

Nassau County, *New York*

Prepared for Your Sample Shop

A 6-month sample of the market intelligence behind every Promotive hire for *Your Sample Shop* — when to post, when to source, what to pay, and where to spend. The full report covers the complete 15-month picture.

Build your team while everyone else stays short-staffed.

● Est. 1.40M population

AVG MONTHLY SEEKERS

3.2K

6-month average

AVG RESUMES ON FILE

464

Active, resume-bearing candidates

AVG COMPETITION SCORE

46/100

Low competition

MOBILE SEARCH RATE

74-78%

Postings must be mobile-optimized

PEAK SEEKERS

4.8K

Mar 2026

LOWEST COMPETITION

25/100

Feb 2026

PEAK COMPETITION

68/100

Apr 2026

AVG NEW RESUMES/MO

38

New resumes added each month

Key Market Takeaway

The Nassau market averages 3.2K job seekers monthly against 81 open positions — a ratio of 40:1. Competition is low (avg. score 46/100), meaning well-executed recruiting has a structural advantage here — speed and pay transparency consistently win.

Biggest Hiring Risk

Moving too slowly after receiving applications. This market has 40:1 seekers per job — conditions are favorable, but delayed outreach lets competitors pick up candidates first. The best technicians are often employed; a fast, compelling process wins them before they settle elsewhere.

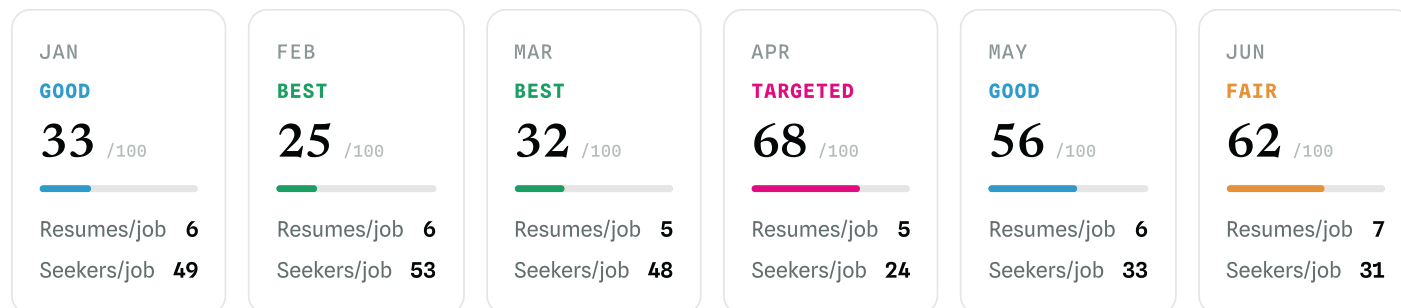
Top 3 Recommendations

1. Time your post to hit the peak candidate window. Candidate volume peaks at 4.8K in Mar — that is your highest-volume opportunity of the period.
2. Lead with pay. State your range in the first three lines — target \$25-\$33/hr for journeyman technician (3-7 years), \$31-\$47/hr for senior/diagnostic.
3. Post during Feb, Mar, Jan when competition drops to 25/100 — your post reaches more candidates per position with significantly less noise from competing ads.

The 6-Month Posting Calendar

Quartile-based relative tiers. Competition is scored 0–100; seekers-per-job (s/j) is the leverage metric — the higher it is, the easier the month.

BEST — Post aggressively **GOOD** — Strong posting **FAIR** — Monitor CPA **TARGETED** — Lean on sourcing



▲ BEST POSTING MONTHS

Feb • Mar • Jan

Lowest competition paired with the highest seekers-per-job ratios. Surge your budget here — every ad dollar reaches more candidates with fewer employers bidding against you.

25 Feb comp **32** Mar comp **33** Jan comp

▼ HIGHEST-COMPETITION MONTHS

Apr • Jun • May

Employer saturation buries listings and drives cost-per-apply up fast. Keep posting, but lean harder on direct outreach here — SMS, LinkedIn, and direct dial — to supplement your ads.

68 Apr comp **62** Jun comp **56** May comp

Competition-Weighted Budget

Lower competition earns more spend. Adjust your total budget up or down — the percentage per month stays fixed.



Role & compensation weighting. When you work with Promotive, we go a step further — factoring in the specific role you're hiring for and the compensation structure your shop offers. That means the budget weighting reflects what it actually takes to attract the right level of technician for your market, not just a generic baseline.

Average Monthly Performance

AVG SPEND

\$312

Before weighting

IMPRESSIONS

3.9K

Per month

CLICKS

200

\$1.56 / click

APPLIES

20

\$15.58 / apply

SCREENED

7

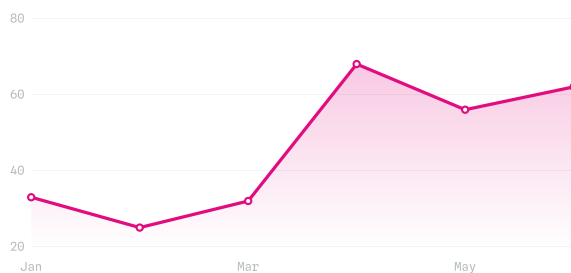
35% of applies

Six-Month Trend Lines

Each metric shown across the 6-month window. The figure beside each title is the 6-month average.

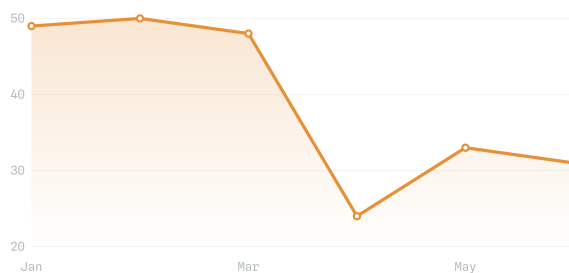
COMPETITION SCORE

46



SEEKERS PER JOB

40



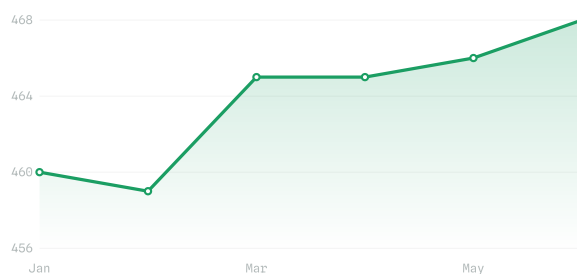
JOB SEEKERS

3.2K



RESUMES ON FILE

464



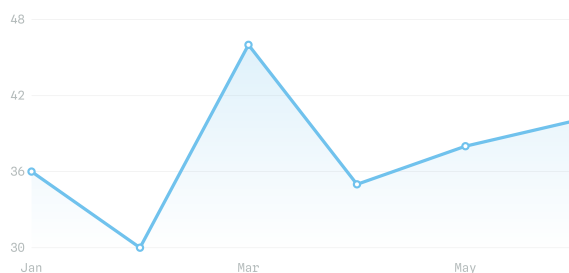
JOBS POSTED

81



NEW RESUMES ADDED

38



When to Add Direct Sourcing

In high-competition months, paid listings face more bidders and a higher cost per apply. Keep the ads running — but layer in direct outreach to reach the candidates the auction is burying.

MONTH	COMPETITION	JOB SEEKERS	SEEKERS / JOB	SIGNAL
Apr 2026	68/100	2.2K	24	+ Direct Sourcing
Jun 2026	62/100	2.0K	31	+ Direct Sourcing
May 2026	56/100	2.4K	33	+ Direct Sourcing

Complete Market Intelligence Profile

We track the full top-10 for every market — search terms, employer signals, location breakdowns, and resume history. These details are the foundation of the postings we build: ads that show up first in search and speak directly to the candidates your market actually has. Unlock the complete sourcing profile for Nassau County.



SEE THE FULL PROFILE →

TOP CANDIDATE SEARCH TERMS

1	automotive technician	34.3%
2	mechanic	17.4%
3	lube technician	11.9%

TOP EMPLOYER CLICKS

1	Rallye Motor Company	23.9%
2	aamco	13.6%
3	Empire Automotive Group	12.1%

TOP CANDIDATE LOCATIONS

1	HEMPSTEAD, NY	17.6%
2	FREEPORT, NY	12.2%
3	UNIONDALE, NY	10.6%

COMMON EMPLOYERS ON RESUMES (NOT MOST RECENT)

1	Mercedes-Benz Group	16.4%
2	Jiffy Lube	14.8%
3	Valvoline Instant Oil Change	14.8%

Technician Pay Ranges

New York-adjusted from national BLS base data. Ranges reflect the 25th–75th percentile.



Ranges blend market data from [Indeed](#), [ZipRecruiter](#), [Salary.com](#), and the [U.S. Bureau of Labor Statistics](#) · adjusted for New York with a **1.116*** cost-of-living multiplier.

GST

Entry–2 yr

\$16–\$20/hr

\$32K–\$41K/yr

Hourly only

Routine services — oil, fluids, brakes, filters — plus basic visual inspection (recognizes obviously worn or damaged parts by sight, but cannot determine root cause). No diagnostics expected; some basic nut-and-bolt undercar work if trained. Advancement is driven by curiosity (asking what the fix was and why); without a mentor and a real growth path, GSTs stagnate.

C Tech

1–3 yr

\$19–\$26/hr

\$39K–\$54K/yr

Hourly only

Basic repair capability + limited diagnostics — follows service information accurately but builds pattern recognition slowly. Pinpoints obvious leak sources and pulls basic fault codes. Keep hourly — flat rate pushes rushing and comebacks before efficiency is established.

Hiring the Right Technician – Shop Guidance

Match the level to your work

Maintenance and brakes → GST + C Tech. Day-to-day production → B Techs. Non-obvious drivability and electrical → at least one A Tech. The "nobody can figure it out" jobs → a strong A or a Master. Running workflow and coaching the bench → Senior Master.

The most common mistake

Asking for a "Master Tech" when the real need is a strong B Tech for throughput or an A Tech for diagnostics. Over-hiring the title leads to overpaying, frustration, and poor retention.

Define the A Tech role first

A Diagnostic A Tech diagnoses and hands off the repair; a Production A Tech diagnoses and fixes it end-to-end. Decide which before you post — it drives workflow, pay fairness, and candidate fit.

Pay plans are changing

Traditional flat-rate is increasingly being replaced by base-pay-plus-productivity bonus structures. Several states now restrict flat-rate pay, and the ongoing technician shortage has pushed many shops toward models that provide income stability while still rewarding performance. A base-plus-production plan lets techs earn more through efficiency and skill — without being punished by car count swings, advisor turnover, scheduling gaps, or seasonal dips. Keep developing techs (GST/C) hourly; protect diagnostic time for A/Master techs with a base or hybrid plan.

Dealership master ≠ independent A Tech

A master dealership tech is typically brand-specialized — factory tools, tech hotlines, and guided workflows carry a large portion of the diagnostic load. That doesn't translate directly to a general repair environment. Expect months of acclimation before performance reaches independent A or Master level. **Euro techs are the exception** — their training is less factory-dependent and aligns more closely with independent diagnostic work.

How to read ASE certs

Most independent shops no longer treat ASEs as a validation of ability or skill. They're better read as a signal of personal drive, self-investment, and desire to grow — a candidate who pursues certs on their own time is showing you something about their character, not just their knowledge. Incentivize with pay if you require them; covering the test fee alone rarely moves the needle.

Labor Rate Benchmarks – Nassau County

Why Labor Rate Matters for Technician Retention

Your shop's labor rate sets the ceiling on what you can sustainably pay your technicians. Shops that underprice the local market consistently struggle to attract and keep quality technicians — because the math simply doesn't work. Getting the rate right is one of the highest-leverage decisions a shop owner can make.

Pay ranges shown (GST and C Tech) reflect the 25th–75th percentile, blended from Indeed, ZipRecruiter, Salary.com, and U.S. BLS data, adjusted to New York (1.116× cost of living). Flat-rate estimates assume 50–60 flagged hours/week.

ABOUT PROMOTIVE

We hire automotive technicians. *That's all we do.*

Promotive is the only recruiting firm built exclusively for the automotive industry. We partner with independent shops across the country — combining real market intelligence with hands-on candidate sourcing — to put the right technician in the right seat. We know this hiring market better than anyone because it's the only market we operate in.

HOW WE WORK

Two Ways to Work With Promotive

Whether you want data-driven postings with smarter spend behind them, or a partner who handles the entire search, we have a model built for your shop.

VARIABLE RECRUITING PARTNERSHIP

VRP

Promotive manages your job postings, ad spend, and candidate screening using market intelligence customized to your county. You pay per screened, qualified applicant — no retainers, no long-term contracts. Built for shops that want data-driven recruiting without giving up control of the process.

[LEARN ABOUT VRP →](#)

FULL-SERVICE RECRUITING

Full Service

Promotive owns the entire pipeline — job posting strategy, direct outreach, candidate sourcing, screening, and presentation. Ideal for hard-to-fill roles, senior technicians, or shops that want to focus on running their business while we handle the search end-to-end.

[LEARN ABOUT FULL SERVICE →](#)

UNLOCK YOUR COMPLETE REPORT

Stop guessing. *Start building.*

This is a sample. In a quick 15-minute call we will walk you through your complete report — your spend plan, candidate map, and local pay benchmarks — and show you which way of working fits your shop best.

Book your 15-minute call with Ethan Whidden

[Schedule a Call →](#)

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