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Fountainhead Executive Intelligence Brief

Public Sample — Illustrative Market Analysis

CDL Class A/B Propane Delivery Driver (Hazmat + Tanker Endorsed)

Mid-Atlantic rural/suburban service market (location withheld)

Sector: Fuel & Energy Distribution (Propane)

Prepared for: Public distribution — illustrative sample
Prepared by: Fountainhead Business Solutions
Sample basis: Anonymized real operational hiring scenario

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FOUNTAINHEAD EXECUTIVE INTELLIGENCE BRIEF™

Illustrative anonymized market analysis based on a real operational hiring scenario. Specific company, location, and identifying details have been modified or withheld.

1. EXECUTIVE SNAPSHOT

Role	CDL Class A/B Propane Delivery Driver (Hazmat + Tanker Endorsed)
Market	Mid-Atlantic rural/suburban service market (location withheld)
Sector	Fuel & Energy Distribution (Propane)
Hiring Difficulty	Hard
Job Gravity	High - Burden Score 7.8/10 (High classification)
Candidate Supply	Tight - credential-gated (CDL + Hazmat + Tanker)
Compensation Position	Bottom-quartile of the observed local market
Recommended Target	Move toward a burden-aligned P70-P75 range (approximately $31-$32/hr in the analyzed market)
Primary Risk Driver	Pay positioned below the market center while role burden is high - a two-axis misalignment
Estimated Time-to-Fill	8-12 weeks; longer approaching seasonal peak
Hiring Success Outlook	At Risk

2. EXECUTIVE STRATEGIC NARRATIVE

This role requires a CDL (Class A or B) with both Hazmat and Tanker endorsements before a candidate can even be considered - a credential stack that narrows the pool substantially before pay or schedule enter the conversation.

Layered on top is severe seasonality: approximately 35-40 hours per week from May through September, rising to 50-70 hours per week from October through April, plus a recurring on-call rotation and seasonal weekend coverage.

In the analyzed market, current pay sat near the lower end of comparable offers while the role carried high schedule, credential, safety, and physical demands. That gap - a lower-market wage paired with a high-friction role - is the actual driver of hiring friction, not a simple lack of candidate interest.

Qualified candidates can see visibly stronger alternatives close by: higher base pay, sign-on incentives, overtime structures, or more manageable schedules. Without a correction, the likely outcome is slow fills heading into peak season, elevated offer declines, and early attrition once the seasonal burden actually hits.

Executive takeaway: This is a market-position and role-burden problem. The recommended pay band directly targets both.

3. ROLE & BURDEN ANALYSIS

Credential Classification	CDL (Class A or B) + Hazmat Endorsement + Tanker Endorsement
Seasonality	Severe - 35-40 hrs/wk (May-Sep) rising to 50-70 hrs/wk (Oct-Apr)
Job Gravity	High
Burden Score (1-10)	7.8 - High classification (advisory estimate)

Primary Burden Drivers:

- Schedule intensity spike: 50-70 hrs/week and extended day windows October through April
- On-call rotation plus seasonal weekend coverage
- Regulated credential stack (CDL + Hazmat + Tanker) materially narrows qualified supply
- Compliance/safety barrier: DOT inspections, documentation, zero-exception safety standard
- Physical demand: lifting up to 75 lbs and pulling up to 125 lbs in all-weather outdoor conditions

Mismatch Risk Summary: Pay is positioned below the local market center while role burden sits in a high-friction category - a two-axis misalignment that is likely to predict chronic vacancy and peak-season churn.

4. WAGE POSITIONING & BENCHMARK

Observed Market Band	Hourly Range
Lower-range comparable offers	$25.00-$26.00
Lower-middle comparable offers	$26.00-$28.00
Market-center comparable offers	$28.00-$29.50
Upper-market comparable offers	$31.00-$32.50
Premium / high-demand offers	$35.00-$35.50

Current Pay Position	$26.00-$29.00/hr - lower-end to lower-middle positioning in the observed market
Interpretation	Current pay clears the minimum bar for some credentialed candidates but sits below the market center despite the role's high-friction schedule and credential burden.

Competitive Pay Signals:

- Direct credential-set competitors in the analyzed market offered pay near $28.75/hr plus sign-on incentives
- Regional fuel/propane postings for this credential stack commonly ranged from the low $20s to the mid $30s per hour depending on experience, schedule, and location
- Seasonal variants of comparable roles advertised higher base pay and/or completion incentives
- Sign-on and completion bonuses appeared frequently in credentialed Hazmat/Tanker hiring

Stability Target Recommendation: Move toward the $31-$32/hr band - the burden-aligned pressure point identified in this compensation analysis, and approximately the upper quartile of the observed local market.

5. COMPETITIVE LANDSCAPE SNAPSHOT

Comparable Employer Type	Comparable Role	Posted Pay	Competitive Signal
Regional propane distributor	Propane Delivery Driver	Not disclosed	Same credential stack; petroleum delivery experience preferred
Seasonal propane provider	Seasonal CDL Delivery Driver	$20-$24/hr	Seasonal; OT/weekends as needed
Multi-location fuel distributor	Fuel Delivery Driver	$28-$30/hr	OT after 40; gasoline/oil/propane
Local petroleum distributor	Fuel Delivery Driver	From $27.50/hr	CDL B + Tanker + Hazmat; additional credential preferred
Specialized fuel-delivery operator	Class B Fuel Delivery Driver	$22-$28/hr	Night shift; local wet-hose delivery
Larger regional propane operator	Propane Delivery Driver	$28.75/hr + sign-on incentive	OT after 40; direct credential-set competitor

Market Selection Pressure: The market currently rewards candidates who already hold active Hazmat and Tanker endorsements. Better-capitalized employers are using sign-on incentives and overtime structure to win the same narrow credentialed pool this role is competing for.

6. HIRING VIABILITY & RISK OVERLAY

Compensation Pressure	Severe - observed market signals materially above current rate
Structural Risk	High (seasonal burden + on-call requirement)
Offer Acceptance Risk	High
Early Attrition Risk (0-90 days)	Elevated - particularly during the October-April schedule-demand period
Market Competition Intensity	High - credentialed drivers are portable to other regulated CDL roles
Overall Hiring Viability	At Risk

Likely Stall Points: Credentialed candidates receive competing offers (including sign-on incentives) from other regulated CDL/hazmat employers before a decision is finalized. Hires made without a pay correction face a higher risk of attrition once peak-season hours and on-call duty begin.

Financial Signal: Estimated revenue exposure during an 8-12 week vacancy was modeled at approximately $40,000-$60,000. In the analyzed scenario, the annual incremental cost of moving pay toward the recommended $31-$32/hr band was estimated at approximately $4,160-$12,480. The analysis indicates that the compensation adjustment is likely to be financially justified when compared with prolonged vacancy risk.

7. STRATEGIC RECOMMENDATIONS

Compensation Strategy:

- Move base pay toward the burden-aligned $31-$32/hr range in the analyzed market
- Implement a tiered structure: Entry Qualified $26-$28/hr, Experienced $28-$31/hr, Highly Qualified $31-$35/hr

If Compensation Cannot Move:

- Offer paid Hazmat/Tanker endorsement support for strong CDL candidates missing part of the stack
- Add an explicit on-call stipend or call-out minimum rather than leaving on-call uncompensated

Posting Strategy Adjustments:

- Lead with credential requirements and realistic seasonal hours directly in the ad
- Publish total earnings potential (base + peak-season overtime), not base rate alone

Screening Priorities:

- Confirm current Hazmat/Tanker endorsement status immediately - do not discover gaps late in process
- Assess tolerance for the seasonal hour swing and on-call rotation explicitly

Speed-to-Offer Discipline:

- Begin sourcing well ahead of the October seasonal ramp; credentialed candidates are already being recruited by better-paying competitors

METHODOLOGY NOTE

Compensation ranges are based on publicly available regional job postings and comparable-role market signals observed at the time of analysis. Burden, viability, attrition, and vacancy-cost assessments are advisory estimates based on credential requirements, scheduling demands, local competition, operational exposure, and recruiting-market conditions. They are intended to guide decision-making, not serve as a guarantee of hiring outcomes.

ABOUT FOUNTAINHEAD BUSINESS SOLUTIONS

Fountainhead Business Solutions helps operational employers diagnose hiring friction before it becomes chronic vacancy, turnover, and lost productivity. We combine market intelligence, process design, and hands-on recruiting execution for difficult and recurring operational hiring needs.

Hiring a role that should not be this hard? Assess the market before spending another month chasing the same candidate pool.