



Tom Junge

Iowa Dealers Out-Pacing Nebraska Dealers on Customer Labor Rate Increases

By Tom Junge, Iowa Field Director

Based on data received from dealers for the *Salary Compensation and Business Study*, I have compiled a report of the customer labor rate by states and regions to keep members aware of the changing business environment in their local area. The data shows that Iowa members appear to be raising their customer labor rates at a higher pace than Nebraska members. It is also interesting to note the variation in rates between regions. For example, in Iowa the spread is \$5.50/hour while it is \$10.82/hour in Nebraska. Is your business keeping up with the pace? ■

Customer Labor Rate History

	<u>Iowa</u>	<u>Nebraska</u>
2003	\$50.37	\$50.87
2005	\$55.43	\$54.72
2007	\$63.14	\$61.31
4 year gain	25.35%	20.52%
Annualized	5.82%	4.78%

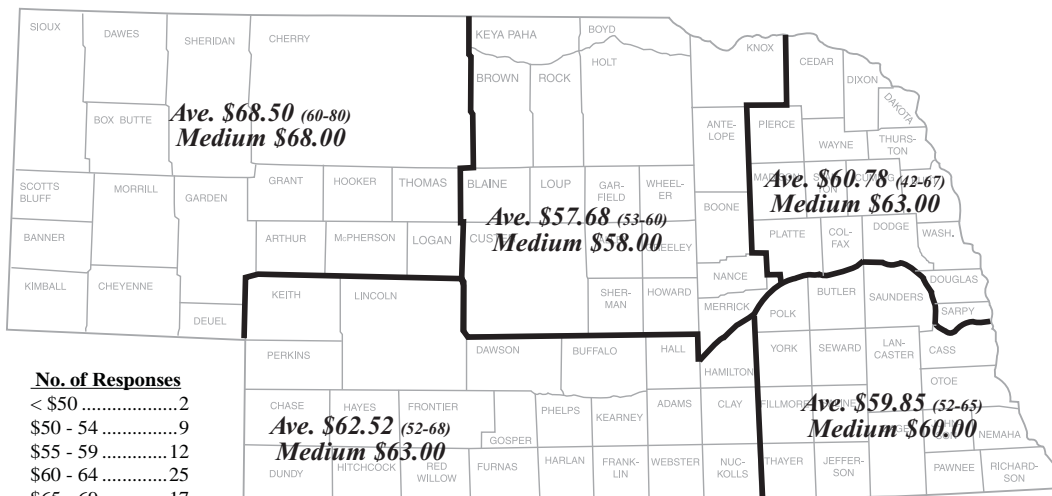
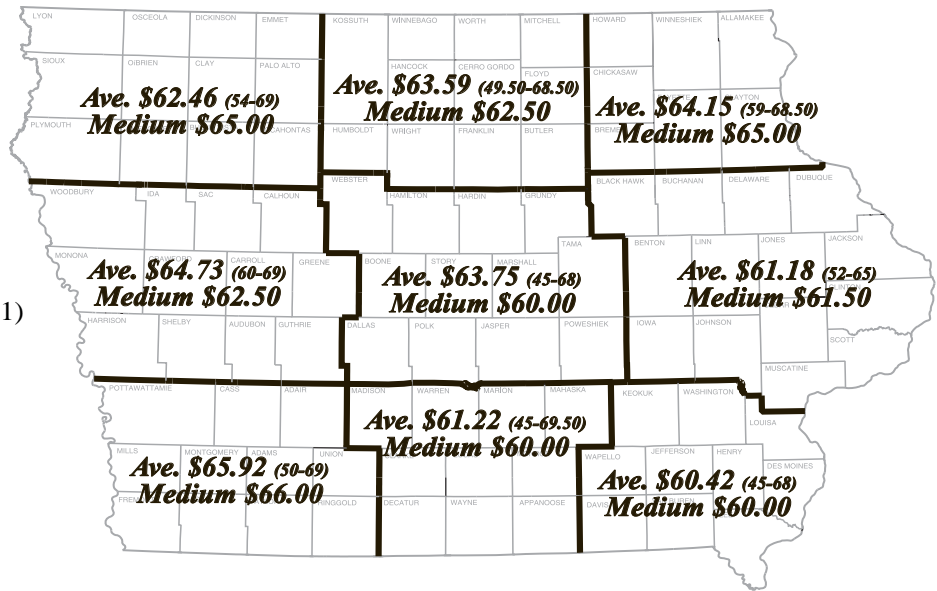
Iowa Customer Labor Rate (In Store)

Based on 119 Locations

State Average \$63.14/hr. (45-71)
Medium \$63.00

No. of Responses

< \$50	4
\$50 - 54	3
\$55 - 59	14
\$60 - 64	43
\$65 - 69	53
> \$70	2



Nebraska Customer Labor Rate (In Store)

Based on 68 Locations

State Average \$63.31/hr. (42-80)
Medium \$61.00

No. of Responses

< \$50	2
\$50 - 54	9
\$55 - 59	12
\$60 - 64	25
\$65 - 69	17
> \$70	3