Candidate Intelligence Report

Service Manager & Service Advisor Searches

Prepared for	Sample Motors CDJR, Anytown, USA
Roles	Service Manager · Service Advisor
Prepared by	National Automotive Training Academy (NATA)
Date	October 2026

SAMPLE REPORT. The dealership, candidates, phone numbers and figures in this report are fictional and are shown to illustrate the format and depth of a real NATA candidate report. Real reports contain the client's actual applicants.

WHY DEALERS USE NATA

You get a hiring decision, not a stack of resumes

Most job boards hand a dealership a pile of applications and leave the sorting to a busy manager. NATA does the sorting. Every applicant is read, screened against the store's must-haves, scored on the same 100-point scale, checked online, and ranked, so the hiring manager can call the right three people first.

100%	153	Top 3
of applicants read and scored. Nobody is skipped	resumes screened in a single recent management search	recommended first interviews, with reasons

What happens on every search

1. **Confirm the real job.** We check the store's live posting and requirements before scoring, so candidates are measured against the actual role.
2. **Screen out the misses.** Non-automotive backgrounds, duplicates and incomplete resumes are listed with a reason, not silently dropped.
3. **Score on a 100-point model** built for the role and the brand: experience, brand fit, stability, distance and current status.
4. **Verify online.** LinkedIn, dealer staff pages, news and reviews are checked against each resume, and gaps or red flags are called out.
5. **Research local pay** so the store can make an offer that lands.
6. **Deliver a print-ready report** with profiles, interview questions, scorecards and a reference checklist. New batches are scored and re-ranked with the earlier ones.

SAMPLE

CONTENTS

Inside this report

Why dealers use NATA 2

Part 1 · Service Manager search

Executive summary & recommended interviews 4

Scoring model 5

Rankings & score chart 6

Side-by-side comparison & pay research 7

Candidate profile 8

Interview scorecard 9

Part 2 · Service Advisor search

Executive summary, scoring model & rankings 10

Candidate profile 12

Reference-check checklist 13

Appendix · Every applicant accounted for 14

Full reports include a one-page profile and a printable scorecard for every top candidate. This sample shows one of each per role.

SAMPLE

PART 1 · SERVICE MANAGER

Executive summary

NATA read **18 applications** for the Service Manager opening. **12 qualified** (held a Service Manager or Director title at an automotive dealership or repair shop); 6 were excluded with reasons listed in the Appendix. Chrysler Dodge Jeep Ram experience was weighted second only to service-management experience.

> **Recommended first interviews:** Marcus Bell (91.5), Dana Whitfield (86) and Rob Kessler (78). Marcus runs a CDJR service department today and is commutable. Dana is the most stable and lives closest. Rob has the deepest director-level CDJR background but needs to relocate.

Things the hiring manager should know before calling

- **Confirm Rob Kessler's gap.** His last group was sold in April 2026; public news supports his explanation.
- **Expect counter-offers.** The top candidate is employed and producing; move quickly once interviews are set.
- **Pay is moving up.** Nearby franchised stores are posting above the survey averages (see page 7).
- **Development option.** Luis Ortega is a local assistant manager at a Ram store who could be grown into the role.

SAMPLE

PART 1 · SERVICE MANAGER

How candidates were scored

The store's priorities are turned into a 100-point score so every applicant is measured the same way. The model is built for each search: the brand, the distance and the must-haves change with the store.

Factor	Points	How points are given
Service management	35	1.75 pts per year as Service Manager / Director at a franchised dealer (max 20 yrs). Assistant or independent-shop years count at half.
Brand experience (CDJR)	25	Ran a CDJR service department 2+ yrs: 25. Under 2 yrs or factory certified: 18. Advisor/tech only: 12. None: 0.
Job stability	20	3 or fewer employers in 10 yrs: 20. Four: 17. Five: 14. Six: 11. Seven+: 8 or less.
Distance to store	10	Under 30 mi: 10. 30-60 mi: 8. 60-120 mi: 5. Relocation required: 2.
Currently employed	10	In a dealership role now: 10. Out under 6 months: 5. Longer gap: 0.
Total	**100**	

Qualification rule: a candidate must have held a Service Manager or Service Director title in automotive service. RV, marine and powersports service management do not qualify.

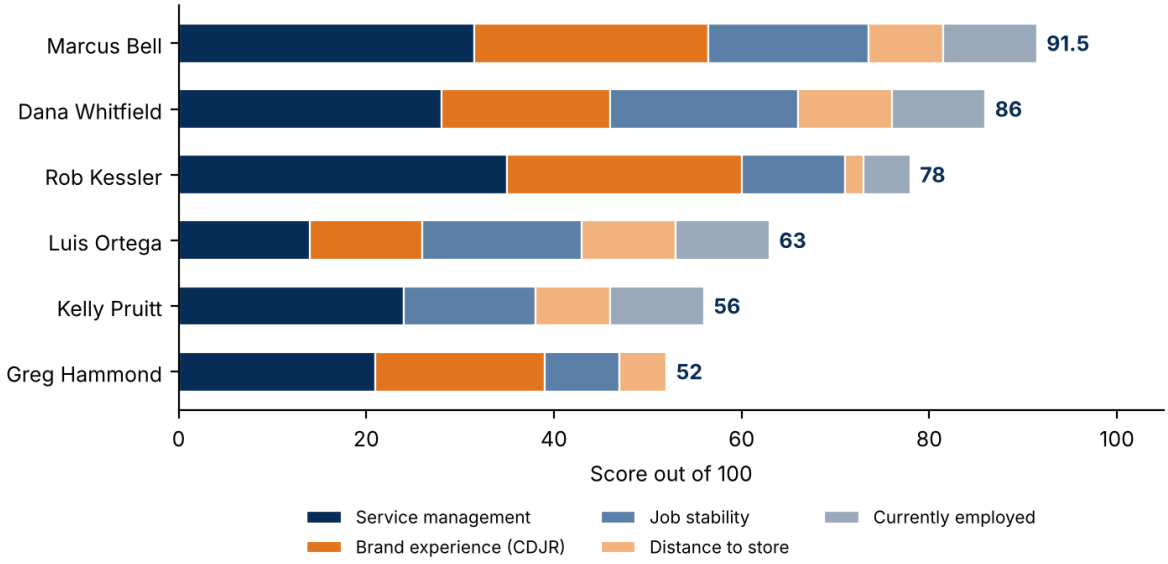
SAMPLE

PART 1 · SERVICE MANAGER

Rankings

#	Candidate	Service management /35	Brand experience /25	Job stability /20	Distance to store /10	Currently employed /10	Total
1	**Marcus Bell** Riverside, TX · 38 mi	31.5	25	17	8	10	**91.5**
2	**Dana Whitfield** Anytown, TX · 9 mi	28	18	20	10	10	**86**
3	**Rob Kessler** Tulsa, OK · Relocation	35	25	11	2	5	**78**
4	**Luis Ortega** Anytown, TX · 14 mi	14	12	17	10	10	**63**
5	**Kelly Pruitt** Brookfield, TX · 44 mi	24	0	14	8	10	**56**
6	**Greg Hammond** Fairview, TX · 72 mi	21	18	8	5	0	**52**

Where each score comes from



PART 1 · SERVICE MANAGER

Side-by-side & pay research

	Marcus Bell	Dana Whitfield	Rob Kessler
Score	**91.5**	**86**	**78**
Now	Service Manager, Lakeview CDJR (2019-present)	Service Manager, Anytown Nissan (2021-present)	Out since May 2026 (store sold)
Distance	38 mi	9 mi	Relocation
CDJR mgmt	7 years	1 year	8+ years (3 stores)
Biggest question	Will he leave a producing store?	Can she learn Stellantis quickly?	Relocation and pay

Local pay research (illustrative figures)

Source	What it shows
Salary-survey sites	Area Service Manager average about $72K-$80K base
Live franchised-store postings	Total pay advertised at $95K-$140K with bonus
Competing openings	Four other dealerships within 30 miles are hiring the same role

Real reports cite each source with a link and the date it was checked.

SAMPLE

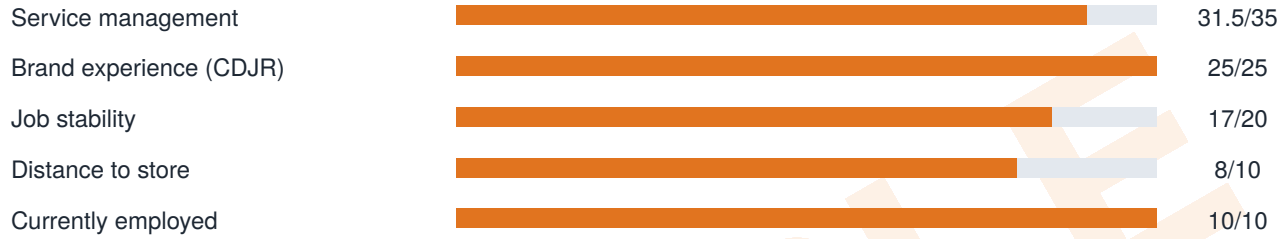
SERVICE MANAGER · CANDIDATE PROFILE

#1 Marcus Bell

LOCATION	CURRENT	PHONE / EMAIL	
Riverside, TX (38 mi)	Service Manager, Lakeview CDJR (2019-present)	(555) 010-0111 · candidate1@example.com	**91.5**/100

> Seven years running a CDJR service department plus nine as a Service Director at a domestic store. Grew customer-pay gross 22% in two years. Commutable today.

Score breakdown



Career timeline

2019 - Now	**Service Manager**	Lakeview CDJR
2010 - 2019	**Service Director**	Harbor Ford
2006 - 2010	**Assistant Service Manager**	Harbor Ford

Strengths

- 16 years leading dealership service departments
- Documented +22% customer-pay gross
- Factory-certified Stellantis service manager

Concerns to clear

- Ask why he left Harbor Ford after nine years
- Current store may counter-offer

Online profile check

VERIFIED LinkedIn matches title and dates. Lakeview CDJR staff page lists him as Service Manager.

Questions NATA recommends asking

1. Walk me through your last month's numbers: hours per RO, CSI and gross.
2. Why did you leave each of your last two stores?
3. What would you need to make a move in the next 30 days?

SAMPLE

SERVICE MANAGER · INTERVIEW SCORECARD

Marcus Bell

Print one per interviewer. Rate each area 1 (weak) to 5 (strong), then compare scorecards before deciding.

Area	1	2	3	4	5	Notes
Leadership & accountability	☐	☐	☐	☐	☐	
Brand / process knowledge	☐	☐	☐	☐	☐	
Customer handling & CSI	☐	☐	☐	☐	☐	
Numbers fluency (RO, gross, ELR)	☐	☐	☐	☐	☐	
Fit with store culture	☐	☐	☐	☐	☐	
Availability & pay alignment	☐	☐	☐	☐	☐	

Overall recommendation: ☐ Hire ☐ Second interview ☐ Pass

Interviewer: _____ **Date:** _____

SAMPLE

PART 2 · SERVICE ADVISOR

Executive summary

NATA confirmed the store's live posting before scoring: **2+ years as a dealership service advisor**, CDJR preferred. Of **9 applications**, **4 qualified**.

> **Recommended first interviews:** Tasha Reyes (91) and Amber Lane (75.5). Tasha is a local CDJR advisor with documented production and CSI. Amber is also local with CDJR experience; ask for her production numbers. Brian Cho has more years but at a Chevrolet store.

Scoring model

Factor	Points	How points are given
Advisor experience	35	3.5 pts per year writing service at a franchised dealer (max 10 yrs). Independent/tire shop counts at half.
Brand experience (CDJR)	20	CDJR advisor 2+ yrs: 20. Other Stellantis/domestic: 12. Other franchise: 8. None: 0.
Production & CSI	15	Documented hours per RO, sales or CSI results: up to 15.
Job stability	15	3 or fewer employers in 10 yrs: 15, scaling down by 3 per extra employer.
Distance & availability	15	Local and available now: 15. Commutable: 10. Relocation: 4.
Total	**100**	

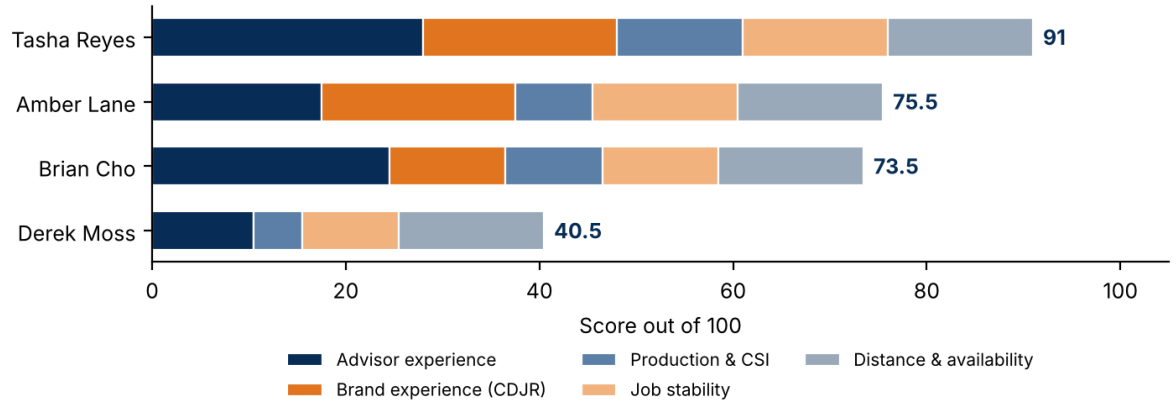
SAMPLE

PART 2 · SERVICE ADVISOR

Rankings

#	Candidate	Advisor experience /35	Brand experience /20	Production & CSI /15	Job stability /15	Distance & availability /15	Total
1	**Tasha Reyes** Anytown, TX · 6 mi	28	20	13	15	15	**91**
2	**Amber Lane** Anytown, TX · 11 mi	17.5	20	8	15	15	**75.5**
3	**Brian Cho** Riverside, TX · 31 mi	24.5	12	10	12	15	**73.5**
4	**Derek Moss** Fairview, TX · 40 mi	10.5	0	5	10	15	**40.5**

Where each score comes from



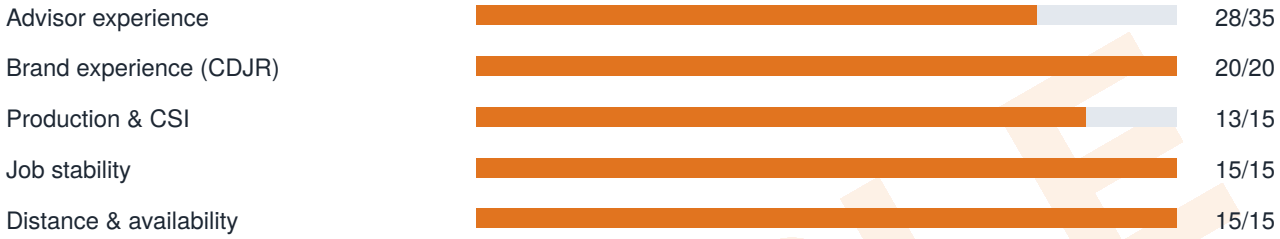
SERVICE ADVISOR · CANDIDATE PROFILE

#1 Tasha Reyes

LOCATION	CURRENT	PHONE / EMAIL	
Anytown, TX (6 mi)	Service Advisor, Metro CDJR (2020-present)	(555) 010-0111 · candidate1@example.com	**91** /100

Eight years writing service, six at a CDJR store. Averages 2.4 hours per RO with 95% CSI. Lives 6 miles away.

Score breakdown



Career timeline

2020 - Now	**Service Advisor**	Metro CDJR
2018 - 2020	**Service Advisor**	Westgate Chevrolet

Strengths

- Six years on a CDJR service drive
- 2.4 hrs/RO and 95% CSI documented
- Two employers in eight years

Concerns to clear

- Ask about current pay plan to make a competitive offer

Online profile check

VERIFIED LinkedIn confirms. Customer reviews name her positively on DealerRater.

Questions NATA recommends asking

1. Walk me through your last month's numbers: hours per RO, CSI and gross.
2. Why did you leave each of your last two stores?
3. What would you need to make a move in the next 30 days?

SAMPLE

BEFORE YOU MAKE AN OFFER

Reference-check checklist

Check	Done	Notes
Confirm dates and title with the last two employers	☐	
Ask: would you rehire? Why or why not?	☐	
Verify production numbers claimed (hours/RO, gross, CSI)	☐	
Confirm reason for leaving matches the candidate's account	☐	
Check factory certifications are current	☐	
Driver's license and background check per store policy	☐	
Confirm start date and notice period	☐	
Confirm pay expectations in writing	☐	

SAMPLE

APPENDIX

Every applicant accounted for

Nobody is silently dropped. Each applicant who did not qualify is listed with the reason, so the store can see the full pool.

Applicant	Role applied	Reason not ranked
J. Patel	Service Manager	RV dealership service only (non-automotive)
S. Burke	Service Manager	No service experience; sales background
T. Nguyen	Service Manager	Marine service manager (non-automotive)
R. Diaz	Service Manager	Duplicate submission
M. Foster	Service Advisor	Technician only; no advisor or management role
C. Wade	Service Advisor	Resume incomplete; no work history

Real reports also list sources for every online check and pay figure.

SAMPLE



Let NATA fill your next opening

Recruiting, screening and training for franchised dealerships nationwide.

natatoday.net

National Automotive Training Academy · NATA, Inc.

SAMPLE