

Technician Find: the Auto Technician Shortage Is an Attraction Problem, Not Supply

Automotive Hiring Expert Chris Lawson Draws on 500+ Shop Owner Conversations and Eight Years of Data in New Podcast Episode

OCEANSIDE, CA, UNITED STATES, March 3, 2026 /EINPresswire.com/ -- The automotive aftermarket has operated under a single assumption for years: there aren't enough qualified technicians to go around.

Chris Lawson disagrees.

"The shortage isn't a supply problem. It's an attraction problem," says

Lawson, [automotive hiring expert](#) and founder of Technician Find, a recruiting service that has helped more than 200 independent auto repair shops [hire qualified technicians](#). "The techs are out there. They're employed. They're producing. They're just not responding to the way most shops recruit."

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Automotive techs are out there. They're employed. They're producing. They're just not responding to the way most independent shops recruit. This is an attraction problem, not a supply problem.”

Chris Lawson

In a new podcast episode generating significant discussion among shop owners and industry professionals, Lawson breaks down patterns identified across nearly eight years and more than 500 conversations with shop owners, general managers, service advisors, and technicians nationwide.

His central finding: the most common hiring failures aren't caused by a lack of available technicians. They're caused by outdated recruiting practices, slow response times, and ads that repel the very people shops are trying to attract.



Technician Find Founder Chris Lawson Joins David Laird and Paul Regalado to Discuss Auto Repair Recruiting Strategies and the Technician Hiring Crisis on the Honest Garage Podcast

Lawson identifies what he calls "panic hiring" as the most expensive operational mistake independent shops make.

"Most shops only recruit when someone quits," Lawson explains. "They treat hiring like a fire extinguisher instead of oxygen. When you only recruit during emergencies, you make desperate decisions and end up with the wrong person."

He estimates an empty bay costs between \$500 and \$1,500+ per day in lost revenue and presents a three-part framework that top-performing shops use to maintain a pipeline of qualified candidates year-round.

Why Job Boards Are Failing Independent Auto Repair Shops

Lawson shares firsthand testing of one major platform's AI-powered job matching tool, in which he applied for a client's automotive technician position and was recommended roles as a dispensary manager and a call center manager.

"The A-level technicians who are employed aren't browsing job boards on their lunch break," Lawson says. "They're on social media. They're talking to tool truck drivers. They're watching your Facebook page. If your shop isn't visible in those places, you don't exist to them."

His data across hundreds of campaigns shows approximately 75 percent of applications are unqualified, meaning shops must find their hire from roughly one in four applicants.

Speed-to-Lead: the Factor Most Shops Overlook

The episode introduces "speed-to-lead recruiting" — a sales concept most shops have never applied to hiring.

"When a tech applies, they're talking to at least two other shops," Lawson says. "If you wait three or four days to respond, they're gone. Clients who respond within 24 hours see dramatically lower ghosting rates. If they can respond faster, that's even better"

Shops including a text-to-apply option see response rates increase by 20 to 30 percent compared to traditional application methods alone.

The "Two-Year Facebook Stalker"

The episode's most compelling case study involves a technician who monitored a shop's Facebook page for two full years before submitting an application.

"He watched how they treated their team. He saw the shop upgrades and the training events.

When he finally decided to leave, he applied to exactly one place," Lawson recounts. "Your culture content isn't just marketing. It's a long-term recruiting asset."

Why This Matters Now

Shops nationwide report more vehicle repair demand than they can fulfill, with staffing cited as the primary constraint on revenue growth.

"A shop owner told me 18 shops closed in his area recently," Lawson says. "Some couldn't find technicians. Some were owner-operators who retired with nobody to take over. Those techs didn't disappear. The question is whether your shop is positioned to attract them."

Lawson's message: the shops that build recruiting systems before they're desperate will be the ones positioned to grow while competitors scramble.

About Technician Find

Technician Find helps independent auto repair shops attract and hire qualified automotive technicians through proprietary social media advertising, professional copywriting, and direct outreach. The company has worked with more than 200 shops across the United States and operates a free online community of more than 460 independent shop owners and general managers.

Mission: Good automotive technicians do their best work when they link up with great shops — and we all benefit from safe and reliable vehicles.

Website: <https://www.technicianfind.com>

Media Contact

Chris Lawson is available for interviews and expert commentary on automotive aftermarket hiring trends. Topics include: why the technician "shortage" is an attraction problem, how independents compete with dealerships for talent, speed-to-lead hiring methodology, why job boards are failing the aftermarket, and the hidden cost of empty bays.

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