven by its more than 3,000 members and address a number of challenges in the commercial repair industry. These RPs span a range of roles and set the standard for fleets and the professionals maintaining the trucks.

ROBERT BRASWELL
EXECUTIVE DIRECTOR,
TMC





MOTOR

MOTOR Information Systems is one of the world's premier suppliers of light-, medium-, and heavy-duty automotive data, covering Class 1 through Class 8 vehicles. Though our products and services have continued evolving to meet our customers' needs, our mission to help businesses run more efficiently and profitably remains our driving force.

MOTOR is the leading provider of parts, service, and labor data — including maintenance, repair, and estimated labor times — for fleets, service and repair providers, technology providers, parts suppliers, and other growing sectors in the automotive industry. No other database compares to MOTOR's vast collection of comprehensive, reliable, all-makes data, which includes hundreds of millions of records for parts, labor, and service.

Whether you need a white-label solution, data licensing, professional services utilizing our database for specific needs, or detailed data for building an e-commerce platform, MOTOR has the automotive data you need.

Learn more at fullbay.com/motor!



RESPONDER DEMOGRAPHICS.

We begin our tale in a logical place...the beginning. In the following chapter, we'll get to know just who took our survey and what role they play in the industry.

CHAPTER HIGHLIGHTS

- ➔ AGE AND LOCATION
- ➔ YEARS WORKED IN THE INDUSTRY
- ➔ COMPANY AGE

 Survey Question

WHO DOES WHAT IN THE SHOP?

Thirty-seven percent of respondents identified themselves as shop owners or executives — think C-suite folks. A further 21% identified themselves as technicians and 8% as parts managers or specialists.

Owner



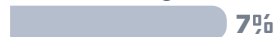
Technician



Parts manager/specialist



Service manager



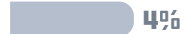
Office manager/accounting



Executive (C-Suite, GM)



Shop foreman



Shop manager



Service writer (underwriting)



Operations manager



Administration



Marketing and sales



Fleet manager



Operations



Director of maintenance



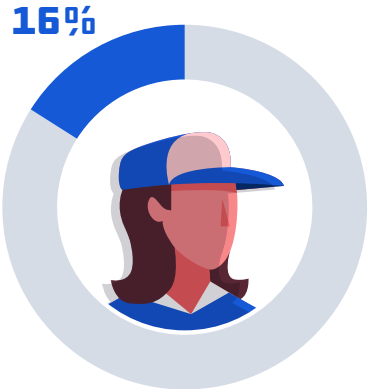
Welder



 Survey Question

GENDER BREAKDOWN

Eighty-four percent of respondents were men — yes, it’s still a male-dominated industry. As you look at the more detailed role breakdowns below, bear in mind that the women’s percentages are based on that particular subset of data: The 19% of women owners means 19% of the women who responded, not that women represent 19% of all owners.

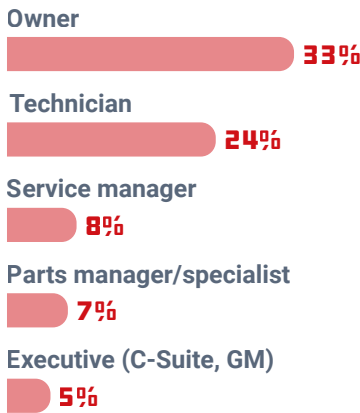


*This year’s report doesn’t offer too many surprises for the people in the shop—it continues to be an older, male-dominated industry **that exhibits pretty meaningful loyalty.***

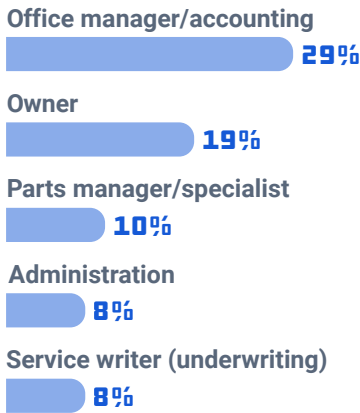


PATRICK MCKITTRICK
CEO, Fullbay

TOP MALE ROLES:



TOP FEMALE ROLES:



📊 Survey Question

AGE RANGE OF SHOP EMPLOYEES

So, how old is everyone? Most respondents (32%) were between 31 and 40 years old. In fact, the largest majority — 18% — were between 36 and 40. The data tells us that the younger folks are still largely underrepresented, with 12% identifying as 26-30 and 5% between 21-25. To the 1% who are 75+...we salute you!

<20 years old

1%

21-25 years old

5%

26-30 years old

12%

31-35 years old

14%

36-40 years old

18%

41-45 years old

12%

46-50 years old

11%

51-55 years old

8%

56-60 years old

8%

61-65 years old

7%

66-70 years old

3%

75+

1%

> 44%
of respondents
were between
31 and 45

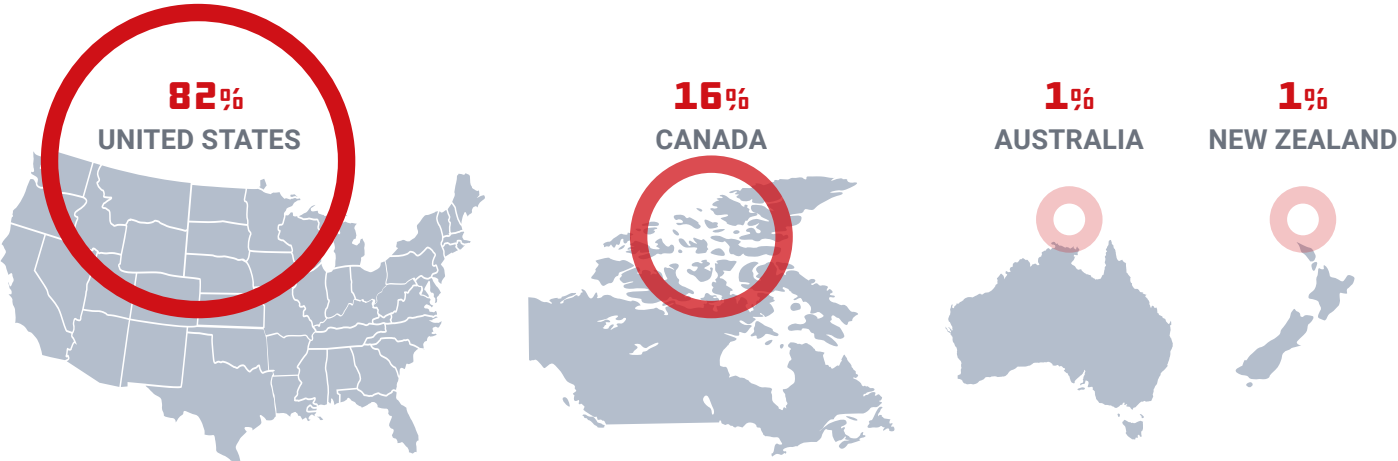
*Shop owners are
getting older and
this is showing
— the number of
shops for sale right
now is exploding.*

**PETER
COOPER**
CEO,
Ascend
Consulting

 Survey Question

RESPONDER LOCATION

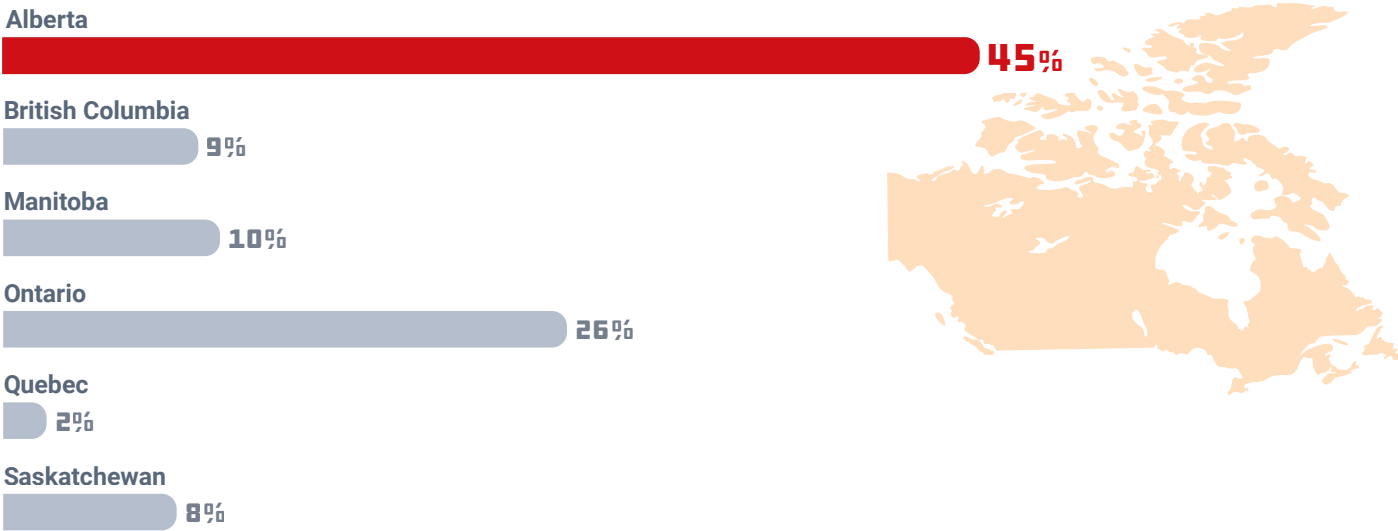
A significant portion of respondents (82%) were located in the United States and an additional 16% in Canada. We’ve also got New Zealand and Australia representing 1% apiece!



 Fullbay Database

CANADA

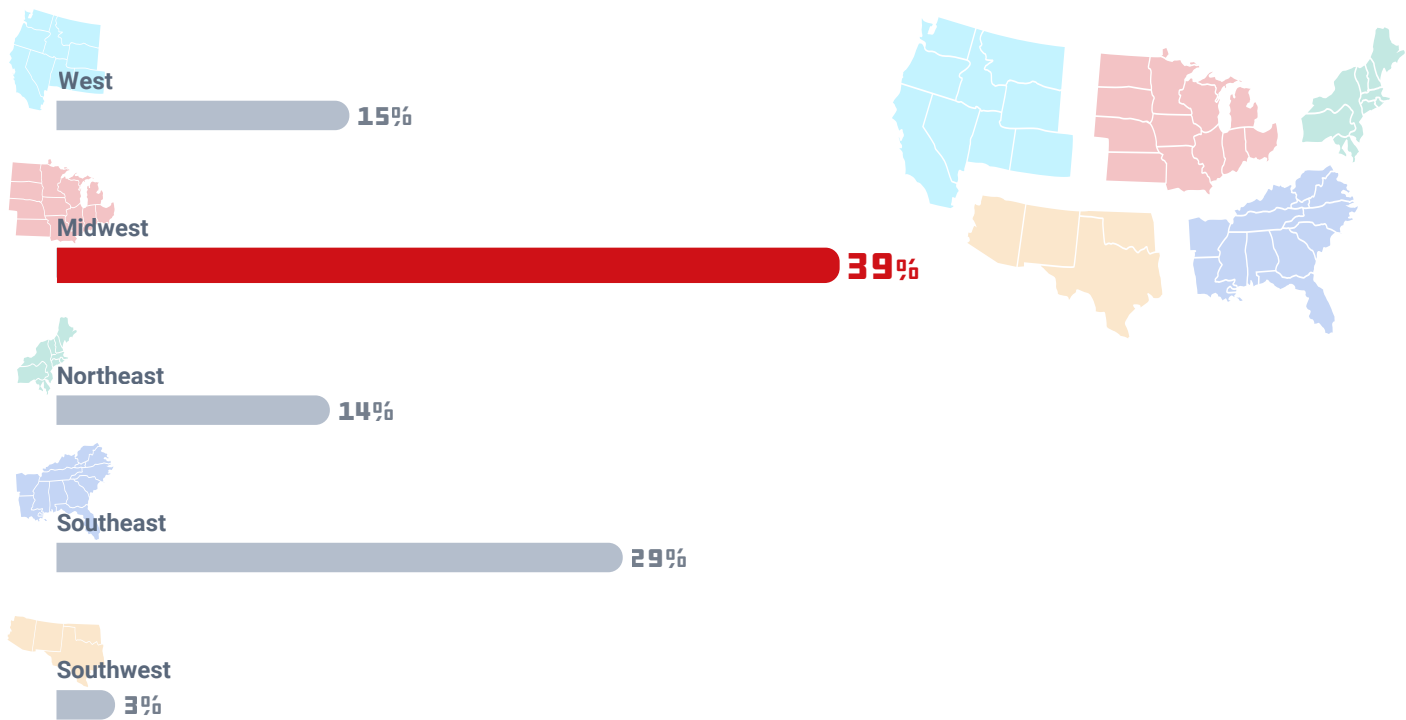
The bulk of Canadian respondents (45%) were located in Alberta. Next up was Ontario (26%), followed by Manitoba (10%).



 Fullbay Database

UNITED STATES

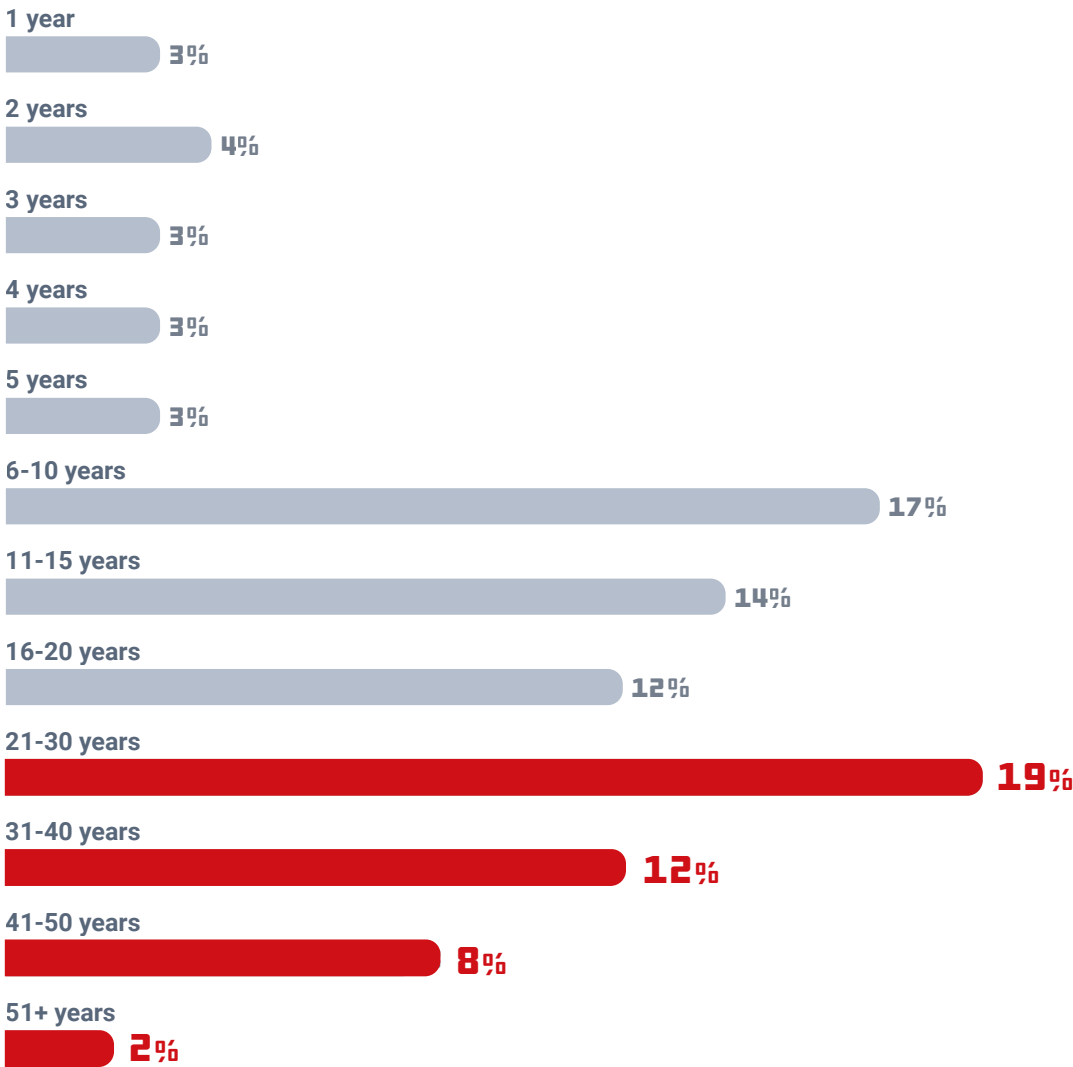
Thirty-nine percent of United States respondents were in the Midwest. From there, it's a bit of a drop to the Southeast (29%) and the West (15%).



 Survey Question

YEARS OF EXPERIENCE

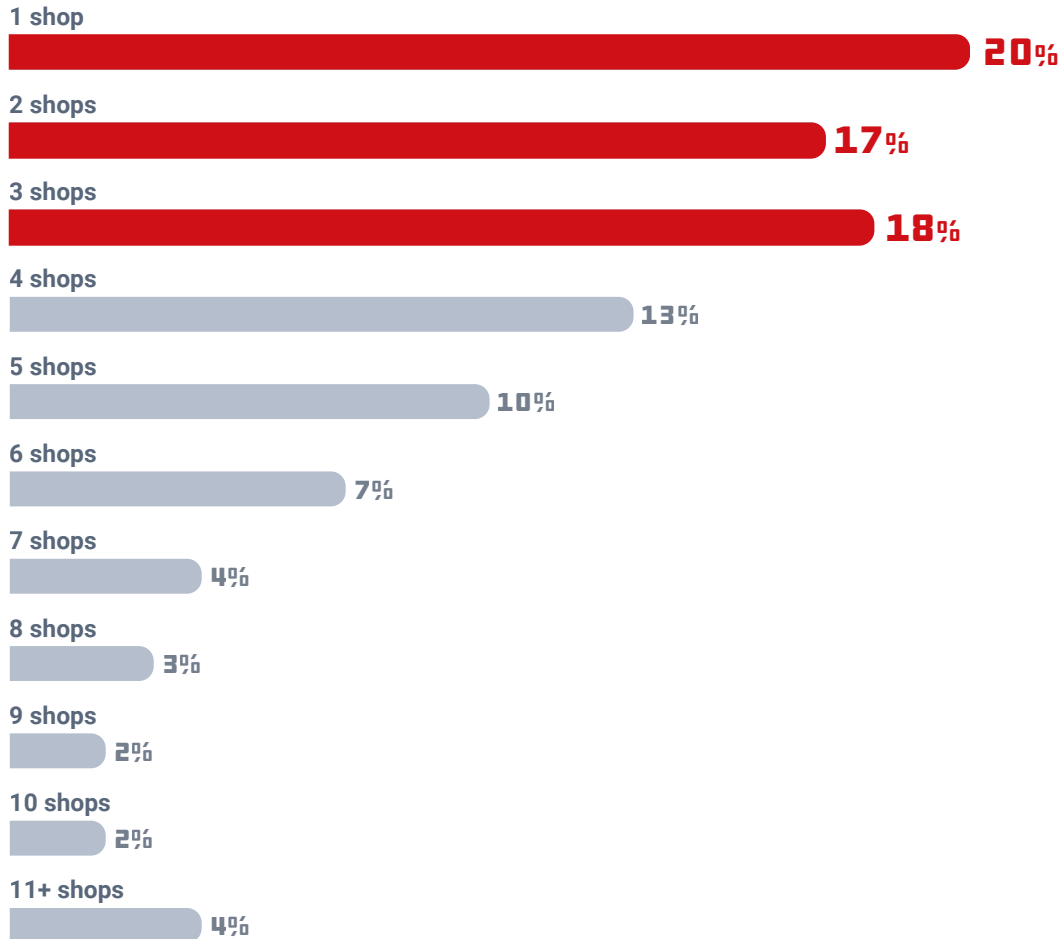
Those who decide to stick with heavy-duty repair can have long careers: 41% of respondents had been in the field for 21 years or more! With that said, there is still concern about the low number of newcomers to the field, with only 3% reporting a year or less under their belts.



**41%**
of respondents
had over
20 years of
experience

 Survey Question

HOW MANY SHOPS HAVE YOU WORKED AT IN YOUR CAREER?

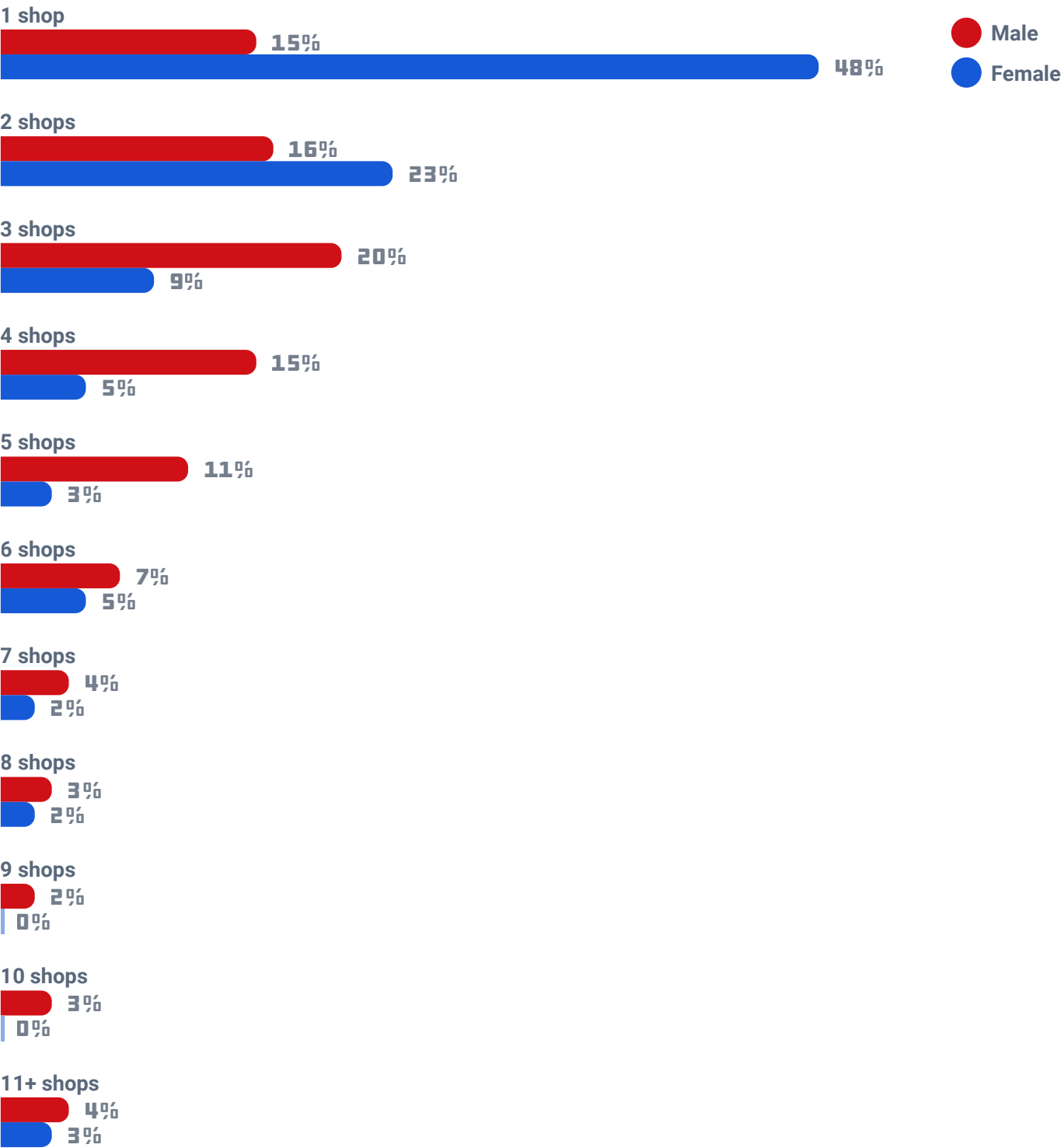


Give your staff the opportunity to grow within the shop. Don't give them a reason to want to leave – send your techs to school, pay for their schooling, give them good benefits. Create the culture in your shop that you would want to work in. Be the boss you want to work for and you will find retention will take care of itself.

RYAN WHELAN
Owner, Whelan Truck Repair Inc.

WHERE THE WOMEN AT?

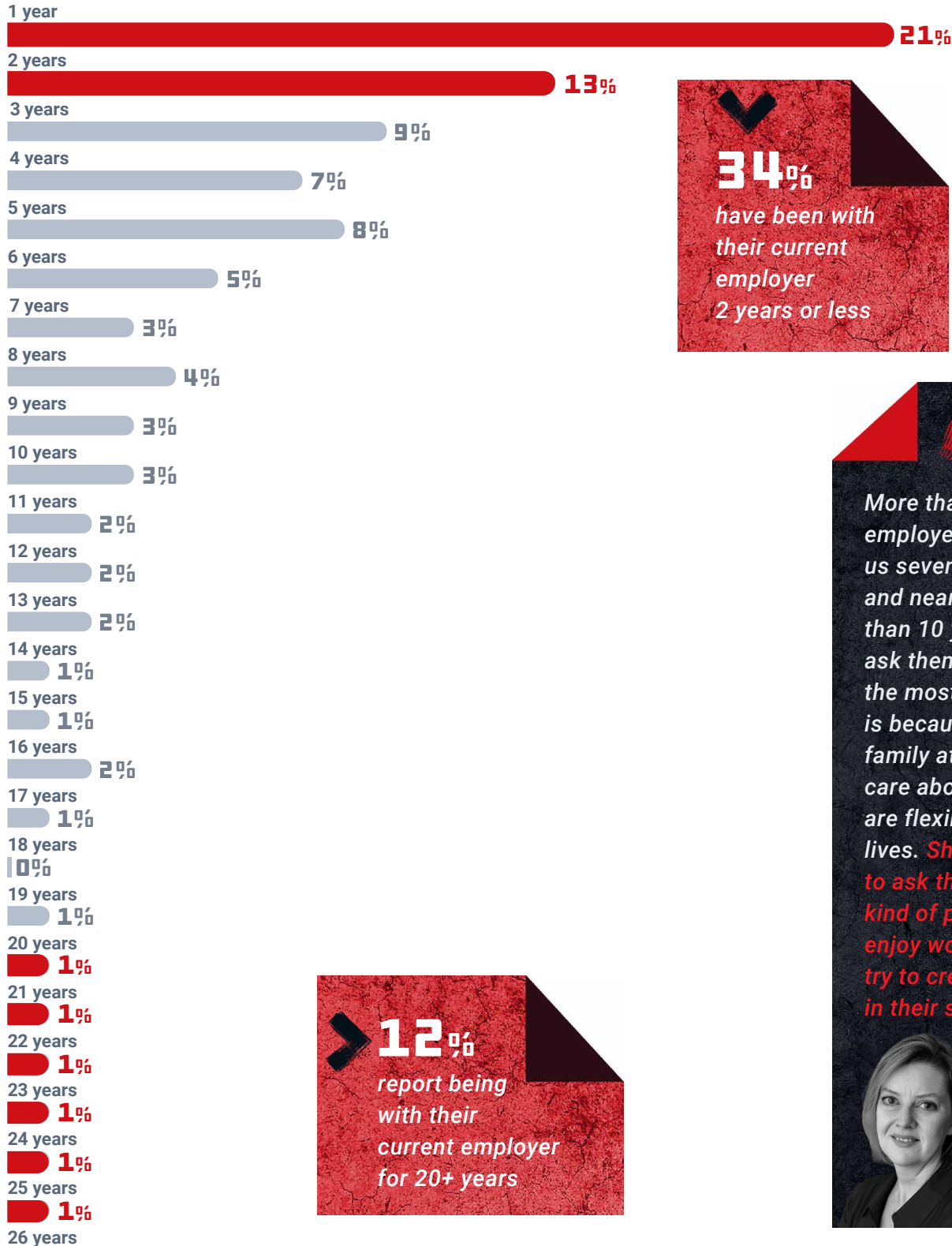
We already know the industry skews male, but we wanted to know how often the women in the field moved around – if they did at all. Forty-eight percent of women have stayed at one shop throughout their career (compared to 15% of men). You can see the rest of the data for yourself, but we did find it interesting that the percentages around 11+ shops were highly similar – 4% of men and 3% of women.



 Survey Question

HOW MANY YEARS HAVE YOU WORKED AT YOUR CURRENT SHOP/COMPANY?

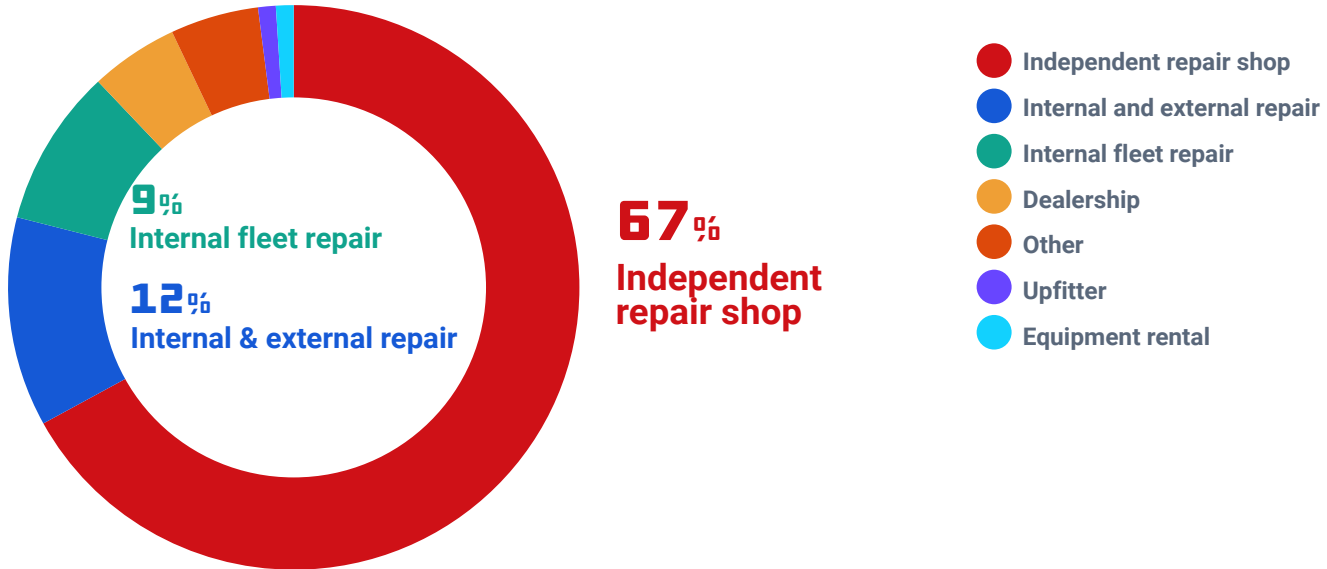
This chart may look a little unsettling (it seems like a lot of people don't last multiple years at companies!). However, this data was not segmented by operational age — some of this information refers to businesses that may be only a few years old. We did like seeing 6% staying on for 26+ years!



 Survey Question

WHAT KIND OF BUSINESS DO YOU RUN?

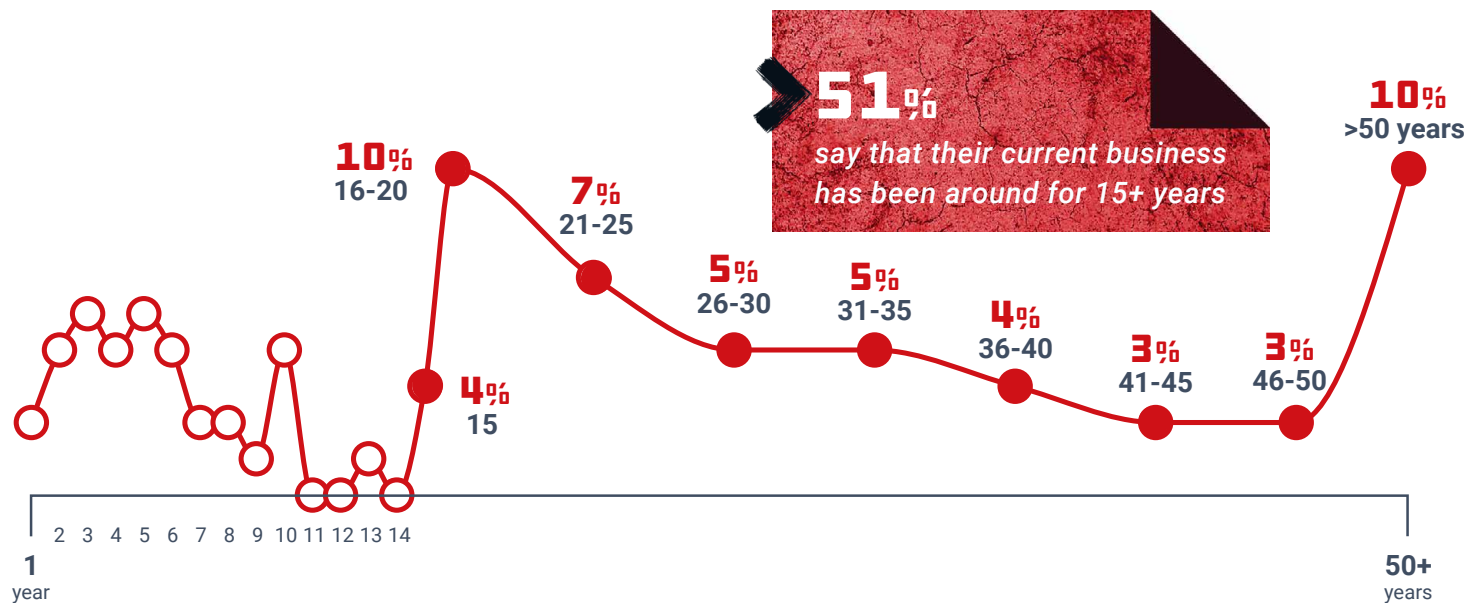
In 2024, independent repair shops once again dominated the report, with 67% identifying as such. Internal and external shops were next at 12%, followed by internal fleet repair at 9%.



 Survey Question

HOW MANY YEARS HAS YOUR CURRENT SHOP BEEN IN BUSINESS?

We're happy to see so many shops reporting some kind of longevity; 10% have been operating for 16-20 years, and a further 10% have been going for more than 50! In addition, newer shops (five years old and under) make up 26% of respondents, suggesting there's still plenty of opportunity in the industry.





SHOP DEMOGRAPHICS.

So, what's it like to work in a heavy-duty repair shop these days? How often do shops assess their labor rates, and what kind of benefits do they offer? We explore these questions and many more ahead!

CHAPTER HIGHLIGHTS

- ➔ THE EVOLUTION OF SHOP LABOR RATES
- ➔ EMPLOYEE NUMBERS
- ➔ MOBILE REPAIR AND ITS COSTS

Survey Question

NUMBER OF LOCATIONS



TMC ATA

RP 510A

MAINTENANCE FACILITY DEVELOPMENT GUIDELINES

Whether you're expanding your business to a new location or opening your very first brick-and-mortar store, shop layout and setup are of paramount importance. RP 510A talks extensively about building design, determining how many bays you'll need, and much more.

fullbay.com/RP510A

Survey Question

HOW MANY EMPLOYEES DID YOU HAVE IN 2023-2024?

For this question, we looked at overall employees — everyone in the shop, from techs and front office folks to parts managers and runners.

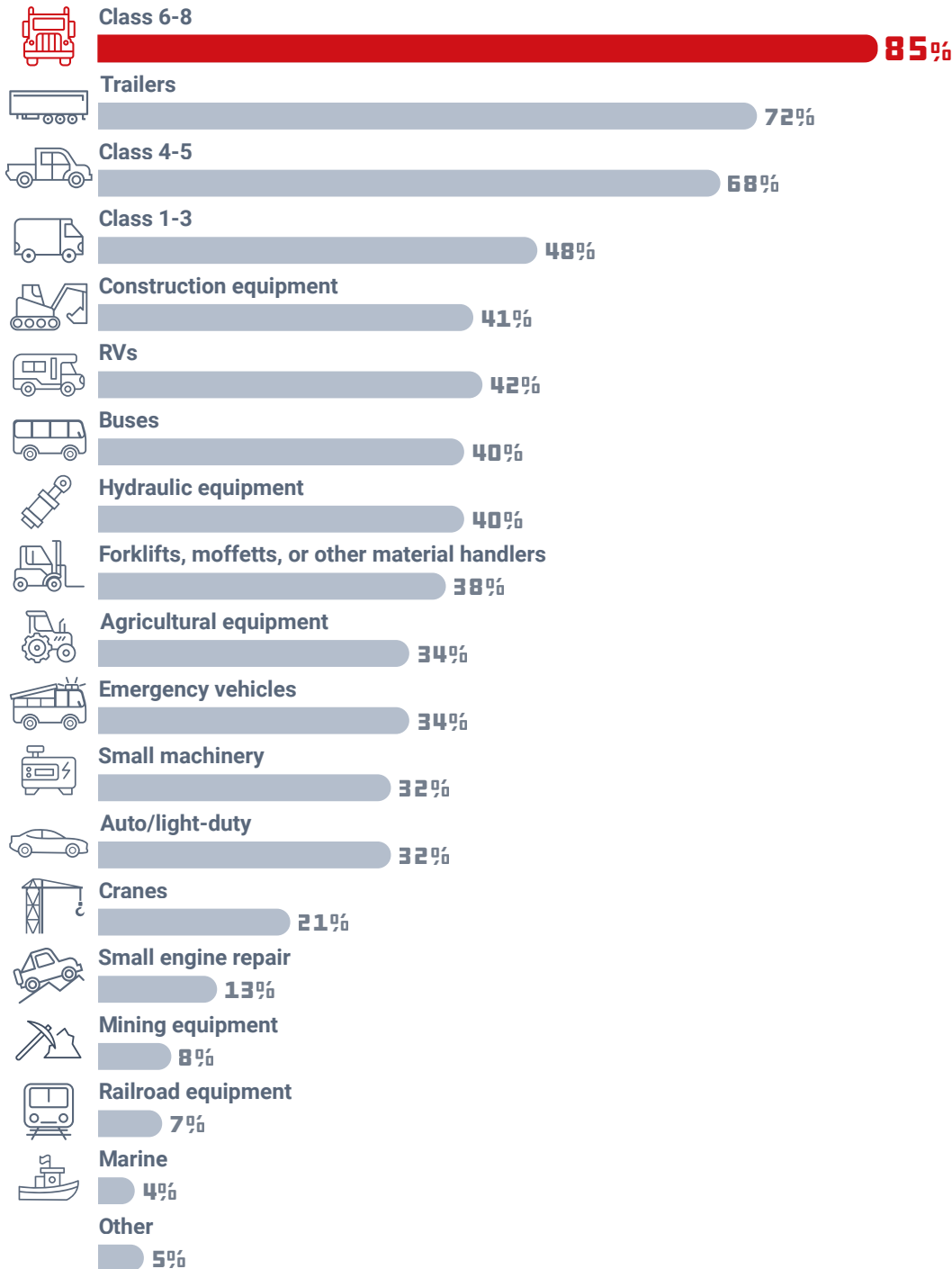


 Survey Question

TYPES OF EQUIPMENT REPAIRED

“Heavy-duty” covers a lot of vehicles. Eighty-five percent of respondents confirmed they worked on Class 6-8 vehicles, with trailers coming up a distant second (72%). Class 1-3 vehicles make up a healthy (48%) chunk of work for many heavy-duty specialists, too.

**Responders selected all that applied*



🔍 Survey Question

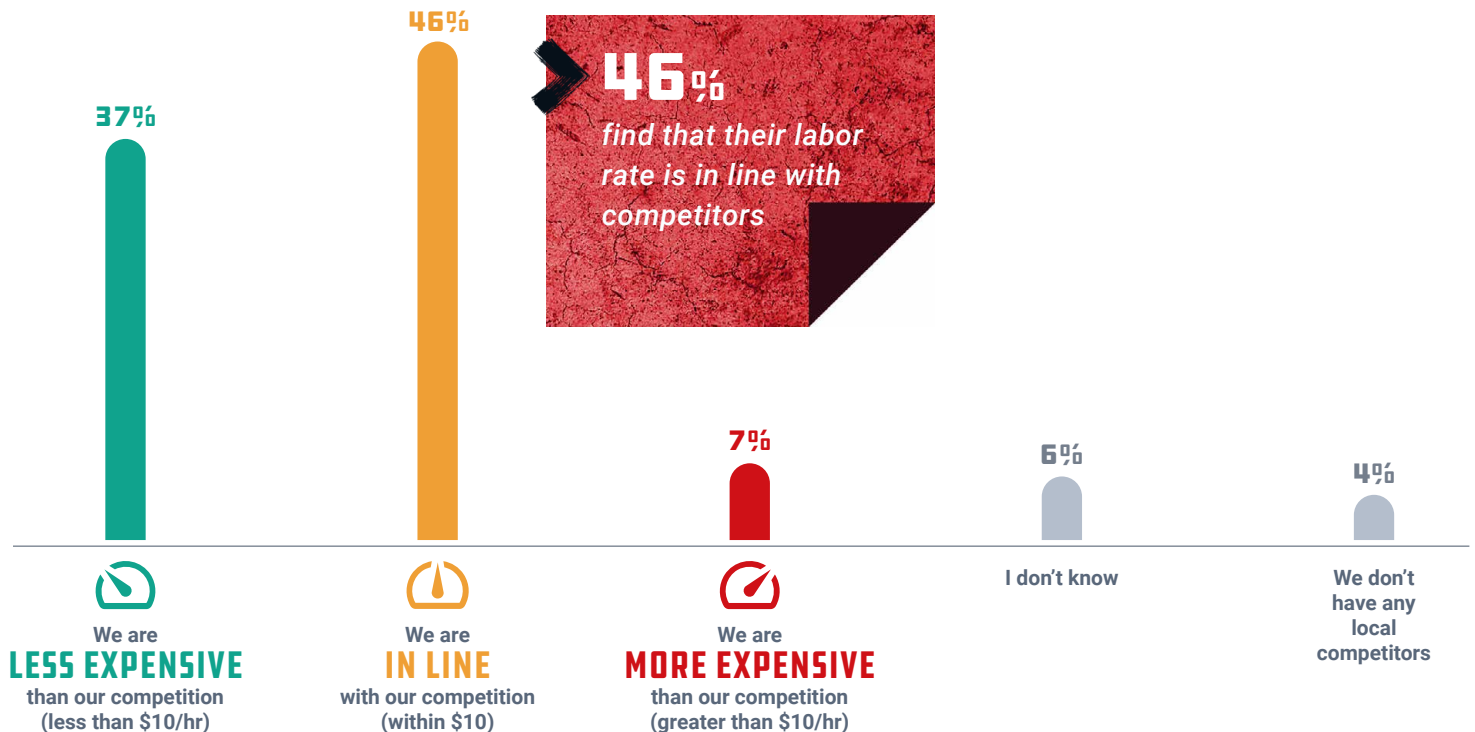
SHOP LABOR RATES OVER THE YEARS

How much are shops increasing their labor rates? To answer this question, we asked respondents to tell us what they charged at the beginning of 2023, the beginning of 2024, and the last quarter of 2024 (which is when we completed this survey). Labor rates appear to be rising just over \$4 each year, with a \$9 jump between 2023 and 2025.



🔍 Survey Question

HOW DOES YOUR LABOR RATE COMPARE TO YOUR COMPETITORS?



📊 Survey Question

HOW OFTEN DO YOU ASSESS YOUR LABOR RATE?

You can look at your labor rate once a year — 45% of respondents do this — but looking at it more frequently never hurt anyone. To the 7% of shops who don't assess their labor rates... please, please, please start. You could well be leaving money on the table.

Every month

3%

Once a quarter

18%

Twice a year

23%

Once a year

45%

I don't assess my labor rate

7%

Other

4%

> 44%
assess their
labor rate more
than once a year

RP521A



COST ITEMS NEEDED TO DETERMINE A FULLY BURDENED TECHNICIAN LABOR RATE

What should you include in a labor rate to ensure your shop is recouping full costs? RP 521A has a list for you.



fullbay.com/RP521A

FULLBAY

BEST PRACTICES

The right labor rate keeps you in business and allows you to pay your techs a strong wage so they can keep on wrenching. You should assess that labor rate at least once a year (preferably every quarter).

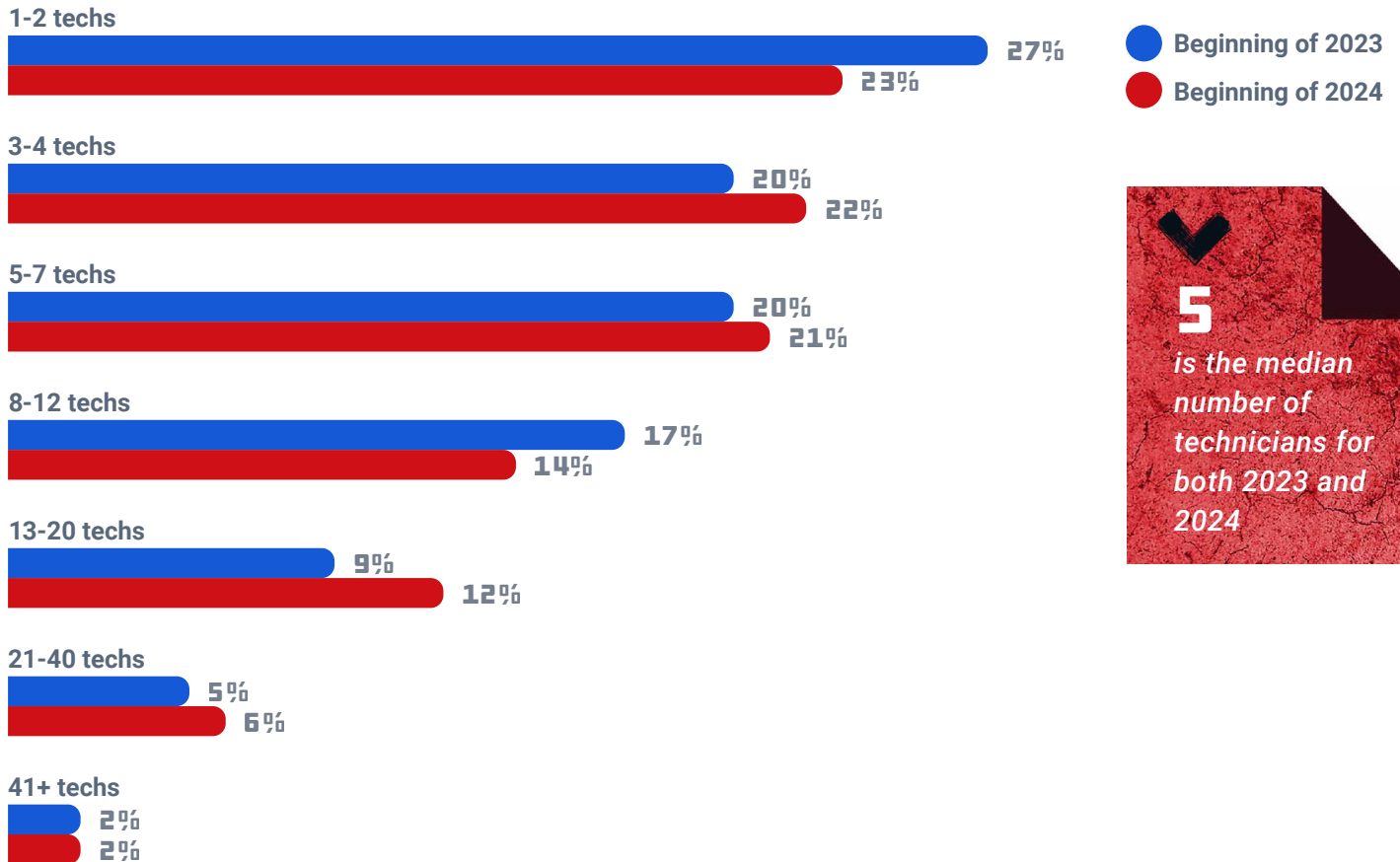
We've got a blog post to show you how here:

fullbay.com/laborrates

📊 Survey Question

HOW MANY TECHNICIANS DID YOU EMPLOY IN 2023-2024?

The median number of technicians employed by shops hasn't changed over time, but we do see fluctuation in the year-over-year ranges.



5
is the median
number of
technicians for
both 2023 and
2024

RP 512B



TECHNICIAN STAFFING DETERMINATION

Appropriate staff-to-bay ratio is crucial to a successful shop. The team at TMC/ATA has worksheets to help you determine your staffing needs — check them out!

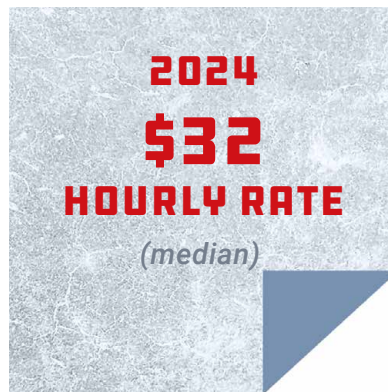
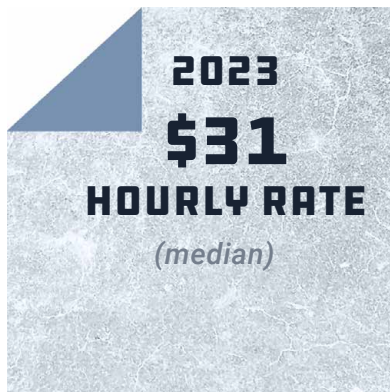


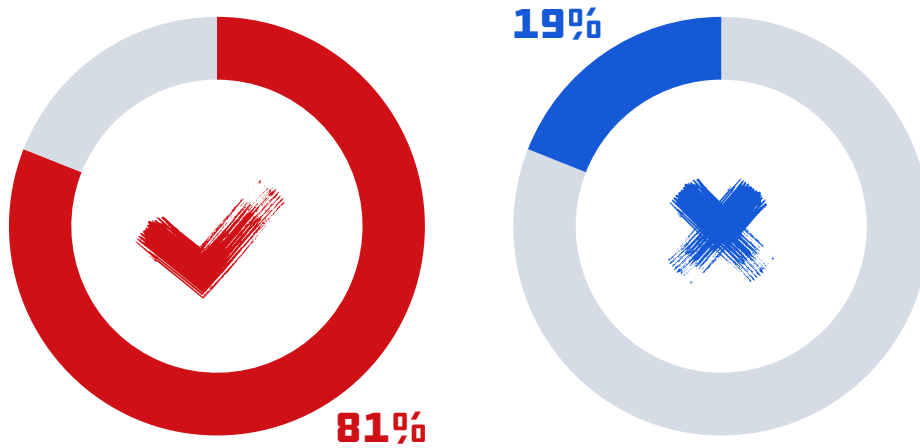
fullbay.com/RP512B

 Survey Question

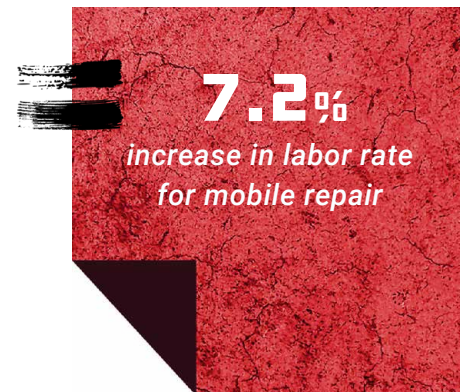
WHAT WAS YOUR TECHNICIAN HOURLY RATE IN 2023-2024?

Techs made a little more in 2024 than they did in 2023, for an average hourly rate increase of 3.64% year-over-year.



 Survey Question**DOES YOUR COMPANY OFFER MOBILE REPAIR?** Survey Question**WHAT IS YOUR LABOR RATE FOR MOBILE REPAIR?**

A mobile repair provider has to field additional expenses like fuel, engine wear, and travel time — which means they're often charging more to venture out.



📊 Survey Question

DO YOU IMPLEMENT A TRIP CHARGE?

There are many ways to recoup the expenses associated with mobile repair, and foremost among them is the trip charge. Almost half of the industry charges an hourly rate (median \$135); it then drops significantly to a median charge of \$2 per mile.

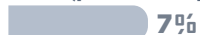
Per hour



Per mile



Both (per mile & per hour)



Flat fee (service fee/callout fee)



Depends on customer/situation



Other



I don't issue a trip charge



Bonus Question

**HOW MANY
SERVICE
VEHICLES
DOES YOUR
SHOP HAVE?**

2 is the median

RP 1616



MOBILE MAINTENANCE SAFETY

Mobile technicians can face severe hazards when they take to the road. Proper training is absolutely essential — and it needs to start before a tech climbs into the truck. RP 1616 lays out protocols and procedures to help mobile techs operate safely.



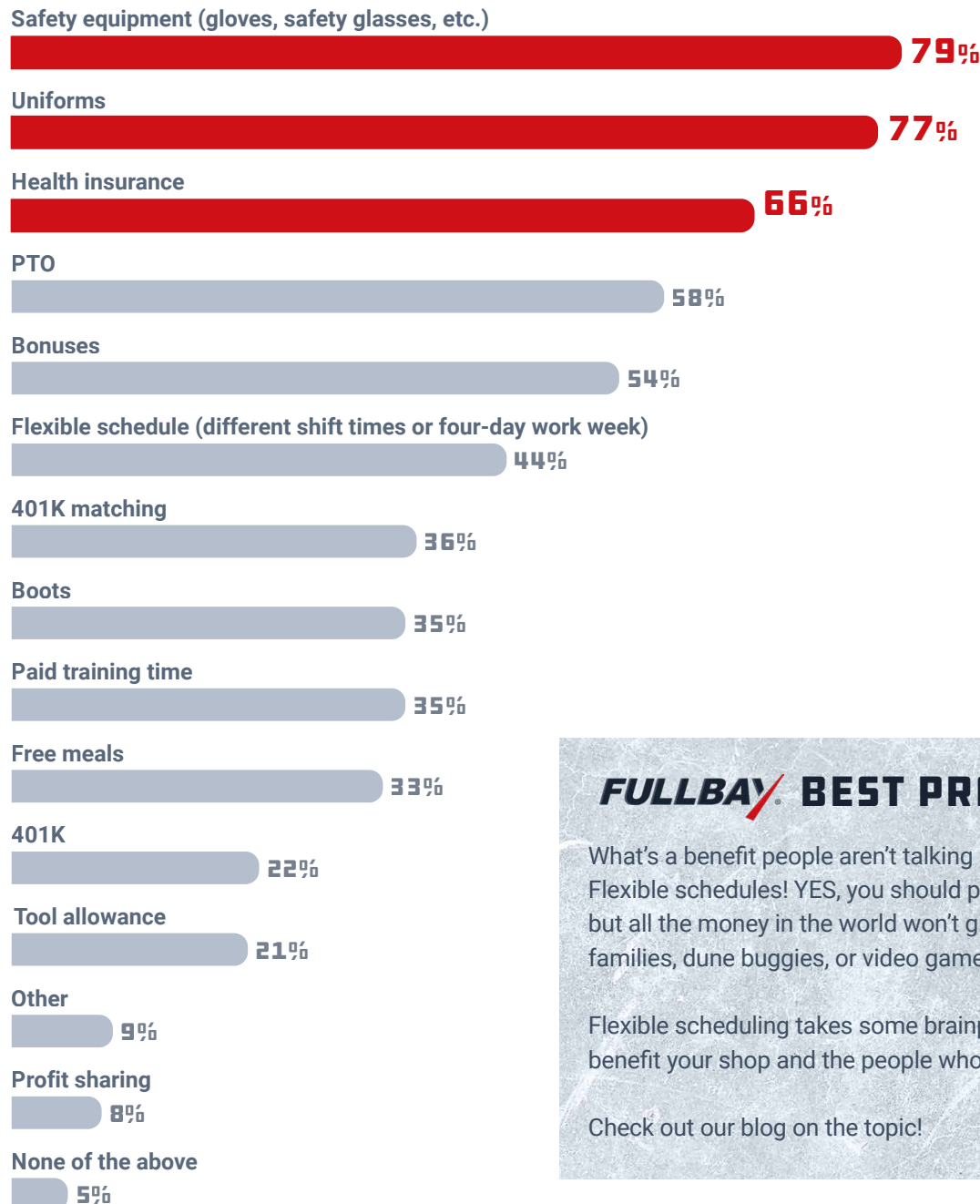
fullbay.com/RP1616

📊 Survey Question

WHAT BENEFITS DOES YOUR SHOP OFFER EMPLOYEES?

*Responders selected all that applied

Salary is a big part of an employment package, but there are a lot of other benefits you can offer to attract and retain employees of all kinds. Safety equipment, uniforms, and health insurance took the top three spots, but we're also seeing perks like flexible scheduling (44%), 401K matching (36%), and profit sharing (8%) listed.



Only 66% of shops offer health benefits. *This is an alarming statistic that may show why so many shops are having a hard time hiring techs.*



PETER COOPER
CEO,
Ascend
Consulting

FULLBAY BEST PRACTICES

What's a benefit people aren't talking about enough? Flexible schedules! YES, you should pay your techs appropriately, but all the money in the world won't give them more time with their families, dune buggies, or video game consoles.

Flexible scheduling takes some brainpower, but it can ultimately benefit your shop and the people who work for you.

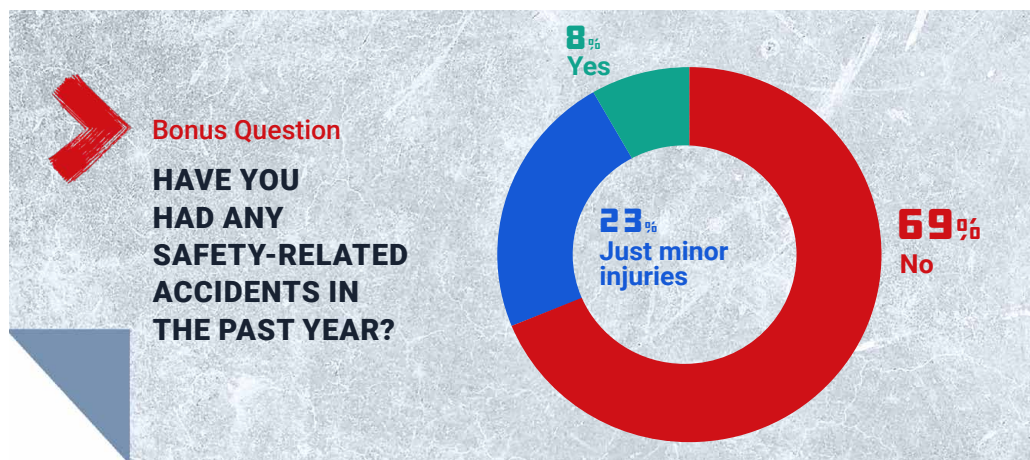
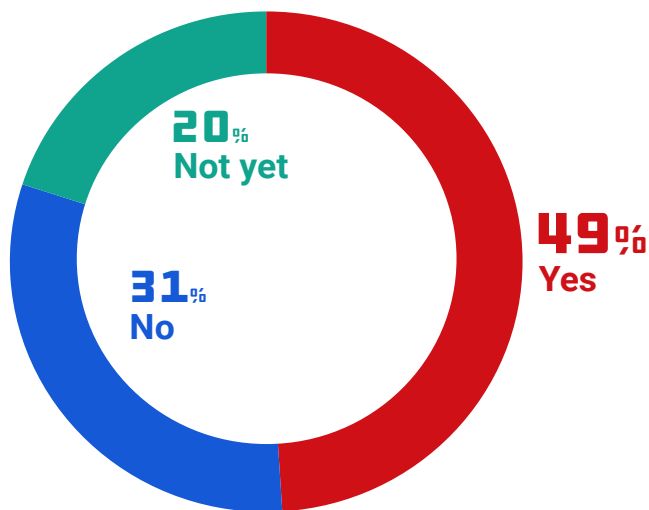
Check out our blog on the topic!

[Fullbay.com/flex](https://fullbay.com/flex)

 Survey Question

DO YOU HAVE A SAFETY PROGRAM IN YOUR SHOP?

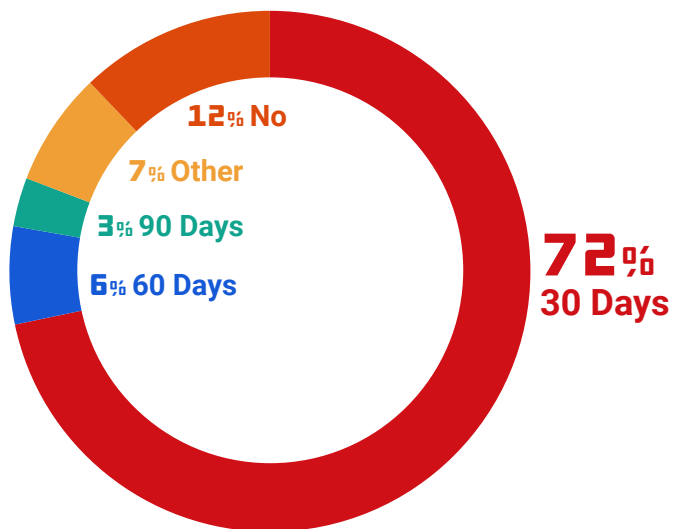
Diesel technicians spend all day around heavy, often complicated pieces of equipment — so safety is a primary concern! Forty-nine percent of respondents said their operation had a safety program, with 20% saying “Not yet,” implying one might be in the works.



 Survey Question

DO YOU OFFER PAYMENT TERMS TO CUSTOMERS?

While the discussion over whether shops should offer payment terms continues to evolve, the majority of our respondents (88%) do accept them and offer varying conditions.



The prevalence of 30-day payment terms could be a significant drain on cash flow. Companies like Interstate Billing Service are able to mitigate cash flow crunch.



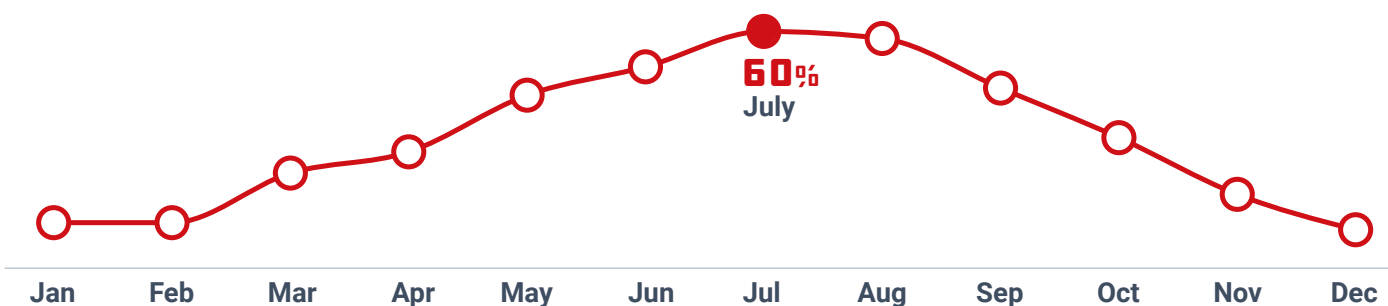
PETER COOPER

CEO,
Ascend
Consulting

 Survey Question

DURING WHAT MONTHS OF THE YEAR IS YOUR SHOP THE BUSIEST?

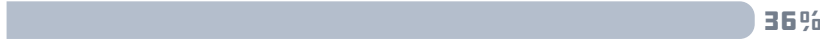
Your busy season will depend on your region — do trucks need winterizing where you are, for example? Still, a solid 60% of respondents said their busiest months were in the summer, specifically July.



 Survey Question

HOW LARGE IS YOUR MOBILE SERVICE AREA(S)?

0-50 miles



50-100 miles



100-150 miles



150-200 miles



200-300 miles

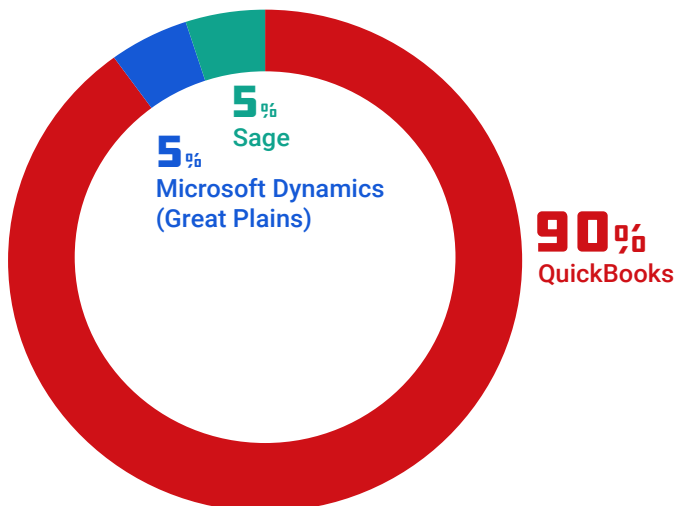


300+ miles

 Survey Question

WHAT ACCOUNTING SOFTWARE DOES YOUR SHOP USE?

Much of the industry (90%) is using QuickBooks, with a steep drop down to Microsoft Dynamics and Sage (both at 5%).



🔍 Survey Question

WHICH OF THESE STANDARD REPAIR TIME (SRT) GUIDES ARE YOU USING?

SRTs can offer a host of benefits to repair shops: they provide industry-standard guidelines, yes, but they're also useful training aids and refreshers. Our data says that MOTOR has a slight edge over Mitchell 1 (23% to 20%) as far as market size, but we also noticed that 22% of respondents are using "Other."

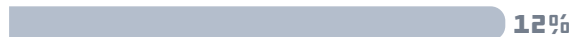
MOTOR



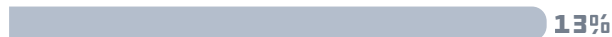
Mitchell 1



Real-Time Labor Guide



OEM Labor Guide/Schedule



Diesel Laptops



Other



*I suspect that the "Other" category contains actual or shop-created times recorded on the job. **These users would benefit from a Standard Repair Time Guide** to measure technician efficiency, training needs, and bay scheduling as a bedrock for a more productive shop.*

PAUL G MOSZAK

VP &
Heavy-Duty
Evangelist,
MOTOR
Information
Systems

RP 1606



STANDARD REPAIR TIME IMPLEMENTATION GUIDELINES

There are a number of different SRT guides out there – which one do you pick? TMC helps walk you through the process and highlights important things to consider: the format (physical books or electronic), how often they're updated, and more.



fullbay.com/RP1606



OPERATIONS.

There's a lot of minutia that goes into the running of a commercial repair shop — from the services it provides to what kind of vehicles it works on. In this chapter, we're looking at all things operations.

CHAPTER HIGHLIGHTS

- ➔ WHAT SERVICES REPAIR SHOPS ARE PROVIDING
- ➔ THE AGE OF THE VEHICLES MOST SHOPS SEE
- ➔ WHAT PAYMENT PROCESSORS SHOPS ARE USING

 Survey Question

HAS THE AGE OF THE ASSETS YOU ARE REPAIRING CHANGED IN THE LAST FEW YEARS?

At the 2024 Diesel Connect conference, Senior Economic Analyst Lindsay Bur reported that one of the outcomes of the changing freight market meant older vehicles might be kept in service longer. So far, 52% of shops report things are about the same; still, 31% are indicating they're seeing vehicles a little or a *lot* older than usual, which suggests some flux in the industry.

They are a lot older



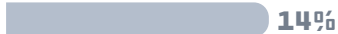
They are a little older



They are about the same



They are a little newer



They are a lot newer



RP 526



GUIDELINES FOR SHOP REVIEW PRACTICES

Our friends at TMC have a great set of guidelines on how to perform regular audits of your shop's operations. You should run through this at least annually, and ideally have it done by someone outside of the shop, with the goal of lowering your maintenance costs, improving utilization, and increasing safety.

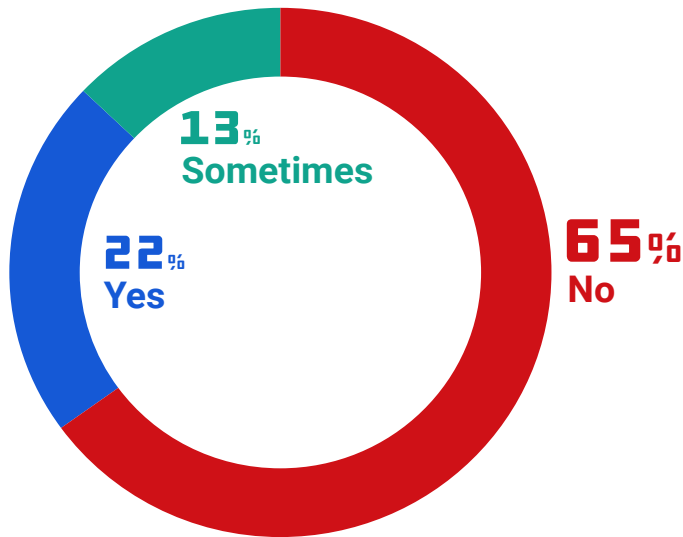


fullbay.com/RP526

 Survey Question

DOES YOUR SHOP USE VMRS CODES?

We noticed a sizable jump in how many shops are turning to VMRS codes — 22% are putting them to use, a modest increase from the 18% who did so in 2023-2024.



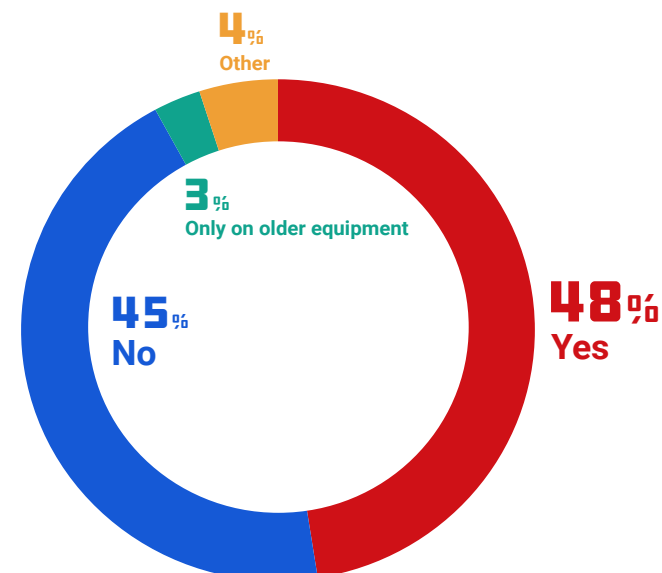
Communication is vitally important when it comes to maintenance transactions, and VMRS can be the virtual handshake between repair facilities and fleet customers. It's the universal language of maintenance and it would benefit any service provider to at least be aware of VMRS when dealing with their fleet customers.

**JACK POSTER**

VMRS Services
Manager,
Technology &
Maintenance
Council

 Survey Question

ARE YOU ABLE TO DO WARRANTY WORK IN YOUR SHOP?

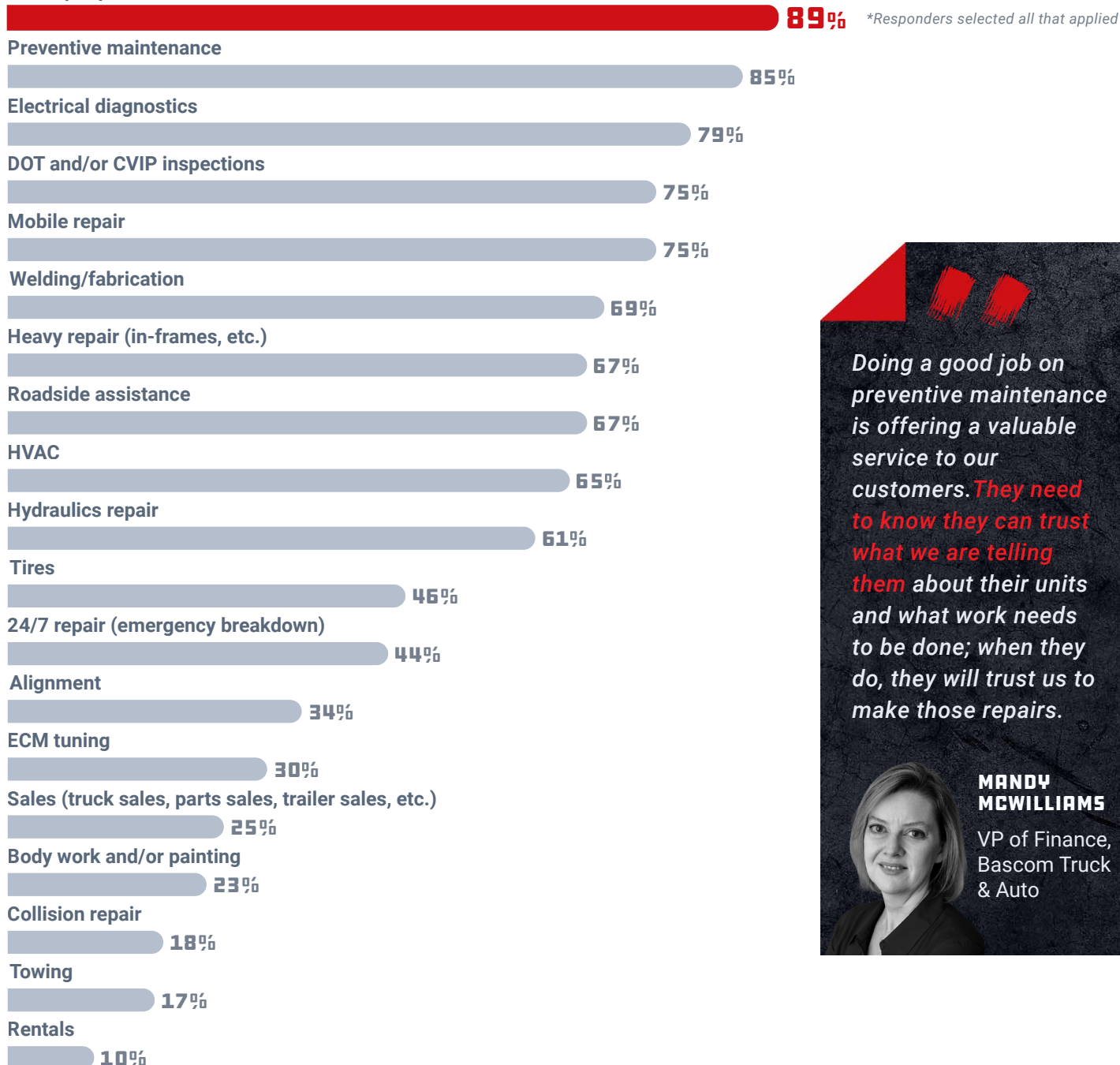


🔧 Survey Question

WHICH TYPES OF SERVICES DOES THE SHOP PROVIDE TO ITS CUSTOMERS?

Unsurprisingly, 89% of shops are providing in-shop repair to customers, but many don't stop there; things like roadside assistance (67%), alignment (34%), and collision repair (18%) also made the cut. Only 10% of shops offer rentals, however — maybe an opening in the market?

In-shop repair



Doing a good job on preventive maintenance is offering a valuable service to our customers. **They need to know they can trust what we are telling them** about their units and what work needs to be done; when they do, they will trust us to make those repairs.



MANDY MCWILLIAMS
VP of Finance,
Bascom Truck
& Auto

 Survey Question**WHO DO YOU USE AS A PAYMENT PROCESSOR?**

Hey, we're really happy to see that 39% of respondents are using Fullbay Payments to get their cheddar, but there are a variety of processors out there and we're glad to see shops putting various technologies and platforms to work for them.

Fullbay Payments**39%****QuickBooks****26%****Square****3%****Clover****3%****Commercial bank (Bank of America, Chase, Wells Fargo, etc.)****19%****We do not use a payment processor****10%****SIMPLIFIED PAYMENTS PROCESSING!**

Experience a fully integrated payments solution that allows your shop to process credit cards and ACH payments, manage disputes, and issue refunds—all within Fullbay, and backed by the trusted security used by top brands like Amazon, DoorDash, and Lyft.

fullbay.com/payments

 Survey Question

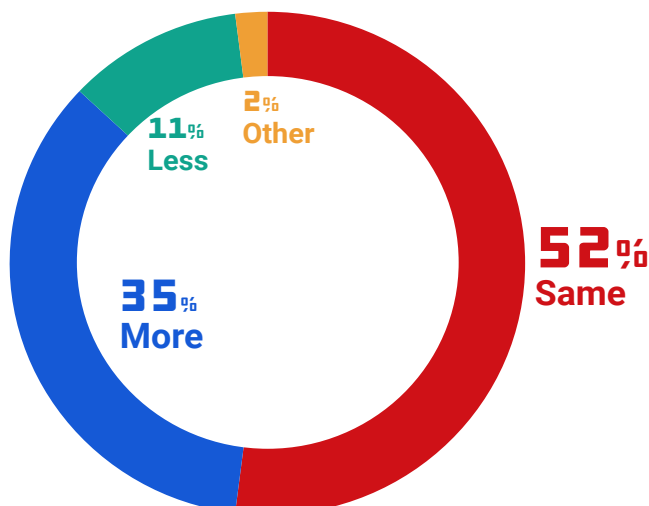
HOW OFTEN DO COURTESY INSPECTIONS FIND SAFETY ISSUES?

Service managers reported that about 50% of the time, they find safety-related issues when doing an inspection of a vehicle. Eighty percent of the time these issues are authorized and repaired after the inspection.

 Survey Question

HAVE YOUR FLEET CUSTOMERS APPROVED REPAIRS MORE OFTEN, LESS OFTEN, OR AT THE SAME RATE IN 2024?

This question aimed to identify what changes, if any, repair operations were seeing as fleets faced a shifting freight market. Happily, 52% of shops are seeing the same amount of work from fleets, while 35% are seeing even *more* fleet approvals.



📊 Survey Question

WHICH GPS TRACKING SERVICE DO YOU CURRENTLY USE?

We do not use a GPS tracking service

76%

Samsara

9%

Geotab

6%

GPS Trackit

3%

US Fleet Tracking

3%

Motive

3%

FULLBAY

WHY USE A GPS TRACKING SERVICE?

GPS tracking is helpful for both service trucks and customer vehicle — it automatically updates mileage, for example, helping shops stay more on top of preventive maintenance. A properly deployed GPS system also allows you to provide more accurate arrival times to the customers you're serving.

fullbay.com/gps

FULLBAY +  **GPS TRACKING**

DRIVE EFFICIENCY & CUSTOMER SATISFACTION.

Keep current on your customer and service truck units with real-time telematic data, all within Fullbay! Gain real-time visibility into the location of each service truck, allowing for better route planning and more efficient dispatching — and provide accurate estimated arrival times to customers.



fullbay.com/gps-tracking



DVIR

Vehicle 18061

Location Stockton, CA

Defect Brakes 



FLEET MAINTENANCE SIMPLIFIED.

Convert a DVIR defect into a Fullbay service request and get fleet vehicles back on the road. Whether you service fleet customers or are a fleet manager yourself, Fullbay's Whip Around integration allows you to handle repairs, ensure fleet compliance, and track maintenance in real time.

fullbay.com/whiparound



TECHNICIANS.

Technicians are the lifeblood of a repair shop...so what makes them tick? In this chapter, we're taking a look at the nitty-gritty of shop life.

CHAPTER HIGHLIGHTS

- ➔ WHETHER TECHNICIANS ARE LOOKING TO CHANGE ROLES
- ➔ WHETHER THEY HOLD A CDL
- ➔ WHAT HOURS THEY'RE WORKING AND PAY THEY'RE RECEIVING

📊 Survey Question

WHAT BEST DESCRIBES YOUR JOB IN THE SHOP?

Almost half (47%) of responding techs stated they do in-shop and mobile repair — taking to the road when the need arises. Only 36% of techs are in-shop only; we'll be interested to see how this number changes over the next few years.

In-shop-only technician



Mobile-only technician



Diagnostic technician



I do in-shop work and mobile

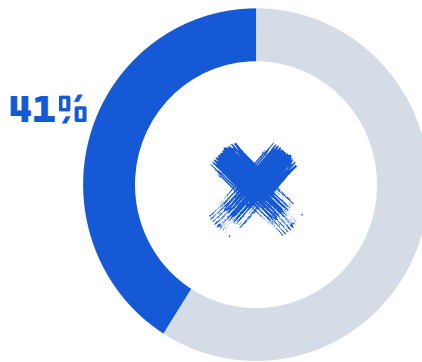


Other



📊 Survey Question

DID YOU ATTEND A TRADE SCHOOL?



I am surprised to see that only 59% of respondents attended trade school. We sign techs up for schooling within their first week of employment. I want them to go to school. Most times, we hire an apprentice with a few years experience; they left their current employer because they have not been sent to school.



**RYAN
WHELAN**

Owner,
Whelan Truck
Repair Inc.

 Survey Question

HOW MANY HOURS A WEEK ARE YOU WORKING ON AVERAGE?

More than half of diesel technicians (56%) work 41-50 hours a week — just over full time. But don't assume all those techs are working 50 hours; data tells us they're working an average of 45 hours, total. Those of you working 61-71+ hours a week (6%), blink if you need assistance.

1-30 hours



31-40 hours

24%

41-50 hours

56%

51-60 hours

12%

61-70 hours

3%

71+ hours

3%

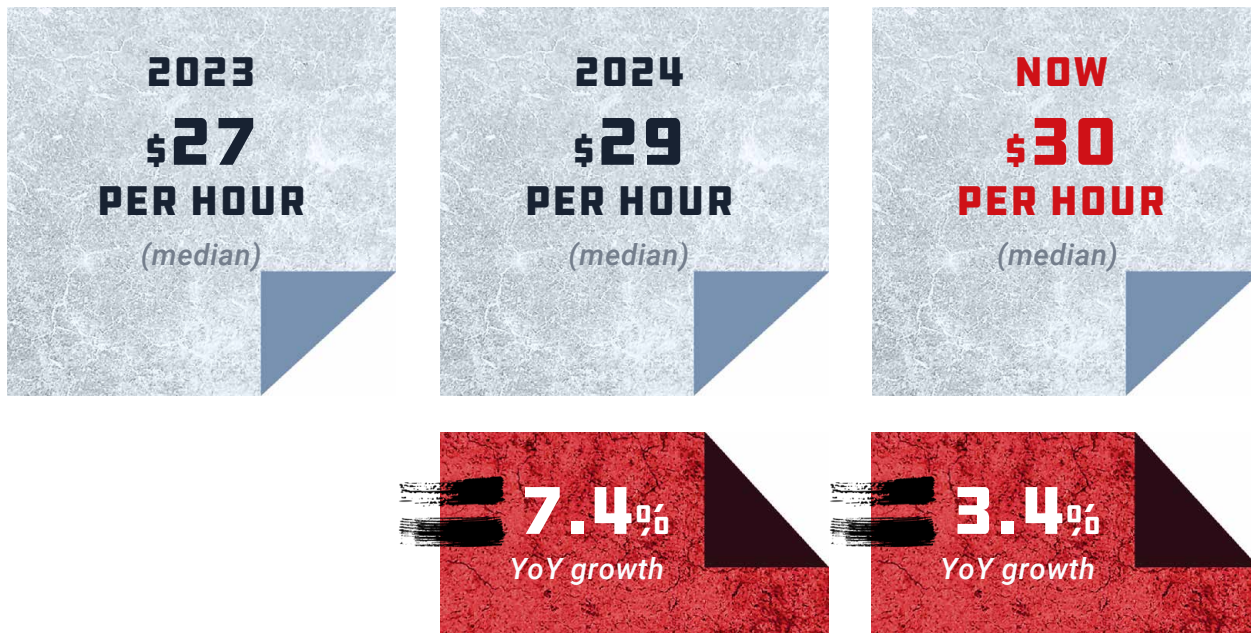
> 45
*Is the median
number of hours
per week*

 Survey Question

TECHNICIAN PAY (SELF-REPORTED)

We wanted to take a look at the pay progression for technicians and asked them to report what they made in 2023, the beginning of 2024, and the final quarter of 2024 (when this survey went out).

You can see the shifts in pay below; we found it interesting — and heartening — that the industry saw a 7.4% growth in median hourly pay between 2023 and 2024, followed by an additional 3.4% growth between the beginning of 2024 and the final quarter.

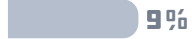


As you see by these results, **technician pay is ever-evolving**. If you want to retain your best, you need to stay on top of it by doing research and communicating with your team.

JAY GONINEN
Co-Founder & President, WrenchWay

 Survey Question**IN THE NEXT YEAR ARE YOU LOOKING TO...**

What does 2025 hold for technicians? Well, a good portion (68%) are looking to stay right where they are, but a small number (11%) want to strike out on their own!

Start your own shop**Leave your current employer for a new opportunity****Retire****Leave the industry for other opportunities****None of the above****Other****FULLBAY[®] BEST PRACTICES**

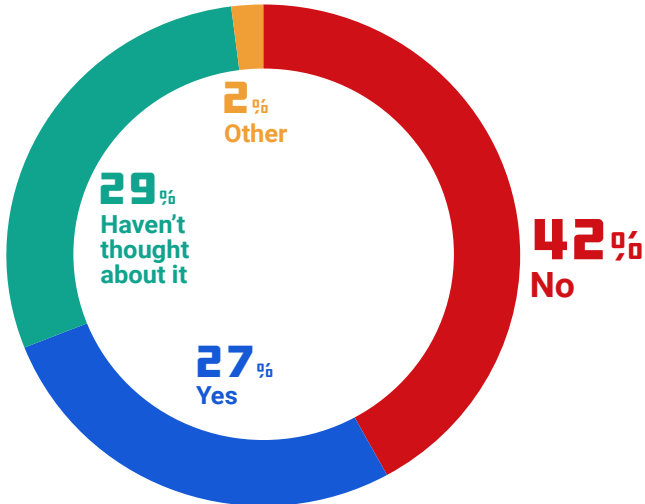
Creating a career path for your shop is a win-win situation for you and your techs — good technicians want to know they have opportunities for advancement. Learn more about creating a career path and some starting steps you can take here:

fullbay.com/careerpath

 Survey Question

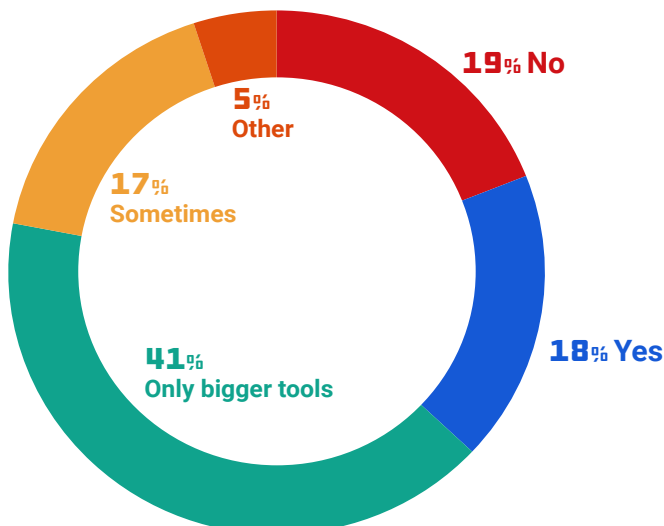
ARE YOU LOOKING TO MOVE FROM BEING A TECHNICIAN TO A DIFFERENT ROLE AND/OR MANAGEMENT?

Forty-two percent of techs are — wait for it — not looking to change things up at their workplace anytime soon, indicating they're happy or at least content in their present roles. A further 27% do want to change up their career, including possibly moving into management, while an additional 29% haven't thought about it (until they read this report).

 Survey Question

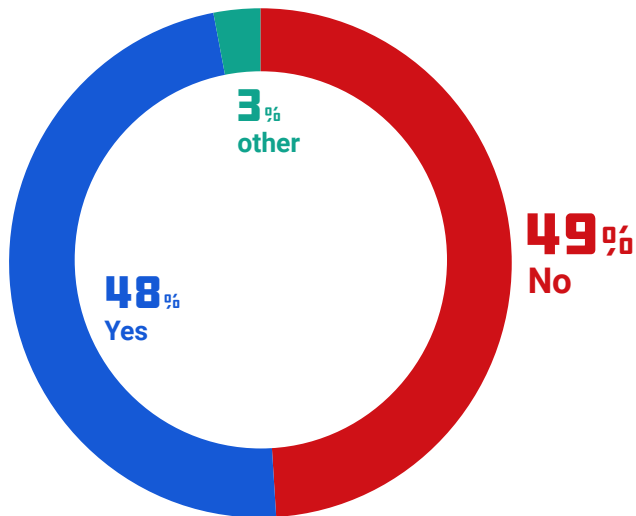
DOES YOUR SHOP PURCHASE TOOLS FOR YOU?

While more shops are investing in tools for their technicians, the majority (41%) are still mostly sticking to larger, more specialized equipment. Still, 18% buy all of their techs' tools, while 17% will sometimes purchase tools for their techs.



 Survey Question

ARE YOU OFFERED BONUS OPPORTUNITIES?



RP 519

RECOMMENDATIONS FOR EMPLOYEE PERFORMANCE EVALUATION PROGRAM

Regularly assess your staff to ensure the right people are in the roles you've assigned them. You can learn more about evaluating your crew from TMC/ATA.



fullbay.com/RP519

IF YOU RECEIVE BONUSES, WHAT ARE THEY TIED TO?

**Responders selected all that applied*

Technician proficiency/throughput



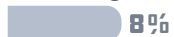
Training and certifications



Technician performance (fewest callbacks, etc.)



Mentoring



Other

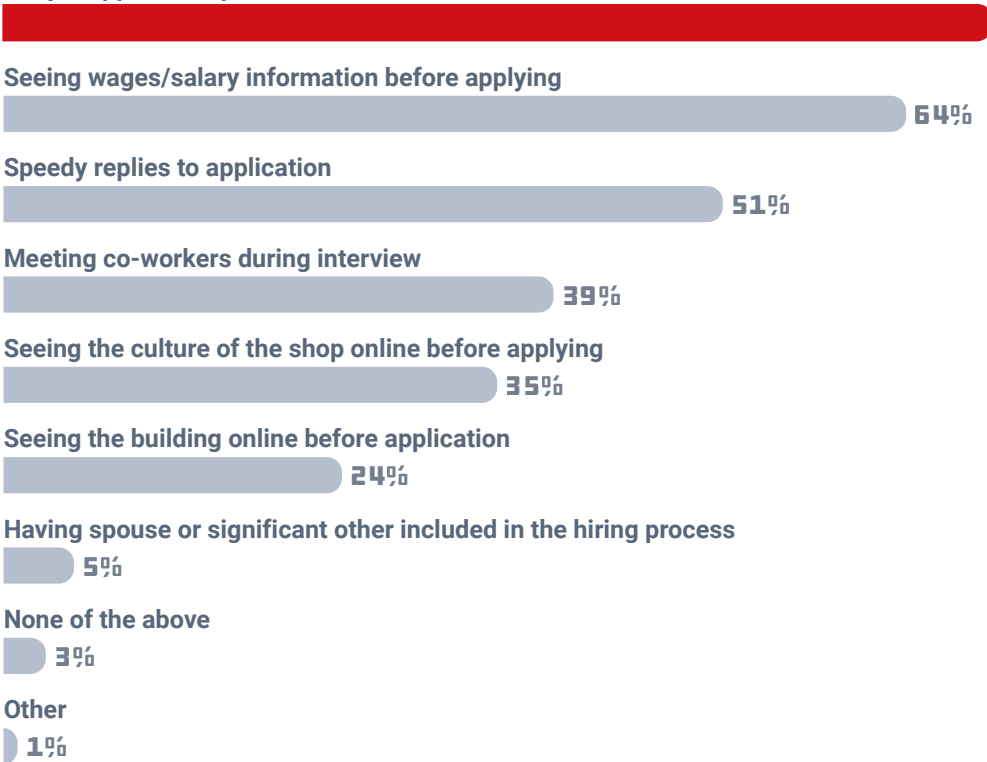


 Survey Question

WHEN APPLYING FOR A JOB IN A SHOP, WHAT MAKES A GOOD HIRING PROCESS?

There's a huge demand for capable technicians, which means many of them have their pick of where they want to work. So, what do they look for in the hiring process? We invited respondents to check all that applied, and as you can see, a simple application process is important — but so is posting salary information with the job and quick replies to applications.

Simple application process



70% **Responders selected all that applied*

Seeing wages/salary information before applying

64%

Speedy replies to application

51%

Meeting co-workers during interview

39%

Seeing the culture of the shop online before applying

35%

Seeing the building online before application

24%

Having spouse or significant other included in the hiring process

5%

None of the above

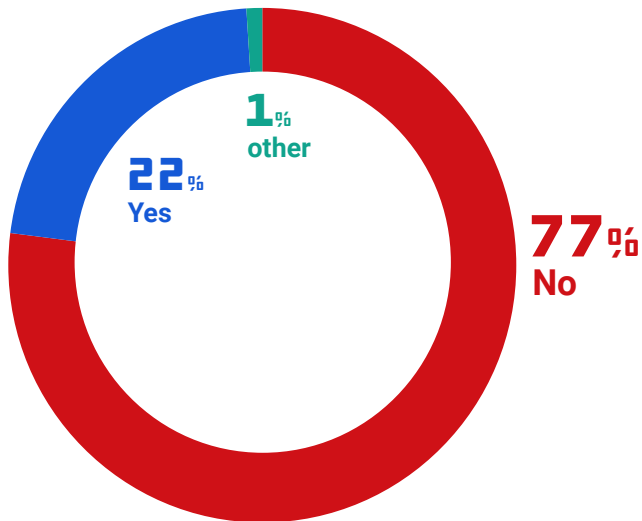
3%

Other

1%

 Survey Question

DOES YOUR SHOP REQUIRE CERTIFICATIONS TO WORK ON THE EQUIPMENT YOU SERVICE?



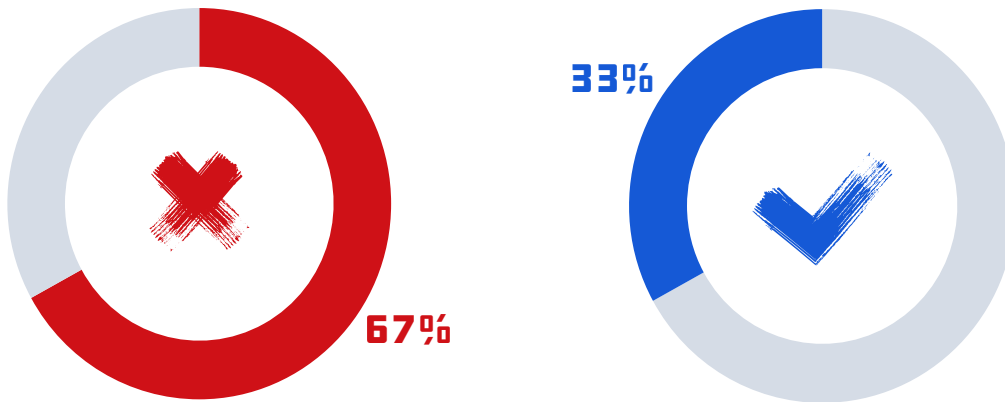
IF YOUR SHOP REQUIRES CERTIFICATIONS, WHICH?



🔧 Survey Question

DO YOU HOLD A CDL?

Obtaining a commercial driver's license (CDL) isn't just useful for becoming a truck driver... it also lets a tech easily move big rigs and heavy equipment around when they're in the shop! Only 33% of techs hold a CDL at the moment, but that may change.



I consider a CDL to be a mission-critical certification for someone that is working on vehicles that require it. From a technician standpoint, I would want the CDL (which I got as soon as I legally could) to make myself more valuable as an employee, because I would be able to test drive the units that I was working on to verify both the customer complaints (if needed) and then to verify the repairs when they are completed.



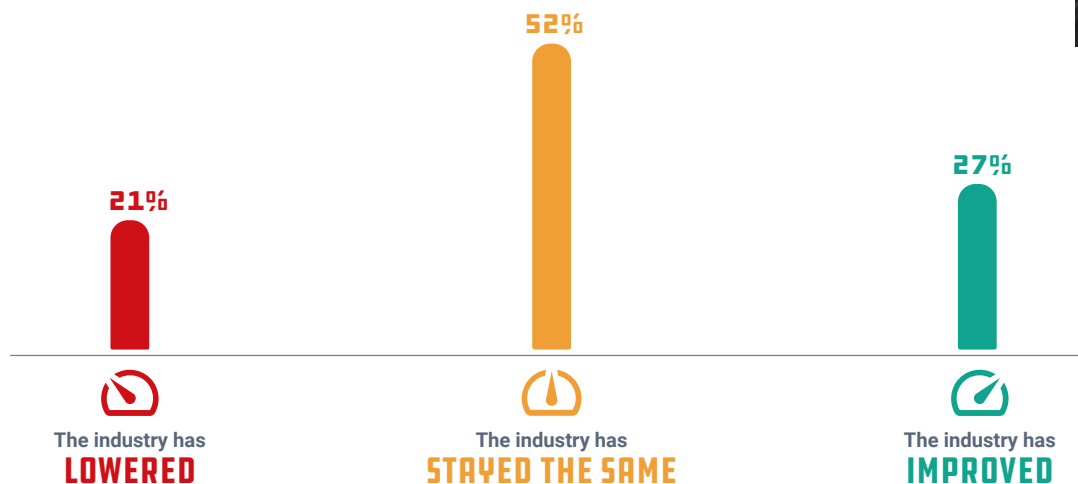
MIKE BASCOM

VP of Operations,
Bascom Truck & Auto

🔧 Survey Question

IN THE PAST YEAR, YOUR OPINION OF THE INDUSTRY HAS...

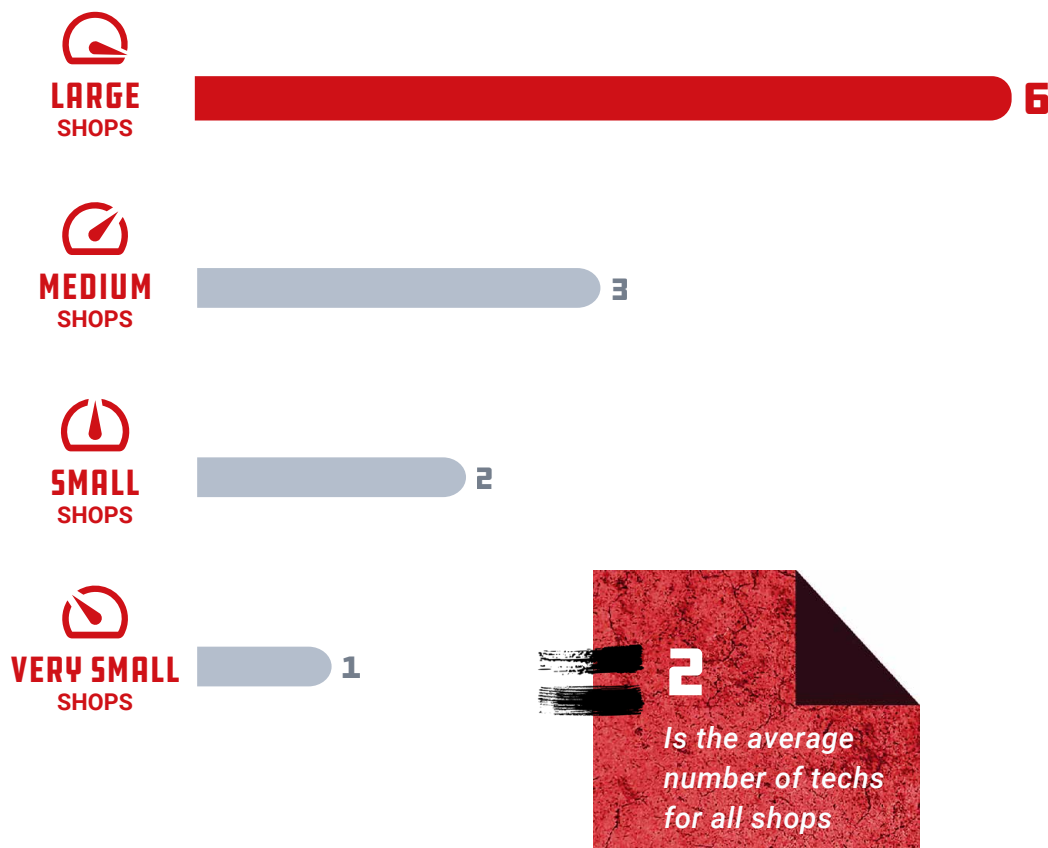
We asked how technicians felt about the diesel repair field in 2024 — and how that feeling compared to 2023. Just over half of our respondents feel the same way in 2024 as they did in 2023, while over a quarter say their opinion of the industry has improved.



 Fullbay Database

HOW MANY TECHNICIANS DO DIFFERENT-SIZED SHOPS EMPLOY?

The bigger the shop, the more techs they hire...right? Generally, yes! In addition, the average number of techs employed across all shops is two.



FULLBAY

SEGMENTING BY SIZE OF SHOP

In this edition, we're introducing shop segmenting, which you'll see scattered throughout the report: Large, Medium, Small, and Very Small. We segmented the data this way so everyone reading can see data that is appropriate to their operation.

As a general rule of thumb, if you have 1-3 people at your shop, you fall into the small or very small categories; if you have 5-10 people you're likely a medium-sized shop, and if you have 15-20+ folks, you're considered a large shop.

 Fullbay Database

WHAT IS THE AVERAGE TECHNICIAN EFFICIENCY AND UTILIZATION?

Data, data, from the app, where are the most efficient diesel techs at? The Southeast, with 117%! This number was driven in large part by a higher number of labor hours.



CANADA



WEST



MIDWEST



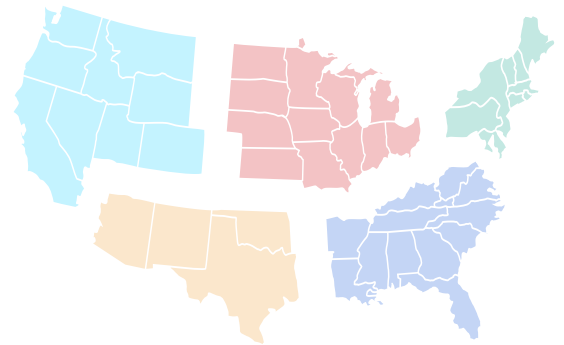
NORTHEAST



SOUTHEAST



SOUTHWEST



TMC ATA

RP 538

QUALITY SHOP PROCESS IMPROVEMENT

Proper measurement of shop efficiency and productivity can decrease downtime — but where do you start? RP 538 introduces some measurement systems and describes documentation and implementation processes to ensure quality is always on the upswing.

 fullbay.com/RP538



INVENTORY MANAGEMENT.

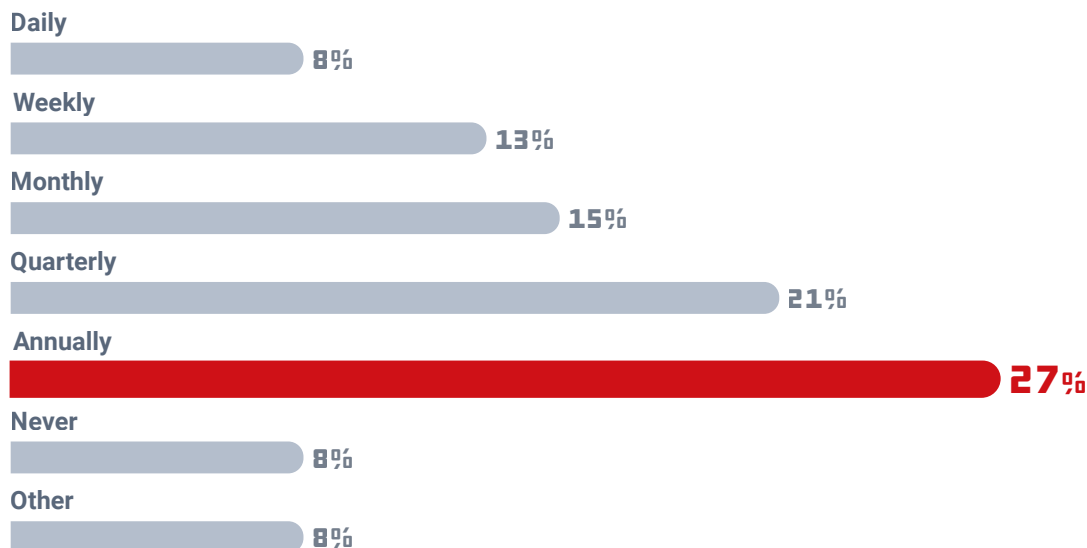
Can you run a repair shop without parts? You could try, but we don't recommend it. In this chapter, we're taking a look at how shops stock and maintain inventory – and deal with all the challenges it can pose.

CHAPTER HIGHLIGHTS

- ➔ EVERYONE'S FAVORITE PARTS HOUSES
- ➔ WHAT THEY LOOK FOR IN A PARTS SUPPLIER
- ➔ HOW CHALLENGING (OR NOT) IT IS TO GET PARTS THESE DAYS

📊 Survey Question

HOW OFTEN DO YOU PERFORM INVENTORY CYCLE COUNTS?


FULLBAY

BEST PRACTICES

Tracking your inventory properly helps you run a more profitable shop — it's hard to recoup money if parts are just wandering off! If you've had a hard time getting started with inventory counts, just follow the ABCs:

- A:** Fast-moving parts that you need to restock frequently — count these at least once a month!
- B:** Parts that sell regularly but not at great speed — you can count these quarterly.
- C:** These parts may sit on a shelf for months at a time! You can usually count these every six months.

Find out more:

fullbay.com/inventorycounts

RP 531A



PARTS INVENTORY MANAGEMENT GUIDELINES

A well-managed inventory means a more efficient repair process and more uptime for your customers — as well as more revenue for your shop! RP 531A encourages you to evaluate your existing inventory practices and provides steps to follow to improve them.

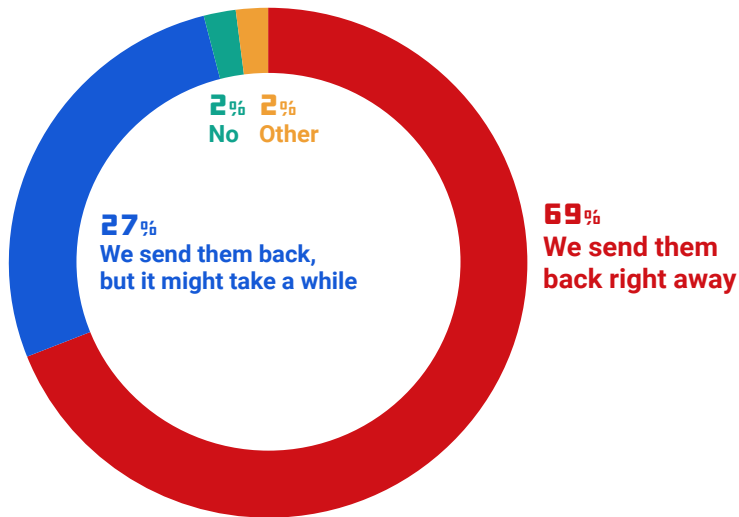


fullbay.com/RP531A

📊 Survey Question

ARE YOU ACTIVELY MANAGING CORES?

We're proud of the 69% of shops that send cores back right away, along with the 27% who get around to it eventually. We do have a question for the 4% who put "No" or "Other": What do you do with them, then?


FULLBAY

BEST PRACTICES

A core is basically a used part — and if a vendor sells you a part with a "core charge," you can return it to them for a fee when its life cycle is complete. New line of revenue, anyone?

Learn all about it here:

fullbay.com/partscores

RP 1615

TMC ATA

PARTS CORE MANAGEMENT FOR SERVICE PROVIDERS

Handling your cores properly can mean an additional revenue stream. Check out TMC/ATA's RP 1615 to learn how to implement this in your shop.



fullbay.com/RP1615

📊 Survey Question

WHAT IS YOUR FAVORITE PARTS HOUSE?

Hey, we all have our go-to places. NAPA Auto Parts was by far and away the favorite (with 67% in favor) followed by a sharp drop to Rush Truck Centers at 17% and TruckPro at 15%.

NAPA



*Responders selected all that applied

Rush Truck Centers



TruckPro



FinditParts



AutoZone



Advance Professional



Peterbilt



AutoPlus



Parts Authority



Raney's Truck Parts



HDA Truck Pride



Badger Truck & Auto Group



Other



RP 1605

JUSTIFICATION FOR A PARTS & SERVICE ASSISTANT

A truly efficient shop has its techs turning wrenches, not digging through parts bins looking for particular items. RP 1605 provides guidelines for hiring a parts assistant.



fullbay.com/RP1605

📊 Survey Question

DOES YOUR SHOP OFFER COUNTER SALES?

Some shops add to their revenue by selling parts over the counter with no labor attached to them. Sixty-three percent of shops offer this service; 13% might be interested but lack the inventory to do so.

Yes



No – we do not stock enough inventory



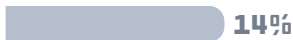
No – not enough interest from customers



No – not enough staff for counter sales

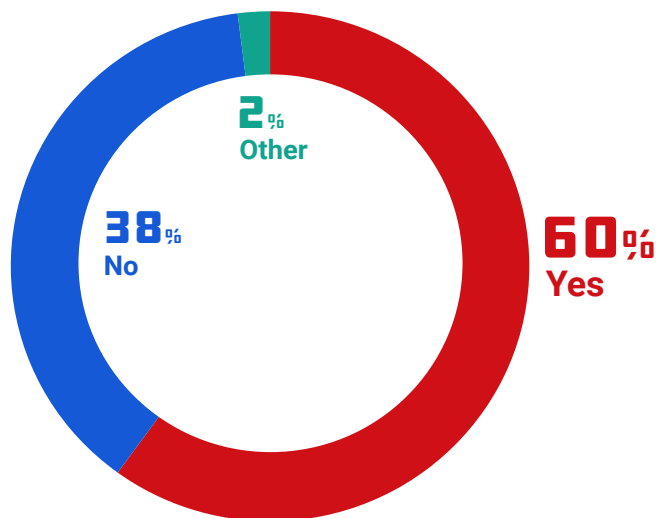


Other



📊 Survey Question

DO YOU USE FIFO (FIRST IN, FIRST OUT) FOR INVENTORY MANAGEMENT?



FULLBAY

WHAT IS FIFO?

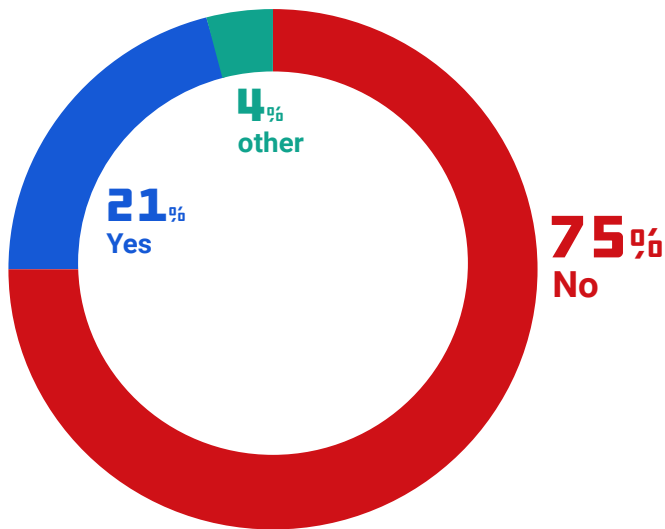
FIFO stands for First In, First Out, an inventory practice that assumes you'll sell your oldest parts first. This is particularly important in heavy-duty repair, where components may have a limited shelf life.

fullbay.com/fifo

 Survey Question

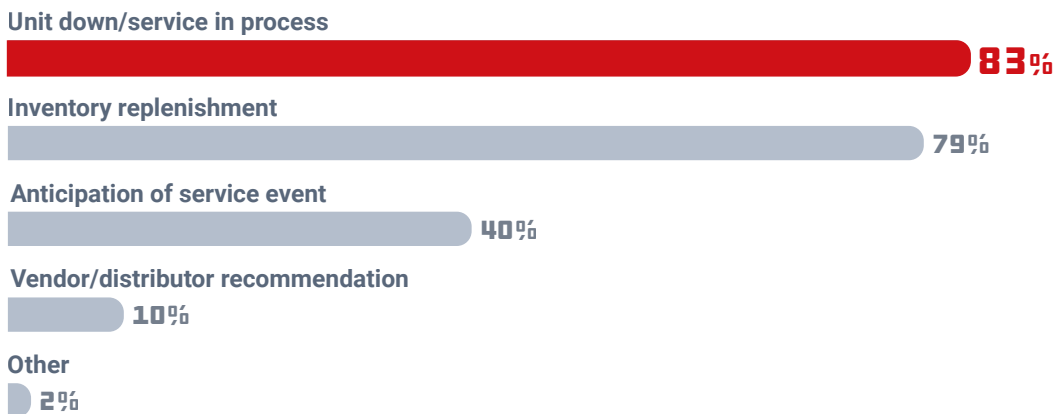
HAS AI HELPED YOU MANAGE YOUR INVENTORY IN THE PAST YEAR?

You can see for yourself the vast majority of responses were “No,” but we were very interested in what folks wrote in for “Other.” Most were along the lines of this respondent: “Not yet, but looking forward to [trying it out] in the future.”

 Survey Question

WHAT IS THE MOST COMMON REASON YOU PLACE AN ORDER/PURCHASE A PART?

**Responders selected all that applied*



 Survey Question

WHAT IS THE MOST IMPORTANT FEATURE YOU LOOK FOR IN A PARTS SUPPLIER?

The relationship with your parts supplier is an important one for your business — but we wanted to know if there were particular qualities shops looked for. Perhaps unsurprisingly, parts availability and inventory was the runaway winner at 54%.

Parts availability/inventory**54%****Parts pricing (national accounts program, etc.)****27%****Location/delivery capabilities****10%****Marketing and promotions support****4%****Networking****2%****Education/training****0%****Other****3%**

RP 1611



PARTS ACQUISITION FOR SERVICE PROVIDERS

If you're having trouble sourcing parts, make sure you're exploring all your options. RP 1611 shows you how to create a process that will help your staff get the parts they need — even when they're out of stock.

fullbay.com/RP1611

 Survey Question

WHAT WOULD MAKE YOU CONSIDER BUYING PARTS FROM A NEW PROVIDER?

Breakups happen. In the last question, we asked what shops looked for in a parts-ner — but what would drive them away? Two reasons stood out: Better pricing (77%) and better availability (71%).

Better price than my current provider

77%

**Responders selected all that applied*

Better availability than my current provider

71%

Improved delivery

33%

My current provider stopped carrying the parts I prefer

21%

Easier ordering platform (e-commerce, portal, etc.)

19%

My current provider doesn't carry a line/category I need

12%

We added additional locations and our current provider couldn't serve them

10%

Nothing would make me buy parts from a new provider

6%

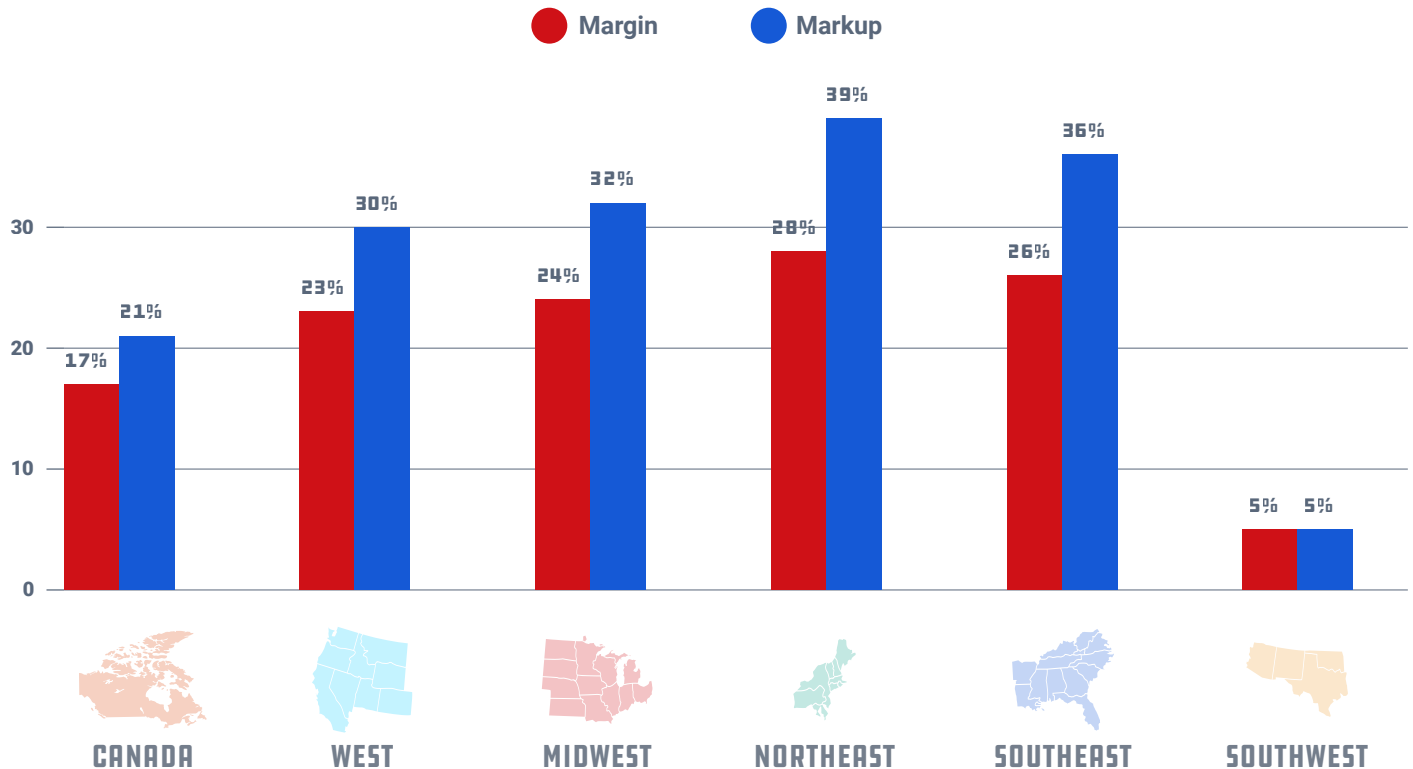
Other

2%

 Fullbay Database

MARKUP AND MARGIN BY REGION

Markup and margin are two ways to ensure you're getting the revenue you should be on parts. Here's what both looked like in the United States and Canada in 2024:



FULLBAY BEST PRACTICES

Markup and margin are two different ways to reach the same number.

MARKUP is the percentage over purchase price that you charge a customer for a part. Conceptually, this is probably easier to grasp than margin—you're just attaching a set percentage to everything you sell. If you buy a part for \$100 and have a 25% markup, then you will sell that \$100 part for \$125.

MARGIN refers to what you actually make. It is usually the difference between your expenses and your revenue. If you buy a part from a vendor for \$100, and sell it for \$125, then yay, you made \$25 off it. That's a 20% profit margin.

Here's a formula: $(\text{Revenue} - \text{Cost}) / \text{Revenue} = \text{Margin Percentage}$

We do have a free tool to help you mark up your parts!

fullbay.com/markup

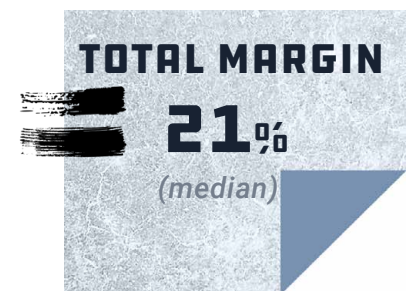
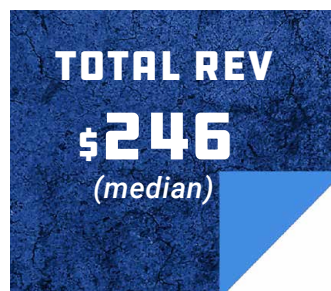
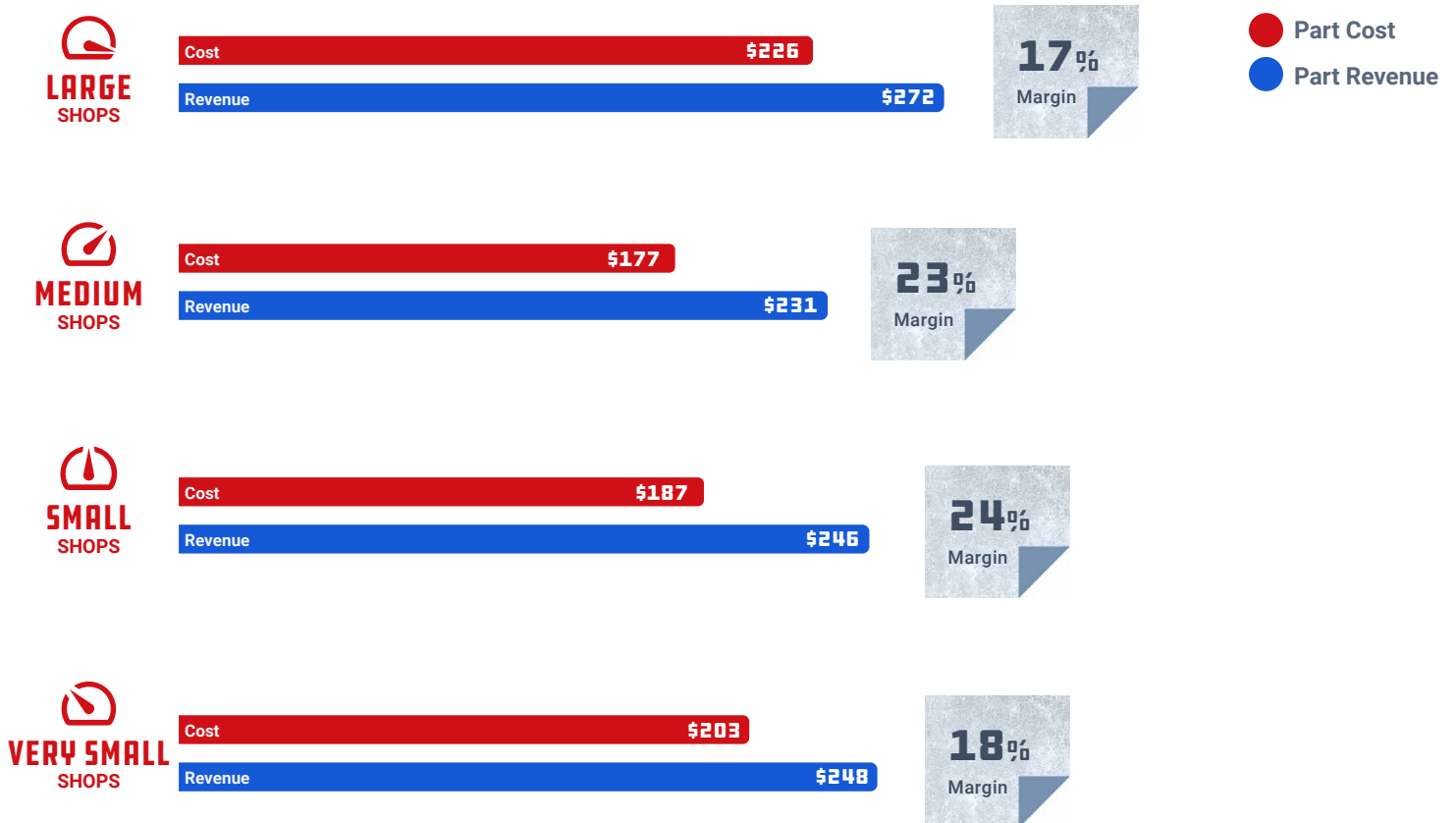
 Fullbay Database

WHAT IS THE AVERAGE COST AND REVENUE SHOPS CAN EXPECT FROM PARTS?

Does location and size impact the kind of business a shop can do in parts? Yup. Below, we've got graphs showing cost and revenue by shop size and region.

SEGMENTED BY SHOP SIZE:

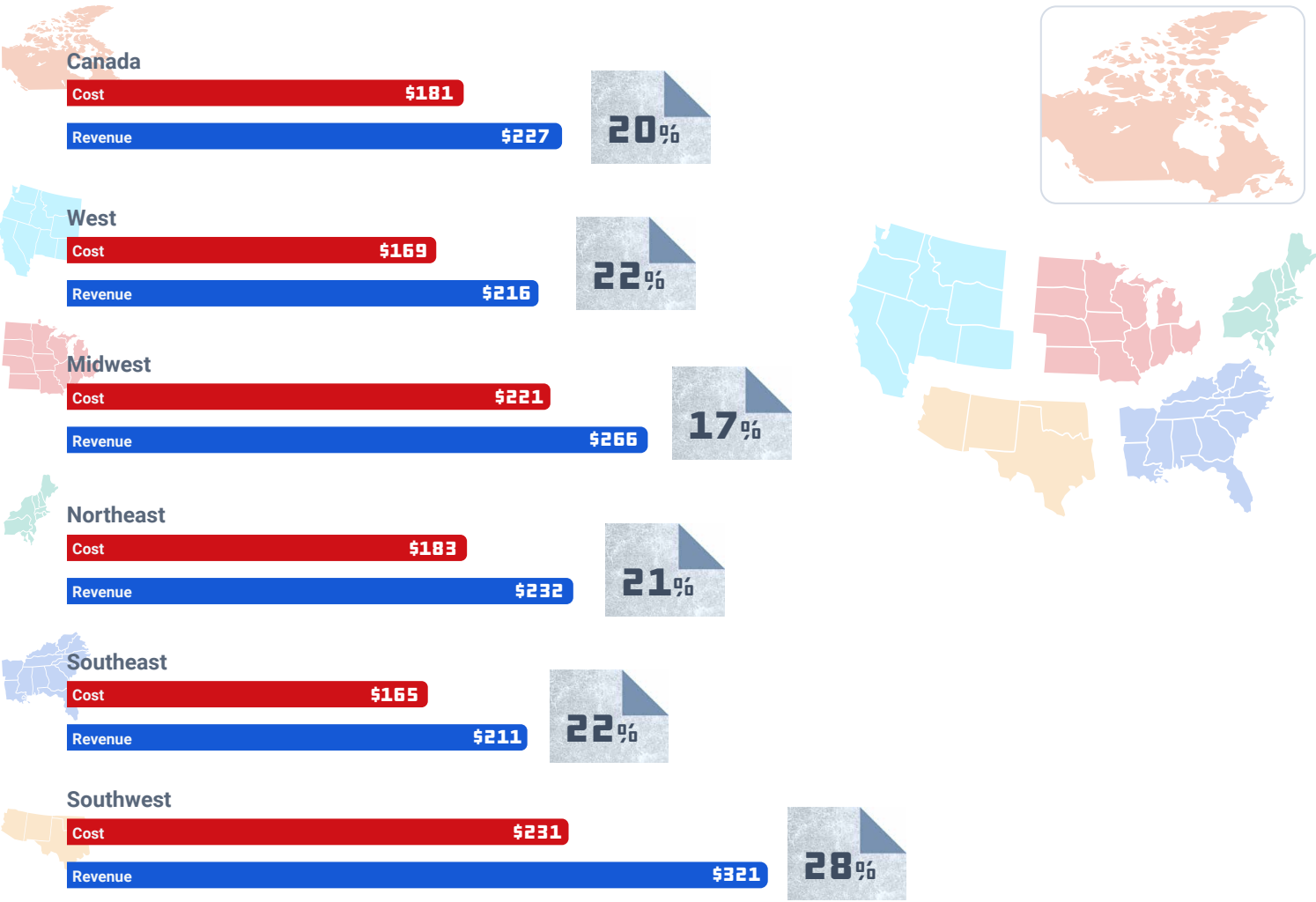
When looking at the data for shop size, it's important to note that the results are skewed by the volume of parts purchased and sold – and that larger shops are doing way more parts business than smaller ones.



SEGMENTED BY REGION:

Yes, where you’re located can impact what kind of business you do on parts. We examined regional margins and found the Southwest is doing the best, with 28% average margins.

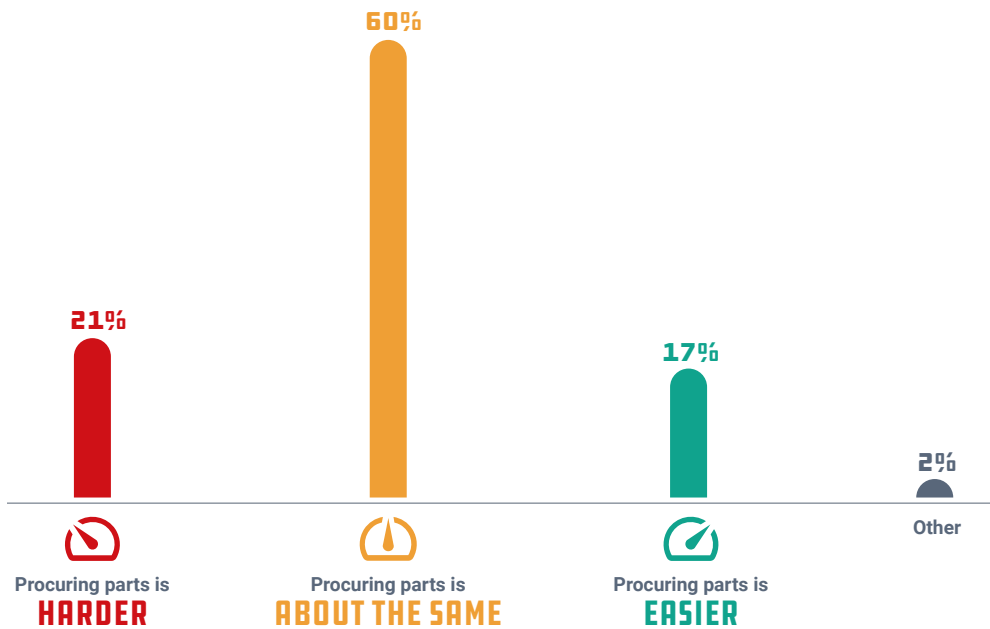
- Part Cost
- Part Revenue



 Survey Question

PROCURING PARTS IN 2024 VS. 2023 IS...

Sixty percent of shops report there hasn't been a big change in getting the parts they need. Still, decent-sized segments of the responders are saying it's harder (21%) or easier (17%); a lot of it may come down to your shop size and where you're located.





MANAGING YOUR STAFF.

Managing employees — whether they're techs, managers, or office staff — is a whole different ballgame from just wrenching on your own. And hiring them — whew! In this chapter, we're taking a look at how shops hire, manage, and retain the folks on their payroll.

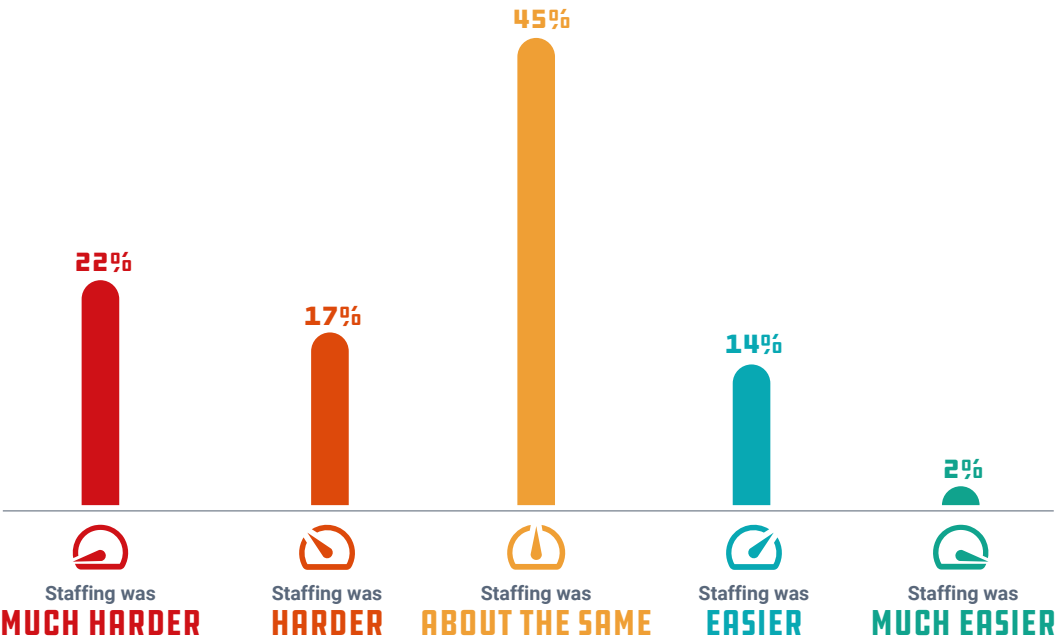
CHAPTER HIGHLIGHTS

- ➔ HOW MANY SHOPS ARE PURCHASING TOOLS FOR TECHNICIANS
- ➔ WHETHER IT'S EASIER OR HARDER TO HIRE TECHS THESE DAYS
- ➔ WHAT KIND OF TRAINING OPPORTUNITIES SHOPS OFFER TO TECHS

 Survey Question

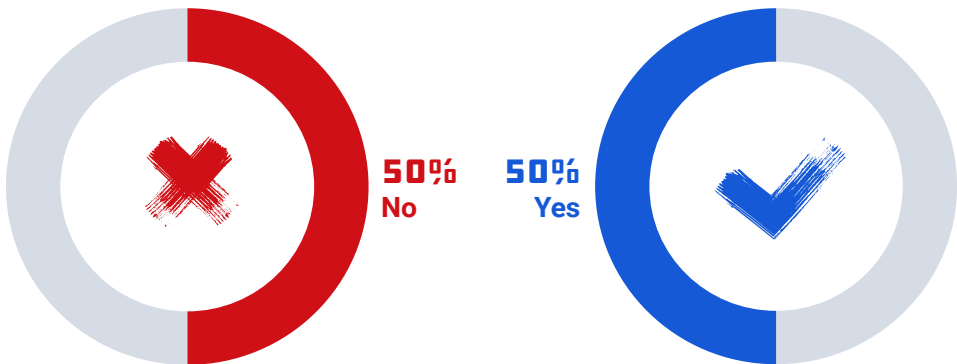
DID YOU FIND IT EASIER OR MORE DIFFICULT TO HIRE TECHNICIANS OR STAFF THIS YEAR COMPARED TO LAST YEAR?

Nearly half (45%) of respondents indicated they experienced “about the same” difficulty in hiring techs in 2024. Outliers on both ends (who found it easier and harder, respectively) may indicate regional differences, among other things.



 Survey Question

DO YOU POST WAGES ON JOB POSTINGS?



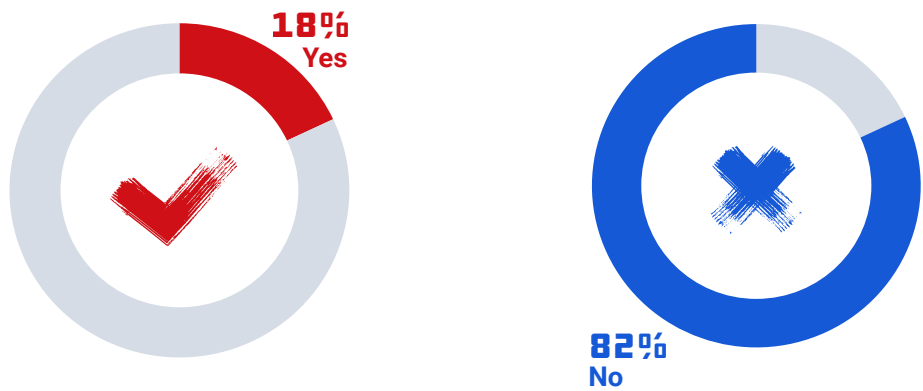
The current reality of hiring in this industry is that *the qualified candidates diesel employers want to hire are already working.* It is critical to have a proactive recruiting solution paired with a strong retention process and a competitive hourly rate to ensure your team can win the war for talent.



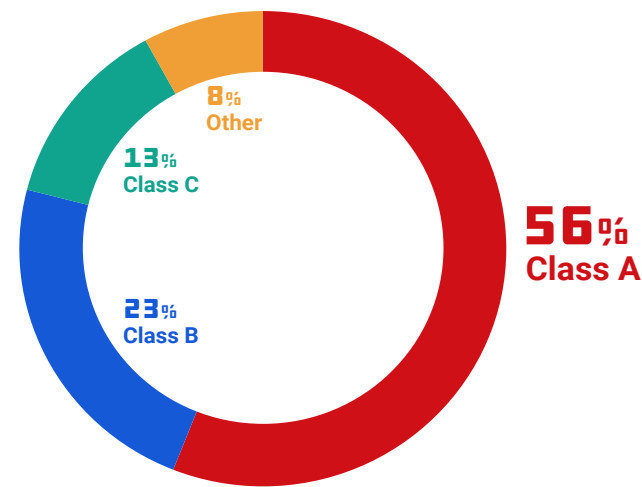
MIKE MAIZIE
Vice President,
Mechanics Hub

 Survey Question

DOES YOUR SHOP REQUIRE TECHNICIANS TO HAVE
A COMMERCIAL DRIVER'S LICENSE?

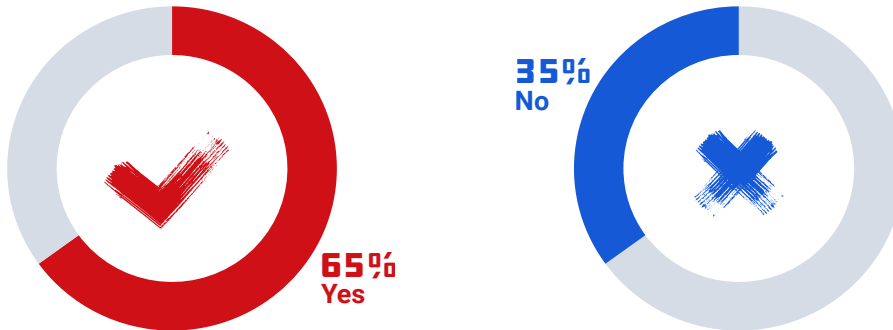


IF YES, WHAT TYPE?



Survey Question

DO YOU OFFER BONUS OPPORTUNITIES FOR YOUR TECHNICIANS?



Bonus Question

DO YOU OFFER REFERRAL BONUSES WHEN HIRING IN YOUR SHOP?

92% said no

IF YES, DO YOU OFFER BONUSES FOR THE FOLLOWING...

Not all bonuses are alike, and shops will often attach financial perks to different things. Respondents checked all that applied, with technician efficiency/throughput being the most frequent reason for a bonus at 35%. We gotta say, we're pleased to see "mentoring" listed as a reason for offering a bonus!

Technician proficiency/throughput

35%

Technician performance (fewest callbacks, etc.)

28%

Training and certifications

19%

Mentoring

9%

Other

9%

Survey Question

HOW DO YOU TRAIN YOUR TECHNICIANS?

The responses for this question indicate the challenges the industry is facing: 44% of shops don't have a formal training program, but it's only a short hop to the 37% that have an in-house curriculum.

We rely on vendor training programs

29%

We use third-party training programs

25%

We have an in-house training curriculum

37%

We encourage technicians to seek their own training

18%

We do not have a formal training program

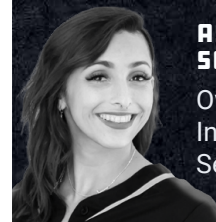
44%

Other

7%

*Responders selected all that applied

Skilled technicians are a dying breed, with quality craftsmanship and essential skills becoming harder to find. Now more than ever, bringing awareness and education to skilled trades is crucial to preserving the expertise that keeps industries running. Investing in the next generation of tradespeople is not just important—it's essential for the future.



ASHLEY SOWELL

Owner/CEO,
Integrity Fleet
Services, Inc.

RP 516A



TECHNICIAN TRAINING — A MODEL FOR TRAINING PROGRAM PLANNERS

Should you put together your own training curriculum for your technicians, or invest in an external program? This RP lays out what factors to consider when it comes to growing your techs.



fullbay.com/RP516A

Survey Question

HAVE YOU PROVIDED STAFF TRAINING IN THE LAST YEAR?

Yes, shops are getting employees trained, whether that's on- or off-site.

Yes, on-site training



Yes, external training



Yes, both on-site and external training



No



Other

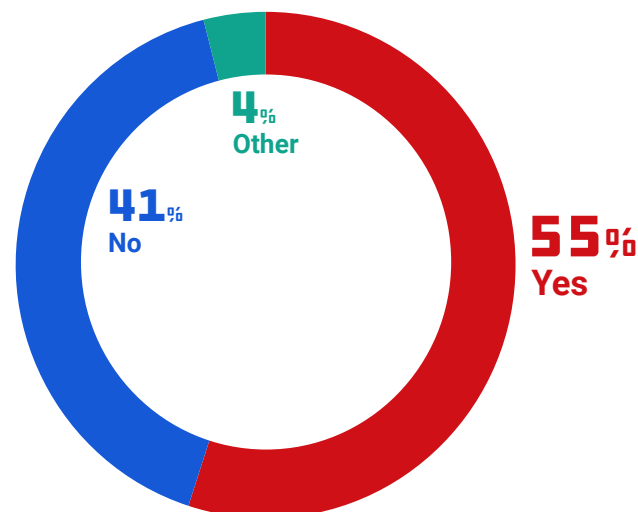


70%
provided
training of
some sort

DO YOU PAY EMPLOYEES TO ATTEND OUTSIDE TRAINING?

Much like the purchase of tools, extracurricular training continues to be something of a hot topic for shops. The split is quite similar, too, with 55% dealing with the cost while 41% expect techs to pay for it themselves.

The shops that pay for training do so in a variety of ways; 50% pay the tech's hourly salary, while smaller percentages would pay for the training + travel or their hourly rate + cost of the class.



TMC ATA

RP 528A

TECHNICIAN DEVELOPMENT PROGRAM GUIDELINES

Continuous technician training can help you hire promising techs and retain them through the years. If you decide to build your own technician development program, RP 528A lays out a process-based curriculum leading to certification.

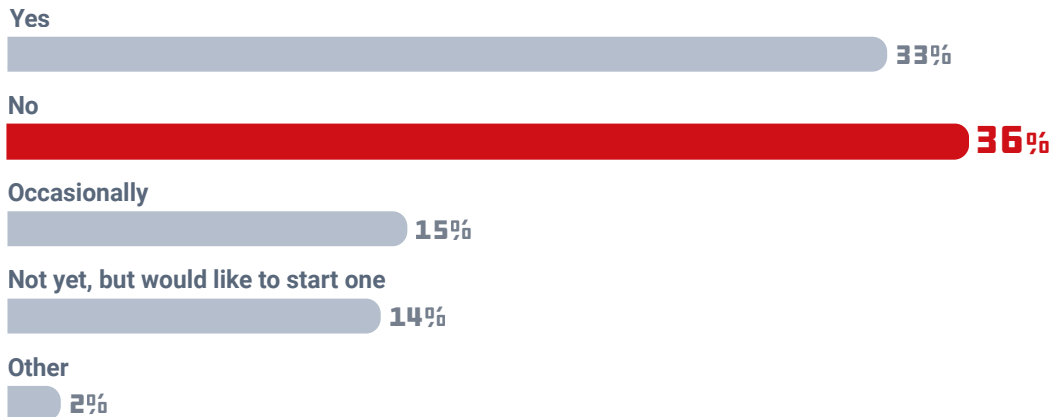


fullbay.com/RP528A

📊 Survey Question

DO YOU CURRENTLY OFFER AN APPRENTICESHIP PROGRAM IN YOUR SHOP?

This was a very interesting split: 36% don't offer an apprenticeship program, but 33% do. Add to that the 14% who want to start one and the 15% who offer it occasionally, and we'd say apprentices are alive and well.



Training apprentices is a huge part of our business. It's easier to get a mechanic to think like we do when we start mechanic training at a young age. Pushing apprentices to go to school is how we get them licensed and they often stay to become long-term employees.



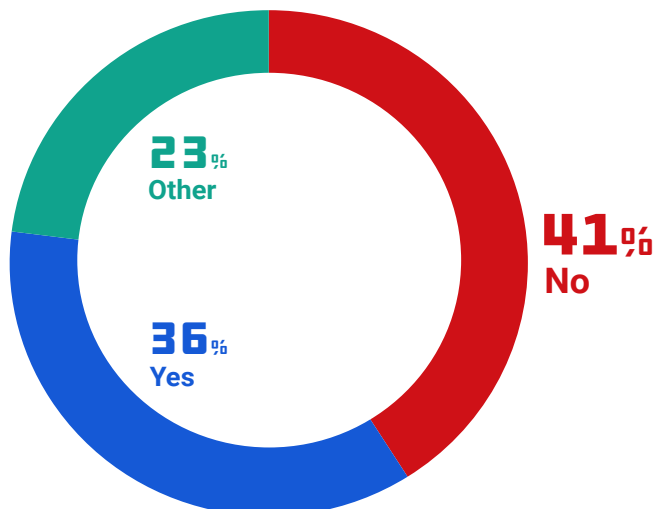
RYAN WHELAN

Owner,
Whelan Truck
Repair Inc.

📊 Survey Question

DO YOU PURCHASE TOOLS FOR TECHNICIANS?

You can't have a heavy-duty tech without tools...but tools are expensive. More shops (36%) are investing in their techs by purchasing tools outright for them, but we'd also like to highlight several programs and compromises shops are making, which respondents wrote about when they clicked "Other." These include starter tool programs for new techs, tool allowances, and the shop providing larger/specialty tools.



RP 546

CRITERIA FOR COMMERCIAL VEHICLE TECHNICIAN APPRENTICESHIP PROGRAMS

RP 546 provides guidelines to develop an apprentice program in your shop. It won't replace the traditional apprentice-to-journeyman model, but it does recommend resources and program core elements that will help you start building out your own apprentice process.



fullbay.com/RP546



MANAGING YOUR BUSINESS.

There's a lot that goes into running a repair operation — you face all the expectations of running a full-fledged business (from finances to hiring), and sometimes (okay, often) you're still wrenching, too! In this chapter, we take a look at some of the nitty-gritty that goes into a successful business.

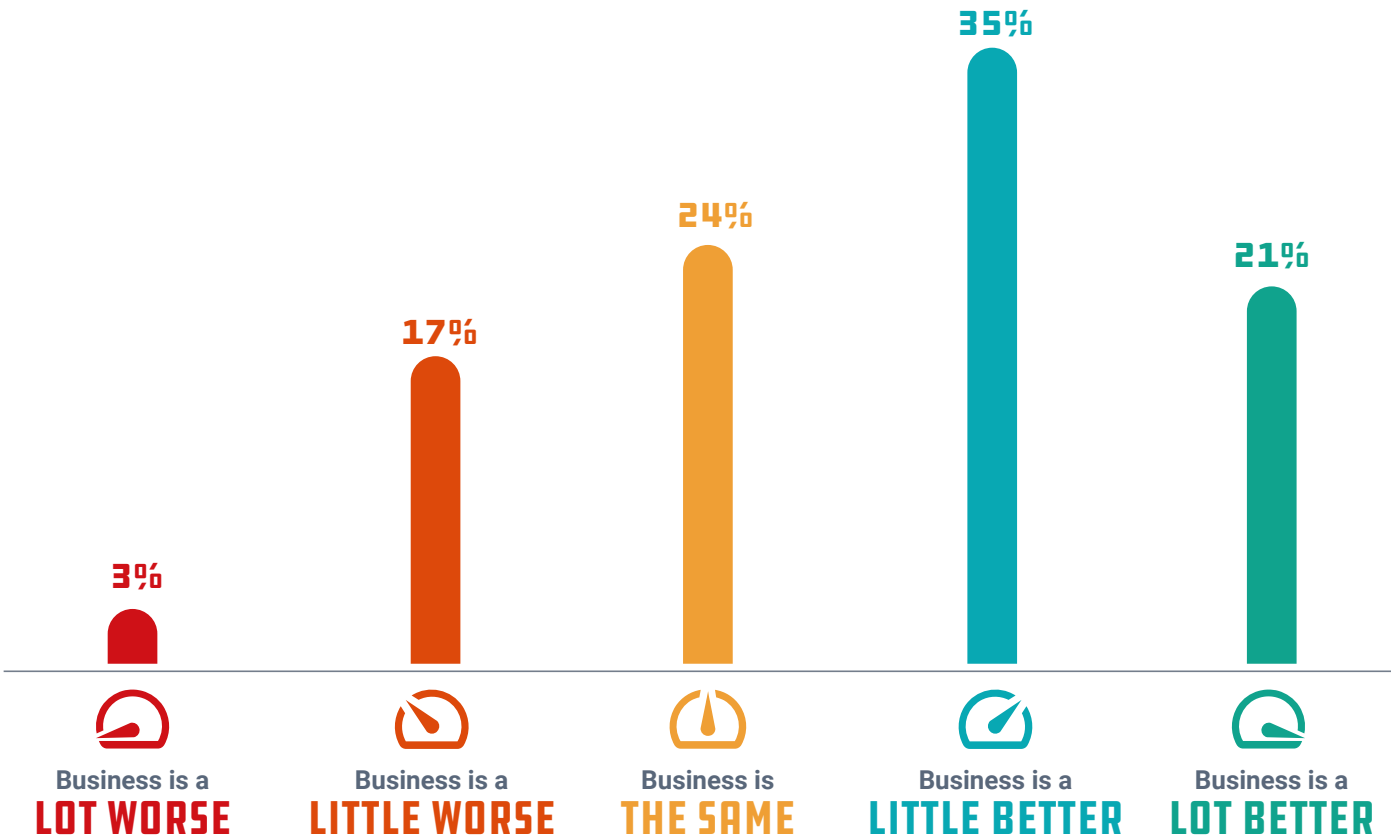
CHAPTER HIGHLIGHTS

- ➔ HOW HIRING IS GOING
- ➔ NEW TECHNOLOGIES
- ➔ PLANNING FOR THE FUTURE

 Survey Question

HOW IS YOUR BUSINESS DOING IN 2024 COMPARED TO 2023?

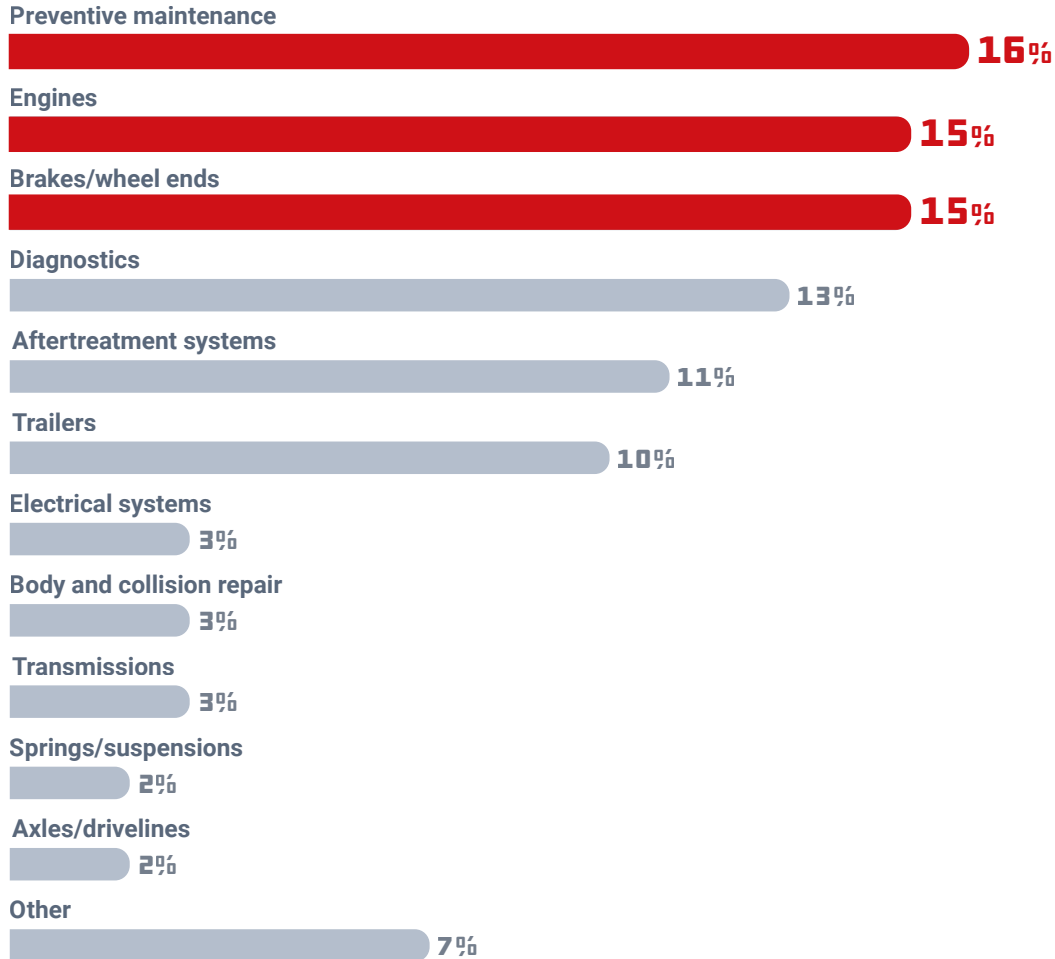
The repair shop ecosystem can act as something of a barometer for the heavy-duty and freight industries as a whole. If business in both is brisk, then odds are the repair shops will be doing business, too.



 Survey Question

WHAT IS YOUR MOST LUCRATIVE TYPE OF IN-SHOP SERVICE WORK?

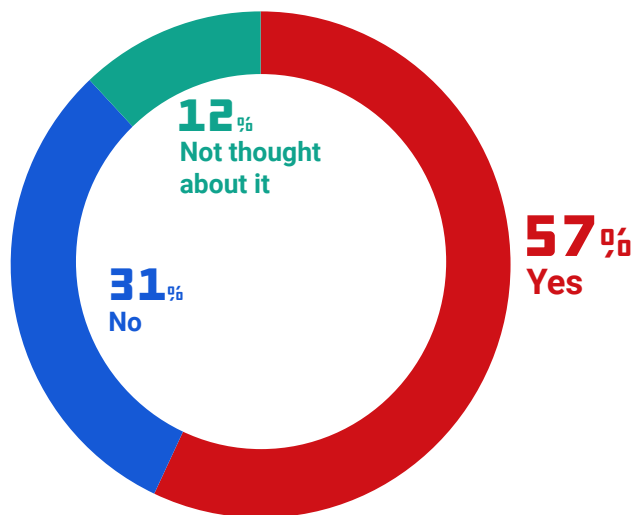
While the top six most lucrative services have only a 6% spread, we did see the primary drivers of revenue for shops are preventive maintenance, engines, and brakes/wheel ends.



📊 Survey Question

ARE YOU CREATING A BUDGET OR FINANCIAL PLAN FOR YOUR SHOP ANNUALLY?

You've heard the saying: "Those who fail to plan, plan to fail." Fifty-seven percent of shops do create budgets and/or plans...but that's still just over half. We pledge to do our part to get the other 43% on board.



Forty-three percent of shops not creating an annual budget is an improvement over last year (51%), but it's still way too high. It's a relatively **easy exercise** that can pay major dividends to your bottom line.



ROBERT GILBERT

VP of Finance,
Fullbay

A WEBINAR SERIES FOR (AND BY) SHOP OWNERS.

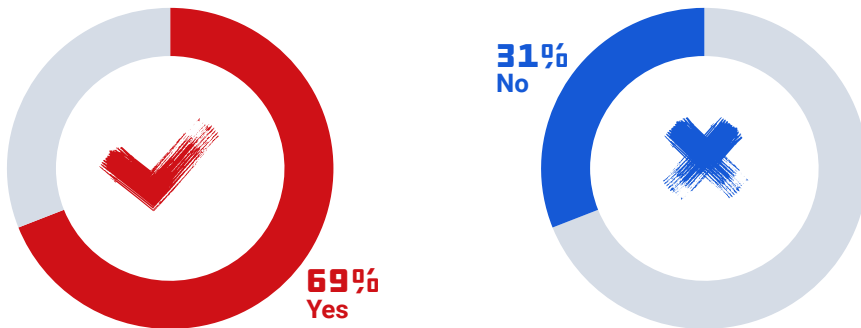
Overcome your greatest commercial repair shop obstacles with candid advice from real shop owners who have seen it all.

SHOP OWNER ROUNDTABLE

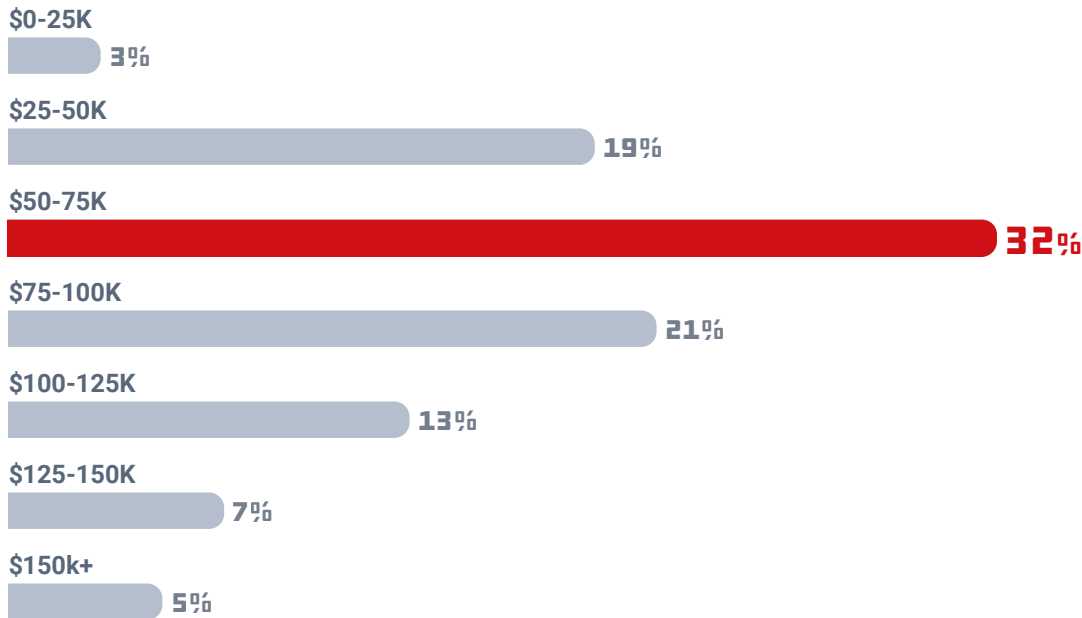
fullbay.com/shop-owner-roundtable

 Survey Question

AS AN OWNER, DO YOU PAY YOURSELF A SALARY?



IF YES TO THE PREVIOUS QUESTION, HOW MUCH DO YOU PAY YOURSELF EACH YEAR?



Just 69% of shop owners take a paycheck, and the median for that is \$74,115. *This raises a concern: many shop owners might be better off financially if they work for their competition.*



PETER COOPER

CEO,
Ascend
Consulting

\$74,115
Is the median
salary of owners

 Survey Question

WHAT IS THE TOP CONCERN FOR YOUR SHOP IN 2024?

Employee hiring, training, and retention was the narrow victor here, with 31% of respondents marking it as their top concern. While things like sourcing parts and meeting changing customer needs were also on their minds (at 4% and 3%, respectively), we also received a lot of write-in answers for “Other.” Among them are improving diagnostic work, finding new customers, and dealing with rising costs.

Employee hiring, retention, training



Growth



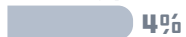
Political/economic landscape



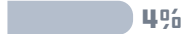
Cashflow, liquidity, working capital



Sourcing parts, hardware, equipment



Efficiency



Meeting changing customer needs/behaviors



Other





2-WAY TEXTING

CUSTOMER

What's the status of my repair?



TURBOCHARGE COMMUNICATION WITH 2-WAY TEXTING.

Send and receive text messages without ever leaving Fullbay! Get information to your customers faster and give yourself more time to turn wrenches.

fullbay.com/2-way-texting

 Survey Question

WHAT IS THE BEST WAY TO SCHEDULE WORK IN THE SHOP?

It turns out people are still willing to get on the phone when they want to schedule repair work — at least, 66% of them are! It's a very steep drop down to the 6% who want to schedule via text.

Phone call

Method	Percentage
Phone call	66%
Text message	6%
Fullbay customer portal	5%
Website service request form	3%
Other	20%

Text message

6%

Fullbay customer portal

5%

Website service request form

3%

Other

20%

 Survey Question

WHAT NEW TECHNOLOGIES HAVE YOU DEPLOYED IN THE LAST YEAR?

Yeah, predictive maintenance is cool, but shops have also tried out direct deposit, Slack, diagnostic software, and a fog machine.

VR/AR

2%

CMMS

1%

CRM

6%

Predictive maintenance

12%

AI chatbots

2%

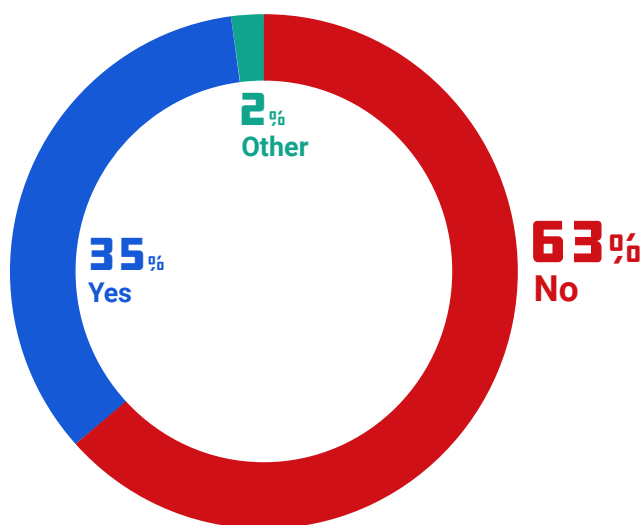
Other

77%

 Survey Question

HAS YOUR SHOP EVER BEEN DEFRAUDED OR SCAMMED?

Fraud is, unfortunately, on the rise in our industry, with 35% of shops encountering it on some level. That number may be somewhat higher in reality, as some of the write-in responses for “Other” included “non-payment from deadbeats” (this is technically still fraud) and “occasional” bad checks (which could be accidental, but also could be fraud).



PROTECTING YOUR SHOP FROM FRAUD

FULLBAY

You've sunk time, money, and sweat into your business — so protect it! Here are a few steps you can take to insulate yourself from fraud:

1. Make sure the information they provide is consistent.
2. Look into their reviews and history — do they seem well-regarded?
3. Listen to how they're communicating. Is everything urgent? Are they aggressive?
4. Don't accept credit card numbers from brand-new customers over the phone — instead, email or fax them a document to fill out their CC number, and request they send you a picture of themselves holding up their driver's license.

You can learn more about industry fraud and how to protect yourself here:

fullbay.com/fraud

📊 Survey Question

HOW DO YOU CURRENTLY COMMUNICATE WITH YOUR CUSTOMERS?

Perhaps unsurprisingly, the phone is still the king of communication, as 97% of repair shops put it to work when they need to get in touch with customers. Email is within striking distance, though, at 89%; possibly shops may try the phone first, then follow up with email.

Phone call



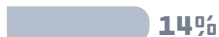
Email



Text messaging

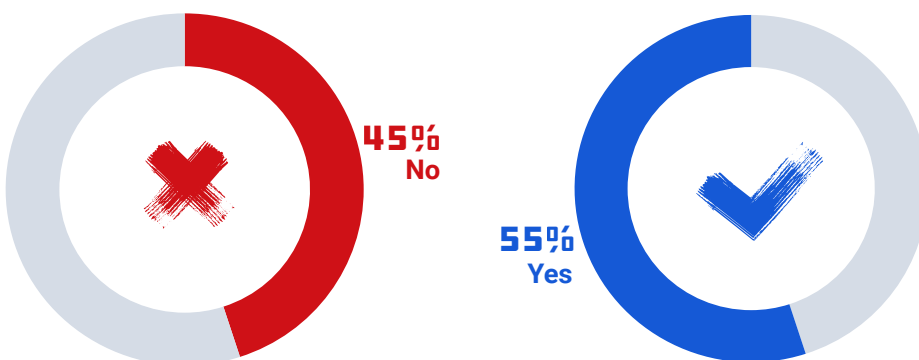


Automated text alerts



📊 Survey Question

HAVE YOU EVER FIRED A CUSTOMER?



Don't be afraid to fire a customer. We have fired a few customers because of how rude they are to the staff and other reasons like CC chargebacks. We simply add "do not help" to the customer's name in Fullbay so it reminds us when we try to start a new service order.

MATT BEAN

Owner & Operator,
EMS Truck Repair & Towing

 Fullbay Database

HOW LONG DOES IT TAKE TO COMPLETE AND INVOICE CUSTOMERS?

FROM GETTING AN SO TO STARTING WORK

How long do shops take, on average, to get from “here’s your service order” to actually beginning the work — and how has that shifted, if at all, over time?

CANADA

2021 **1.9 DAYS**

2022 **2.6 DAYS** 37% YoY 

2023 **2.8 DAYS** 8% YoY 

WEST

2021 **3.2 DAYS**

2022 **3.4 DAYS** 6% YoY 

2023 **3.3 DAYS** -3% YoY 

MIDWEST

2021 **2.6 DAYS**

2022 **2.8 DAYS** 5% YoY 

2023 **2.6 DAYS** -7% YoY 

NORTHEAST

2021 **4.2 DAYS**

2022 **4.4 DAYS** 5% YoY 

2023 **4.4 DAYS** 0% YoY

SOUTHEAST

2021 **2.6 DAYS**

2022 **2.9 DAYS** 12% YoY 

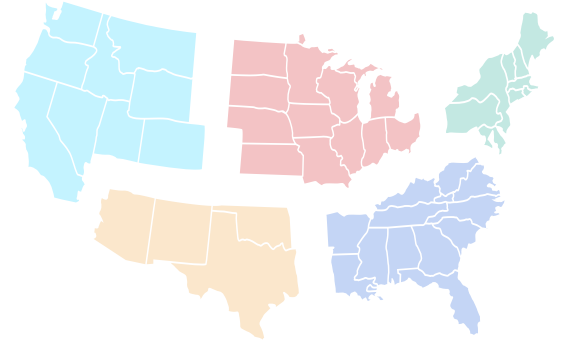
2023 **2.7 DAYS** -7% YoY 

SOUTHWEST

2021 **2.5 DAYS**

2022 **2.5 DAYS** 0% YoY

2023 **2.4 DAYS** -4% YoY 



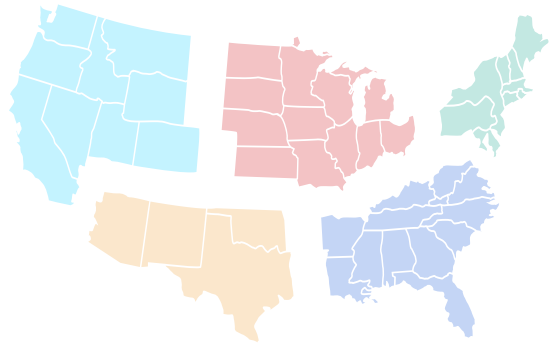
FROM SO TO INVOICE

There's a second component to getting paid: once a service order is closed out, how long does it take to produce an invoice and get it to the customer? The Southwest holds the current record (averaging 7.5 days from SO to invoice), but the Midwest is closing in (taking 8.6 days).

CANADA



WEST



MIDWEST



NORTHEAST



SOUTHEAST



SOUTHWEST



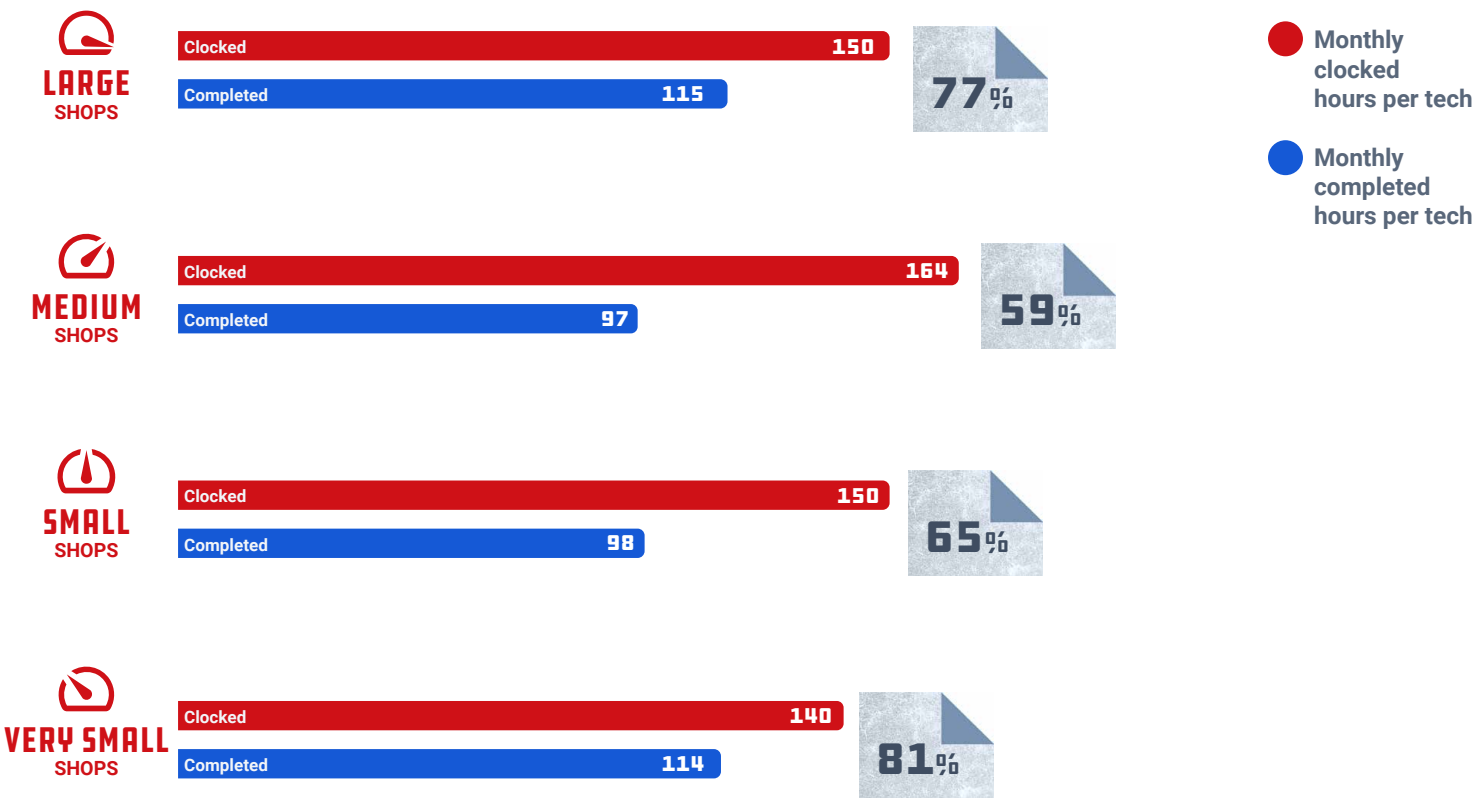
 Fullbay Database

WHAT CLOCKED VS. COMPLETED HOURS DO SHOPS SEE WITH TECHNICIANS?

We all know that clocked hours are how many hours a tech works in a day. In other words, your typical 9-5. Completed hours, on the other hand, signify completed work that has not been billed for yet.

SEGMENTED BY SHOP SIZE:

Large shops had a narrow lead when it comes to completed monthly hours, with 115 on the books. Very small shops were right behind them with 114.

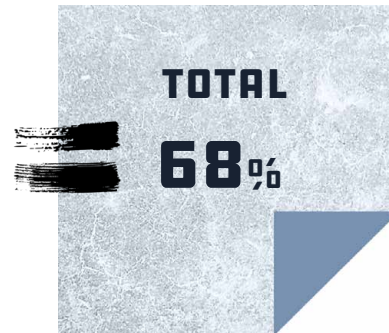
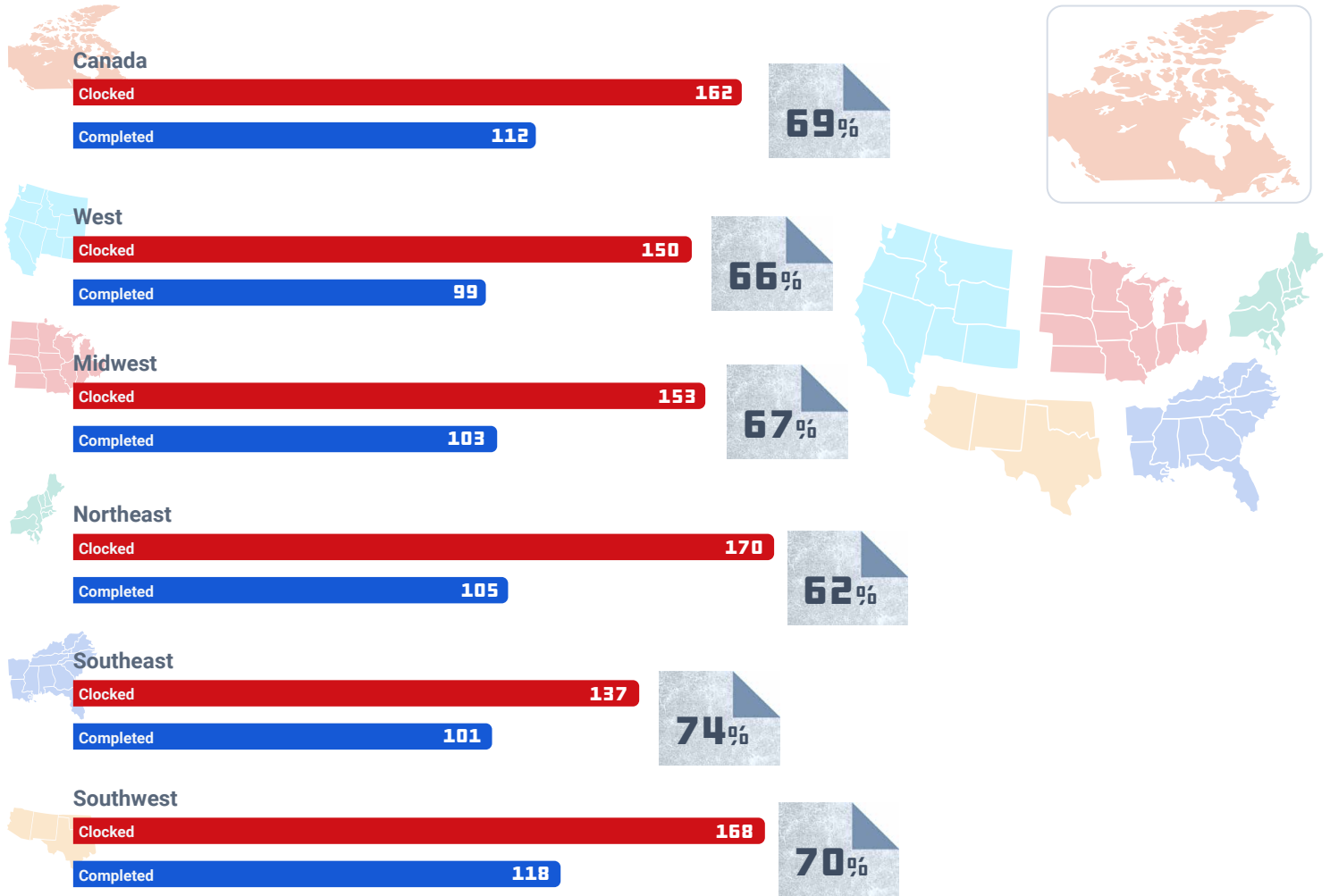


SEGMENTED BY REGION:

Data, data, from the app: where are the most completed hours at? Yes, we're reusing that joke. The answer is the Southwest, where techs averaged 118 completed hours a month.

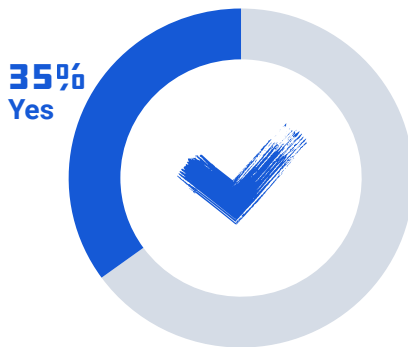
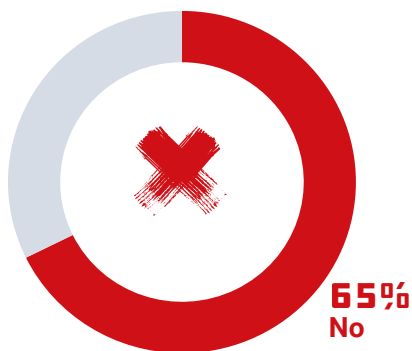
● Monthly clocked hours per tech

● Monthly completed hours per tech

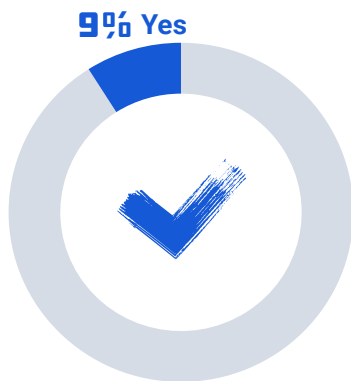
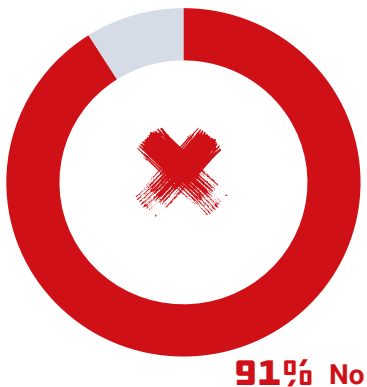


 Survey Question

ARE YOU LOOKING TO EXPAND YOUR SHOP TO A NEW LOCATION IN THE NEXT YEAR?

 Survey Question

ARE YOU CONSIDERING SELLING YOUR COMPANY IN THE NEXT YEAR?



TMC ATA

RP1617

DEVELOPING AND LEVERAGING NEXT GENERATION LEADERS

Do you have any interest in eventually passing on your shop to the next generation? RP 1617 provides a detailed framework to help you train the next group of shop leaders, including tips on selecting successors and setting aside time to train them.

fullbay.com/RP1617



POWERING THE FUTURE OF HEAVY-DUTY REPAIR.

Diesel Connect is back, and it's bigger and better than ever! Join us from May 20th to the 22nd for the commercial repair industry's premier networking and knowledge-sharing event.



May 20-22, 2025



Phoenix, AZ



DieselConnectShow.com



MARKETING YOUR SHOP.

How do you get the word out about your shop? Well, you can cross your fingers and hope people talk you up (good old word of mouth) or you can take matters into your own hands and reach out to others. In this chapter, we're taking a look at how shops drum up business.

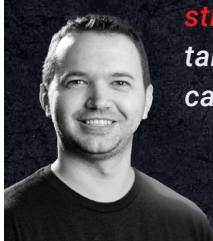
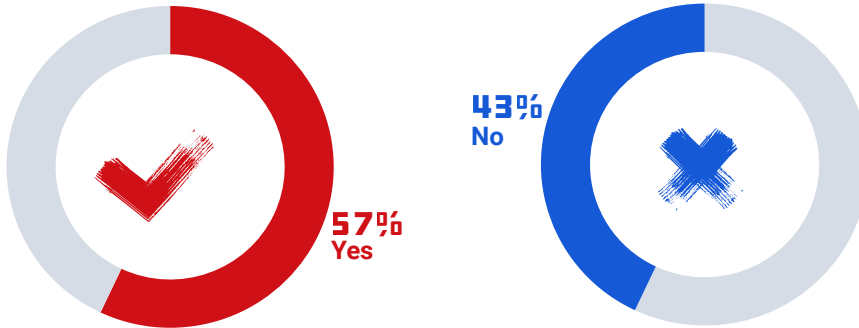
CHAPTER HIGHLIGHTS

- ➔ HOW SHOPS ARE CURRENTLY ADVERTISING AND MARKETING
- ➔ WHAT TACTICS ARE MOST IMPORTANT TO SHOPS
- ➔ WHO'S DOING WEB DEVELOPMENT FOR REPAIR SHOPS

 Survey Question

ARE YOU CURRENTLY MARKETING YOUR SHOP IN ANY WAY?

Just over half of all shops are doing some form of marketing, whether it's social media, search engine-related, or some other form. Still, that stat cuts both ways: almost half of all shops aren't doing anything.



*The fact that nearly half of shops don't feel the need to market themselves is **a testament to the strength of this industry**. With that said, it doesn't take much to do the basics, and a little marketing can provide insurance for your shop's growth.*

MATT STONE
CMO, Fullbay

📊 Survey Question

HOW DO YOU CURRENTLY ADVERTISE YOUR SHOP?

Facebook is the big winner here, according to 73% of respondents. We get it; Facebook's targeting tools are excellent, and a lot of people are constantly browsing, making it easy to get your shop in front of a lot of eyes.

**Responders selected all that applied*

Facebook



Word of mouth



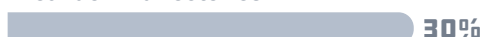
Google ads



Search Engine Optimization (SEO)



Breakdown directories



Instagram



LinkedIn



Local publications



Radio (internet or over the air)



Billboard



TikTok



Industry publications



Direct mail



Twitter (X)



Bing ads



Other



The reliance on Facebook and the fact that only 57% of respondents actively market their shops suggest that a lack of diversified marketing strategies could be **limiting their customer acquisition.**



PETER COOPER

CEO,
Ascend
Consulting

Survey Question

IN REGARDS TO MARKETING TACTICS, PUT THE FOLLOWING OPTIONS IN ORDER OF IMPORTANCE TO YOUR SHOP.

We asked respondents to rank their marketing tactics by importance. Paid search and social media marketing topped the list, followed by Google reviews (which we take as a form of word of mouth) – basically mirroring the top three of the prior question.



1st Place



2nd Place



3rd Place



4th Place



5th Place



6th Place



7th Place



8th Place



WANT TO
SEE THE
BREAKDOWN?



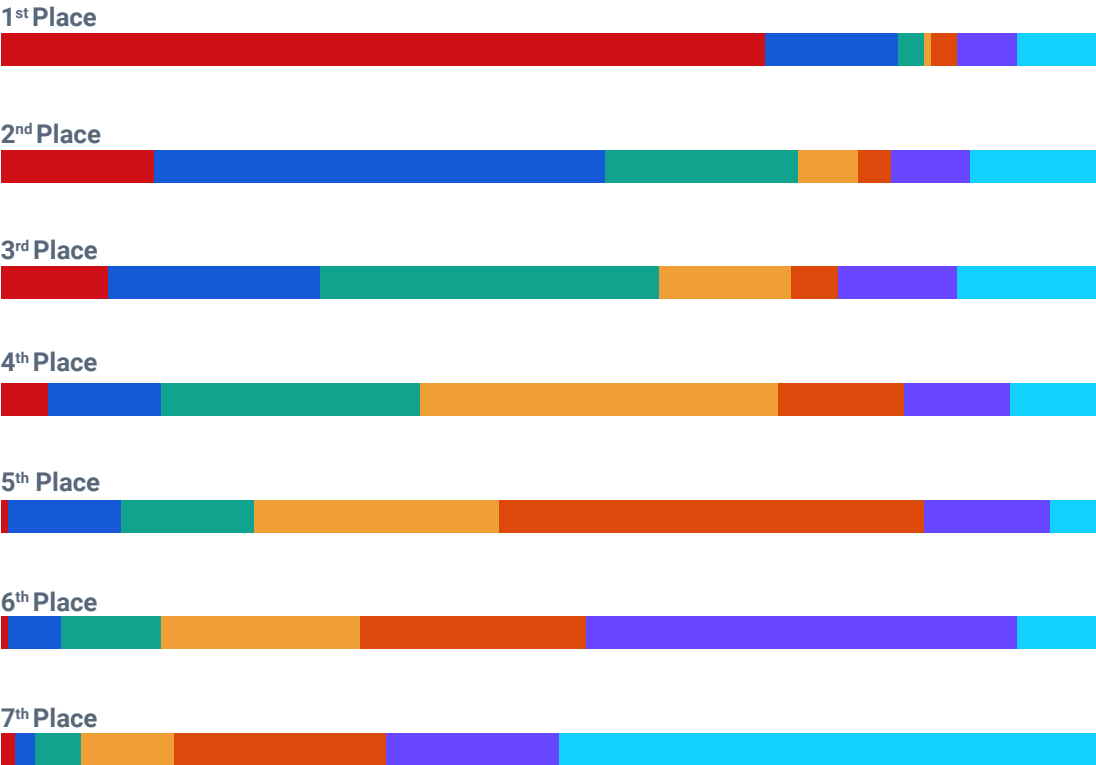
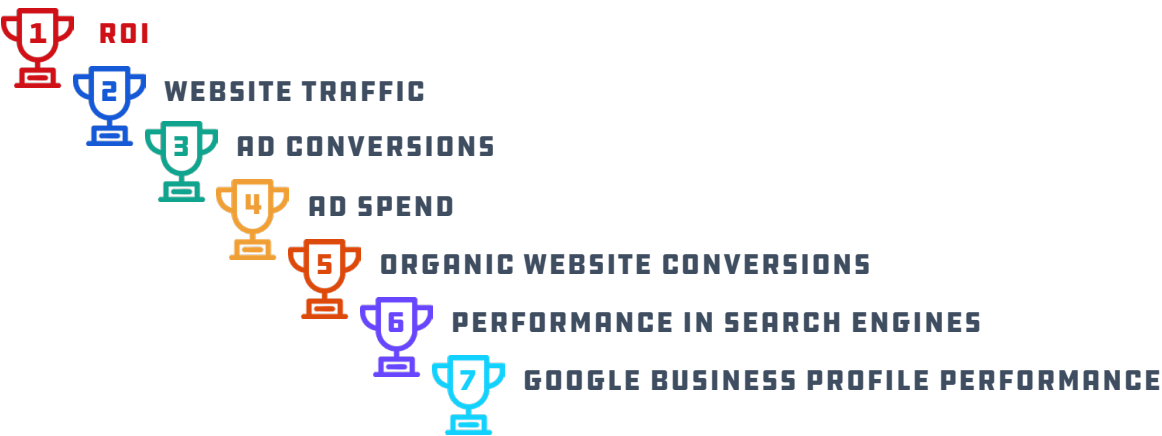
Key

- Paid search
- Social media marketing
- Google reviews
- Blog posts/content/SEO
- Breakdown directories
- Billboards/print
- Email marketing
- Direct mail

 Survey Question

WHAT ANALYTICS ARE MOST IMPORTANT TO YOU WHEN ASSESSING YOUR MARKETING EFFORTS?

Not surprisingly, a solid ROI was what most respondents looked for when getting the word out — you’re spending money to make money, after all. Next up was website traffic, followed by ad conversions.

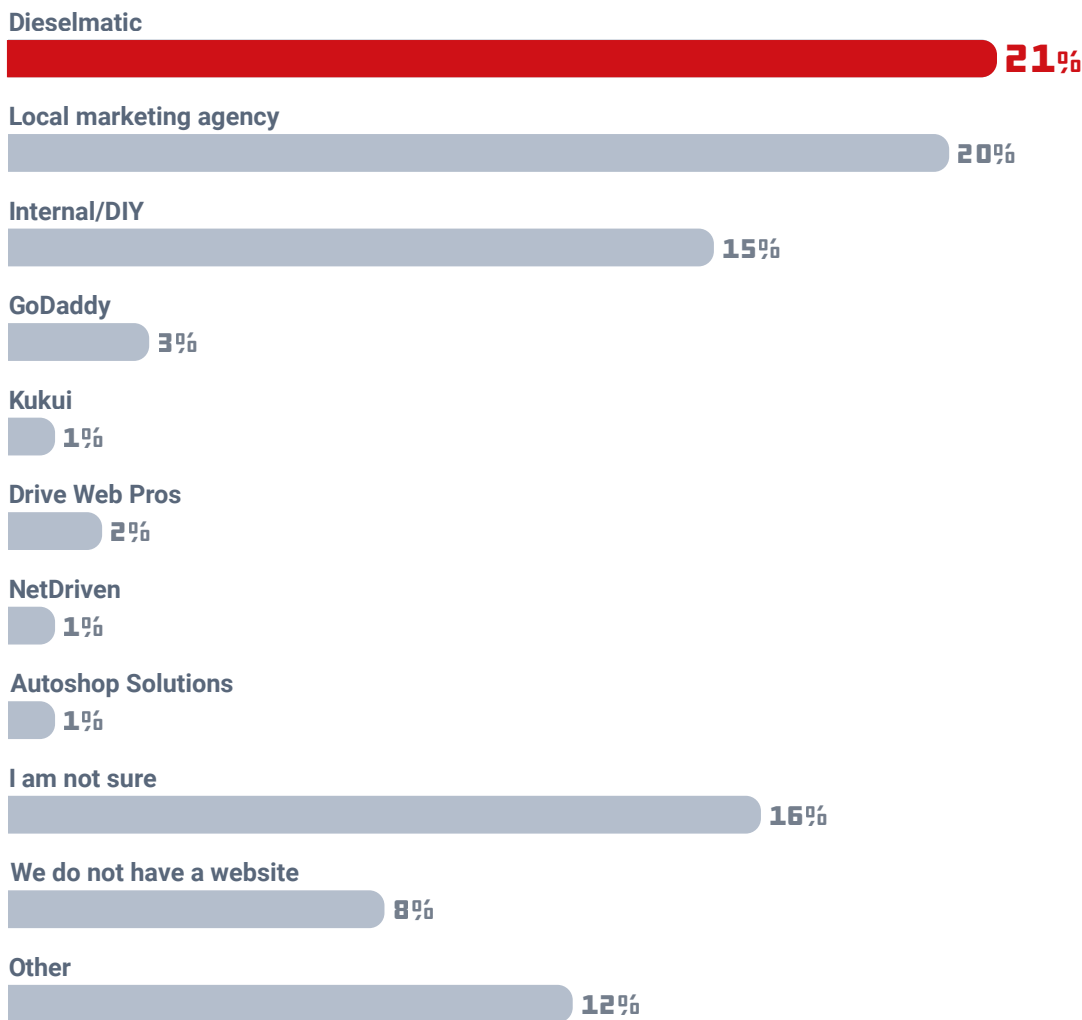


- Key
- ROI
 - Website traffic
 - Ad conversions
 - Ad spend
 - Organic website conversions
 - Performance in search engines
 - Google Business profile performance

 Survey Question

WHAT COMPANY DEVELOPED/HOSTS YOUR WEBSITE AND/OR RUNS YOUR MARKETING EFFORTS?

Dieselmatic and local marketing agencies were neck and neck for this particular question (at 21% and 20%, respectively). From there, it's a sizable drop to the DIY folks (15%), and then a fairly even spread between other website development options.

**FULLBAY**

YOUR WEBSITE SERVES MULTIPLE PURPOSES

A good website isn't just about attracting customers. As your digital shopfront, it can also help you recruit technicians — which, as this report shows, is one of the biggest challenges in the industry.

If you want a website but aren't sure where to start, we can build one for you!

fullbay.com/yourwebsite

Survey Question

WHAT MARKETING CHANNELS DO YOU USE TO RECRUIT NEW TECHNICIANS?

Indeed



Referrals



Facebook



LinkedIn



Other job board websites



Instagram



Twitter (X)



TikTok



We don't use any



WrenchWay



Other



Dieselmatic data

HOW DID SHOPS PERFORM ON FACEBOOK IN 2023?

We know Facebook advertising works, but how, exactly, does it influence a shop's reach? We consulted Dieselmatic data for things like click-through rates, website contacts, impressions, and more — the metrics below are a record of how Dieselmatic-driven shops fared on Facebook in 2023!



80,925

AVERAGE
REACH

\$1,466.00

AVERAGE
SPEND (USD)

303,414

AVERAGE
IMPRESSIONS

6.42

AVERAGE
CPM

0.45%

AVERAGE
CLICK THROUGH RATE

2,174

AVERAGE
CLICKS

DIESELMATIC

PREMIUM WEBSITES & DIGITAL MARKETING

Grow Your Diesel Repair Shop



Managed SEM

Google Ads Management for HD truck repair shops.



Premium Websites

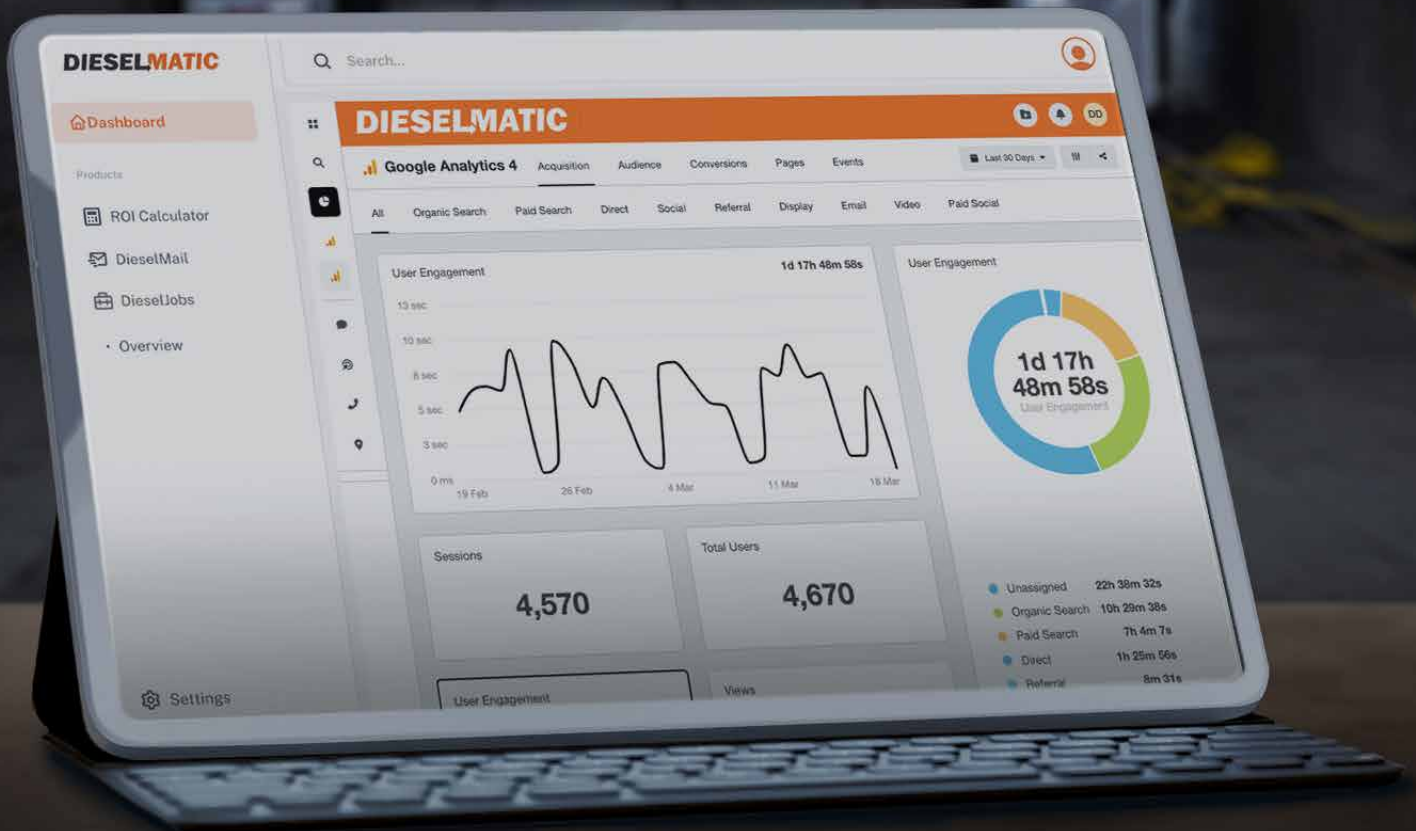
Custom-built heavy-duty repair shop websites.



DieselDocs

Industry-specific articles that boost website authority.

[DIESELMATIC.COM](https://dieselmatic.com)



Fullbay's mission is to create a better life for the hardworking men and women in the shop by bringing innovation to the commercial repair industry. This can create more efficient and profitable businesses and also improve safety on the roads for us all. We innovate by building powerful tools as the leading shop management platform in the industry and also with resources like this report, which we hope provides valuable insights and benchmarks.



PATRICK MCKITTRICK

CEO,
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A SPECIAL THANK YOU TO

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✓ Service Orders

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