Women Techs Rock

Female Technicians Are Vital To Your Business

Women Order 65% Of All Service Work
- “Women in Majority as Car Buyers, But Not as Dealership Employees” Wards Auto, 2016

3M More Women Than Men Drive in the US

However, <3% of Technicians are Women

Shops Which Hire Female Techs:
- Increased Productivity
- Increased Revenue
- Positive Reputation
- “What are the Advantages of a Diverse Workforce?” Houston Chronicle, 2018

Shops Without Female Techs:
- Higher Staff Turnover
- Lower Revenue
- Lower Productivity

Shops with an Equal Number of Male & Female Technicians See a 41% Increase in Revenue

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