



# 2026 MSP Salary Guide

---

Indispensable MSP Salary Statistics  
for 31 Mission Critical MSP Jobs

---



# Table of Contents

---

About Us .....	3	L2 Technology Alignment Manager .....	36	Help Desk Manager .....	67
About the Data .....	4	Centralized Services Engineer .....	38	Service Delivery Manager .....	69
Interpreting the Data .....	5	Systems Engineer .....	41	IT Operations Manager .....	71
Trends & Insights .....	8	Level 3 Dual Threat - System & Networking Engineer ed .....	43	Director of Technology / CTO .....	73
Coordinator Dispatcher.....	11	Sr Project Engineer.....	45	Junior Cyber Security Analyst .....	76
Dispatcher The Hidden Critical Role Impacting Service Delivery and Profitability .....	13	Sr Network Engineer .....	47	Cyber Security Specialist .....	78
L1 Help Desk.....	15	Systems Engineer - Team Lead.....	49	Senior Cyber Security Engineer .....	80
L1 Field Tech .....	17	Solutions Architect .....	51		
L1.5 Light Server Work.....	19	Sr Cloud Engineer .....	53		
L1.5 Field Tech.....	21	Senior-Level Technical Account Manager (TAM) .....	56		
L2 Systems Admin .....	24	Mid-Level Technical Account Manager (TAM) .....	58		
L2 Systems Admin Field Engineer.....	26	Project Manager .....	60		
L2 Systems Admin - Automation & Scripting.....	28	vCIO .....	62		
L2 Systems Admin - Light Projects.....	30	MSP Sales Rules of Thumb for Building Simple, Motivating Plans .....	64		
L2 Systems Admin - Team Lead/Supervisor .....	32				
L2 Cloud Systems Admin.....	34				

# About Us

---



## Bowman Williams

Since 2010, Bowman Williams has exclusively staffed the IT Managed Service Provider (MSP) industry. We've been ranked twice by Forbes List as one of America's Best Recruiting Firms. We've conducted over 16,000 interviews with MSP professionals and we are a trusted staffing partner for over 1,000 MSPs in North America.



In addition to Bowman Williams' proprietary research and analysis, select sections of this guide were developed in collaboration with trusted MSP-focused partners who contributed subject-matter expertise and original insights.

A single source  
of truth

---



Salary data gathered from  
over 3,500 MSP interviews.

## About the Data

---

**As a firm dedicated exclusively to helping MSPs hire and scale for over 16 years, our Bowman Williams 2026 MSP Salary Guide provides the most comprehensive view of MSP compensation available today. This guide reflects how MSPs are structuring job offers and pay bands. It's based on 3,500+ interviews we've conducted with MSP candidates when they entered the job market and 3,000+ MSP jobs we've helped MSPs fill.**

---

Most MSP compensation decisions are made without visibility into market rates, leaving MSPs uncertain whether they are overpaying or underpaying. This guide empowers MSPs to make informed compensation strategies that actually align with the realities of today's market – helping MSPs keep margins in check.

# Interpreting the Data

---

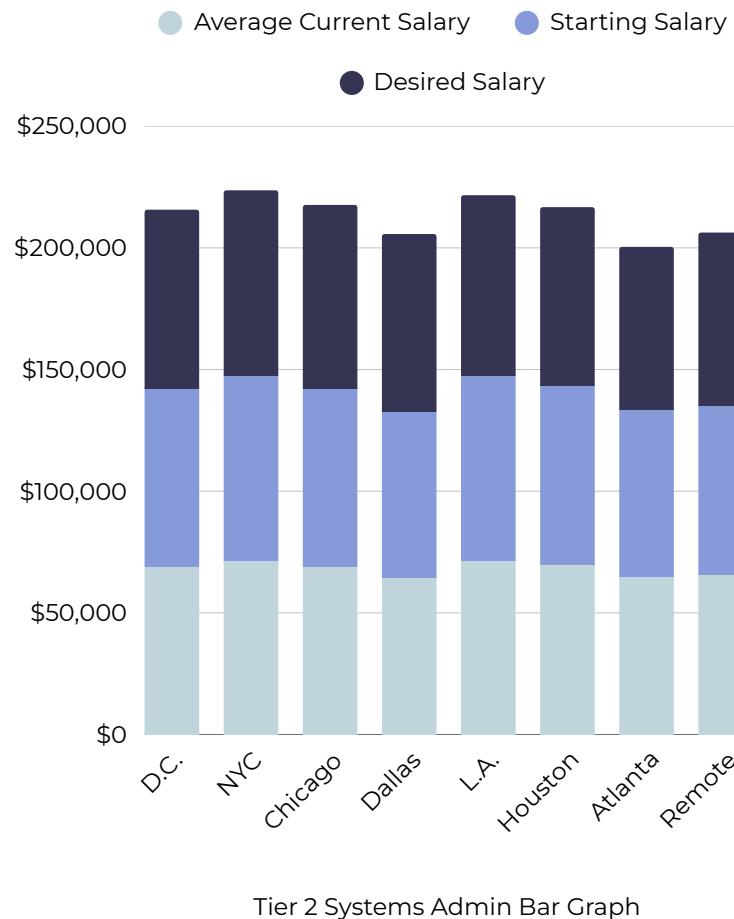
This guide provides two lenses for assessing MSP compensation: how to retain the employees you have and how to structure job offers for new hires.

## **Salary Benchmarking & The Cost of Retention**

Use the data in this section to benchmark your current salary bands against what other MSPs in your city are paying existing employees. See how much MSP candidates are targeting when they enter the job market to identify pay gaps, which roles are most likely to leave for higher compensation and how much to adjust your employee salary bands to proactively stay ahead of turnover.

# Interpreting the Data (continued)

---



## Salary Benchmarking & The Cost of Retention Bar Graph

A layered bar chart accompanies benchmarking data showing what MSP employees earn today, what starting salaries are being offered, and how that relates to what they were targeting. Each bar represents a distinct salary perspectives. The bottom layer reflects the average current salary, the middle layer shows starting salaries when accepting a new MSP job, and the top layer represents desired salaries candidates were targeting.

The gap between layers is where insight lives. Larger spreads between current and starting salaries indicate competitive hiring pressure, while a widening gap between current salaries and desired salaries signals elevated turnover risk.

# Interpreting the Data (continued)

---

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$70,901	<b>\$73,094</b>	\$75,287
NYC	\$73,580	<b>\$75,856</b>	\$78,132
Chicago	\$70,845	<b>\$73,036</b>	\$75,227
Dallas	\$66,145	<b>\$68,190</b>	\$70,236
L.A.	\$73,534	<b>\$75,808</b>	\$78,083
Houston	\$71,604	<b>\$73,819</b>	\$76,033
Atlanta	\$66,523	<b>\$68,580</b>	\$70,638
Remote	\$67,418	<b>\$69,503</b>	\$71,588

Tier 2 Systems Admin Table

## New Hire Competitive Pay Scale

This section shows you the average min and max starting salaries of new hires based on MSP job offers in your city. See the current “market rate” (the average starting salary of job offers that were accepted) to assess if your MSP is budgeting above or below market rate. Aligning compensation to market rate enables your MSP to budget for competitive offers that attract top MSP talent without overpaying.

# Trends & Insights

---

Over the past year, we've watched MSP compensation continue to shift in ways that aren't always obvious at first glance. Salaries have risen again across core MSP roles, but the data makes one thing clear: money alone is no longer the deciding factor it once was. MSP professionals are evaluating roles more holistically, weighing pay alongside how the work actually fits into their lives.

As we look ahead to 2026, two realities stand out. First, MSPs that rely on outdated salary bands will increasingly lose strong employees not because they underpay, but because they misjudge what "competitive" now means. Second, the gap between what MSPs offer and what candidates expect is narrowing in some markets and widening in others—making compensation strategy less about guessing and more about precision. This guide is designed to help you navigate that shift with clarity, confidence, and intent.



JOHN DAVENJAY  
FOUNDER/CEO



A man in a suit and glasses is looking at a laptop screen. The laptop screen displays a bar chart with several bars of increasing height. The background is a blurred office environment.

**Over the past year,  
57% of MSP owners say  
they're losing candidates  
due to outdated pay bands.**

**UNDERSTANDING CURRENT MARKET  
EXPECTATIONS IS CRITICAL.**

# L1 Findings

# Coordinator Dispatcher

Coordinators / Dispatchers operate as the operational front door of the MSP. They manage ticket intake, prioritization, routing, and scheduling while monitoring SLAs and response times. They often resolve basic issues while triaging more complex requests appropriately. Core tools include PSA platforms, ticketing queues, scheduling systems, and communication tools such as Teams, VoIP systems, and email. This role keeps service delivery organized and predictable.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

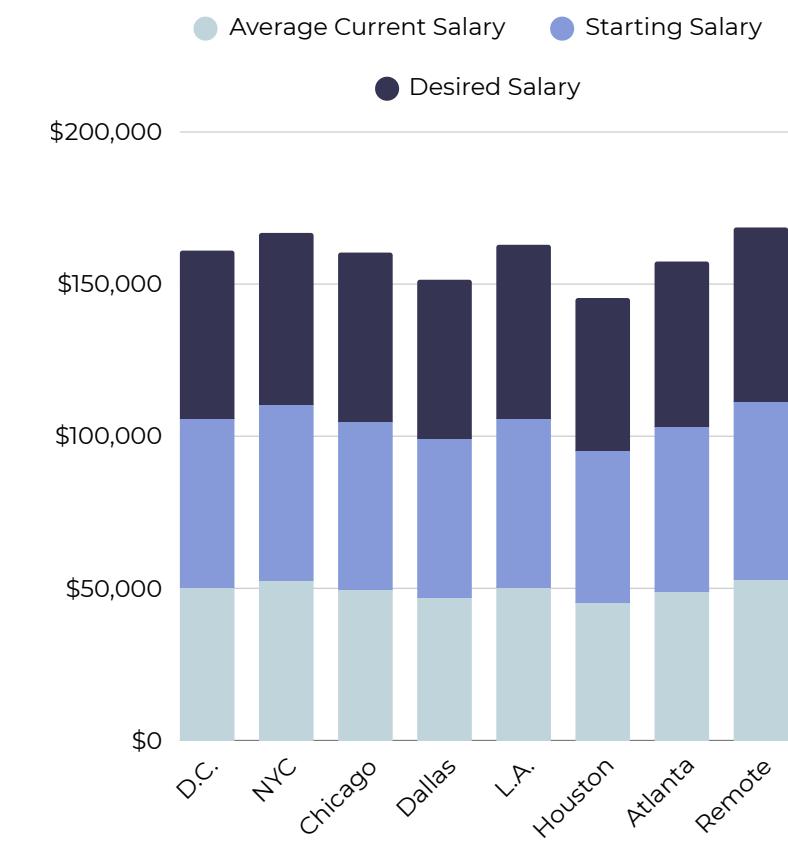
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY WHEN ENTERING JOB MARKET	AVERAGE DESIRED RAISE WHEN ENTERING JOB MARKET	AVERAGE STARTING SALARY WHEN ACCEPTING JOB OFFER	AVERAGE SALARY INCREASE WHEN ACCEPTING JOB OFFER
D.C.	\$50,166	\$55,285	\$5,119	\$55,552	\$5,386
NYC	\$52,469	\$56,248	\$3,779	\$58,102	\$5,633
Chicago	\$49,753	\$55,508	\$5,755	\$55,094	\$5,341
Dallas	\$47,128	\$52,111	\$4,983	\$52,188	\$5,060
L.A.	\$50,259	\$57,004	\$6,745	\$55,655	\$5,396
Houston	\$45,258	\$50,047	\$4,789	\$50,117	\$4,859
Atlanta	\$48,991	\$54,174	\$5,183	\$54,251	\$5,260
Fully Remote Out of Market	\$52,881	\$57,221	\$4,340	\$58,505	\$5,624

# Coordinator Dispatcher

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$53,885	<b>\$55,552</b>	\$57,218
NYC	\$56,359	<b>\$58,102</b>	\$59,845
Chicago	\$53,442	<b>\$55,094</b>	\$56,747
Dallas	\$50,622	<b>\$52,188</b>	\$53,753
L.A.	\$53,985	<b>\$55,655</b>	\$57,324
Houston	\$48,613	<b>\$50,117</b>	\$51,620
Atlanta	\$52,623	<b>\$54,251</b>	\$55,878
Remote	\$56,750	<b>\$58,505</b>	\$60,260





# Dispatcher

## The Hidden Critical Role Impacting Service Delivery and Profitability

Authored by Khaled Farhang, BMK Community

While dispatcher compensation can be benchmarked, role effectiveness varies based on how dispatch is structured and supported within an MSP. To add meaningful context alongside the compensation data, we partnered with BMK Community to share practical insight MSPs can use when hiring and developing dispatcher talent.

Within an ITSP/MSP, no position influences service delivery, client experience, efficiency, and profitability more powerfully—and more quietly—than the dispatcher. Although often misunderstood as an entry-level or administrative role, the dispatcher is, in reality, a professional whose decisions shape the daily rhythm and financial outcomes of the entire service department. When MSPs underestimate this role, SLAs slip, technicians burn out, clients feel neglected, and margins suffer. When MSPs elevate it, the dispatcher becomes a strategic force powering consistency and growth.

## Core Competencies of a High-Performing Dispatcher

A dispatcher's performance determines whether an MSP operates reactively or proactively. The BMK Certified Dispatcher curriculum defines several critical competencies that separate high-performing dispatchers from the rest:

- **Mastery of the PSA:** Understanding statuses, triage workflows, ticket structure, and automation.
- **Exceptional prioritization and triage:** Using structured methods such as "Who/What/Where/When" to route work quickly and correctly.
- **Clear, confident communication:** With clients, owners, and technical staff—especially during high-stress situations.
- **Understanding of financial metrics:** How utilization, AGP, and Effective Hourly Rate influence profitability.
- **Workload management:** Filling technician calendars effectively without overload or idle time.
- **Ethical judgment and confidentiality:** Protecting sensitive information and reinforcing company standards.
- **Calm service board management:** Maintaining order, structure, and accuracy even during heavy volume.

# Dispatcher

## The Hidden Critical Role Impacting Service Delivery and Profitability

---

### SLA Adherence Begins (and Ends) With Dispatch

Service Level Agreements only succeed if the process behind them is consistent. Dispatchers control prioritization, intake, assignment, and routing. Their decisions determine whether work meets contractual commitments and whether clients feel heard, supported, and remembered. Strong dispatch equals strong SLA compliance.

### The Dispatcher's Quiet Influence on Profitability

Dispatchers directly affect Agreement Gross Profit (AGP) by controlling how labor is allocated against agreements. They reduce time leakage, ensure accurate time entry, align technicians with their highest-value work, and prevent unnecessary escalations—all of which raise Effective Hourly Rate (EHR). When dispatch is weak, AGP erodes long before leadership notices.

### Utilization Targets and Hiring Decisions—Depend on Dispatch

BMK's industry-standard target of 75% billable utilization is only achievable when dispatchers "own the hours" of the service department. Their scheduling discipline determines whether the MSP maintains the benchmark 33% service salaries to service revenue ratio—which impacts profitability and whether a company believes it needs another technician or simply a stronger dispatch process.

### How BMK Community Supports MSPs and the Dispatch Role

BMK Community strengthens MSP dispatching through certification programs and dispatcher-focused peer teams. These programs help dispatchers improve communication, prioritization, and service delivery. For MSPs needing additional support, BMK can also provide an outsourced dispatch function built on the same proven standards.



# L1 Help Desk

L1 Help Desk technicians serve as front-line support and the first touch point for inbound end-user issues. They work reactively across common MSP requests including passwords, email, printers, and access issues. Typical stack includes M365/Entra, Active Directory, Windows/macOS, DNS/VPN, basic server administration, and RMM tools for remote access, monitoring, and remediation within managed environments.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

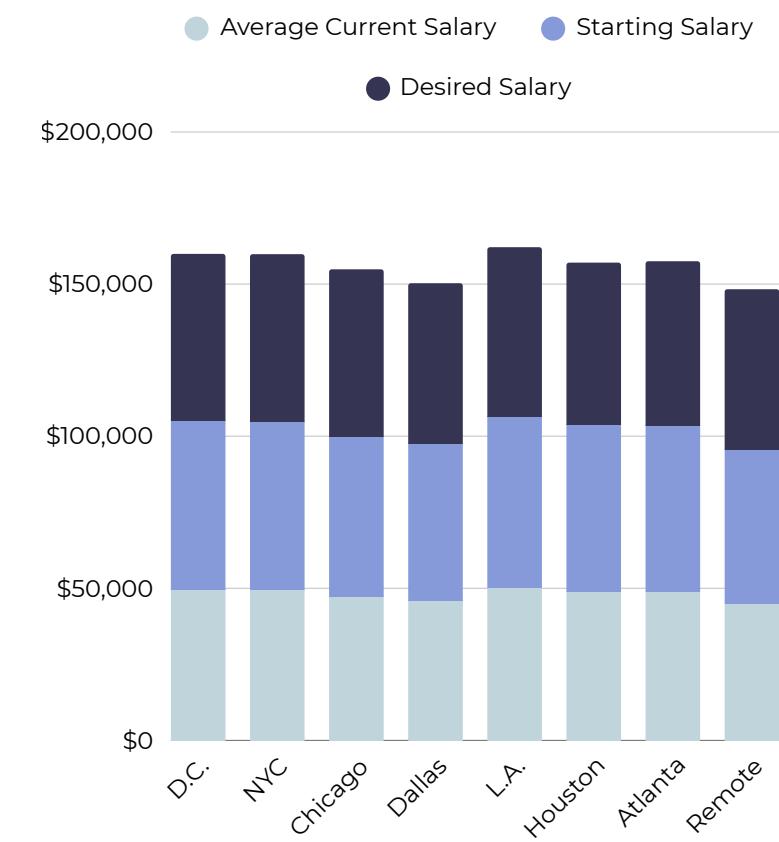
Location	AVERAGE CURRENT SALARY	AVERAGE TARGET SALARY	AVERAGE TARGET RAISE	AVERAGE STARTING SALARY	AVERAGE SALARY INCREASE
D.C.	\$49,598	\$54,771	\$5,173	\$55,556	\$5,958
NYC	\$49,476	\$54,936	\$5,460	\$55,419	\$5,943
Chicago	\$47,157	\$54,875	\$7,718	\$52,822	\$5,665
Dallas	\$45,956	\$52,843	\$6,887	\$51,476	\$5,520
L.A.	\$50,259	\$55,571	\$5,312	\$56,296	\$6,037
Houston	\$48,957	\$53,256	\$4,299	\$54,838	\$5,881
Atlanta	\$48,857	\$53,928	\$5,071	\$54,726	\$5,869
Fully Remote Out of Market	\$45,107	\$52,677	\$7,570	\$50,518	\$5,418

# L1 Help Desk

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$53,889	<b>\$55,556</b>	\$57,223
NYC	\$53,757	<b>\$55,419</b>	\$57,082
Chicago	\$51,237	<b>\$52,822</b>	\$54,406
Dallas	\$49,932	<b>\$51,476</b>	\$53,021
L.A.	\$54,607	<b>\$56,296</b>	\$57,985
Houston	\$53,193	<b>\$54,838</b>	\$56,483
Atlanta	\$53,084	<b>\$54,726</b>	\$56,368
Remote	\$49,002	<b>\$50,518</b>	\$52,033



# L1 Field Tech

L1 Field Techs provide onsite support for clients requiring hands-on assistance. They handle workstation setups, hardware replacements, peripheral troubleshooting, and basic network connectivity issues. Typical work includes new hire setups, device imaging, cabling, printers, and Wi-Fi troubleshooting. Core tools include endpoint management, imaging software, basic network tools, and MSP ticketing systems to document and coordinate onsite work.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

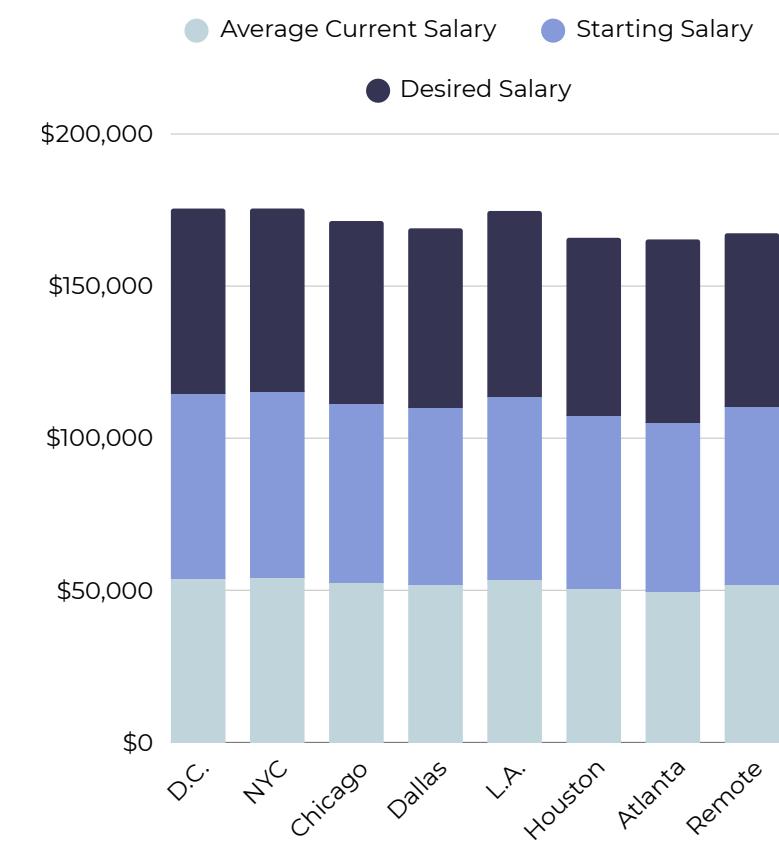
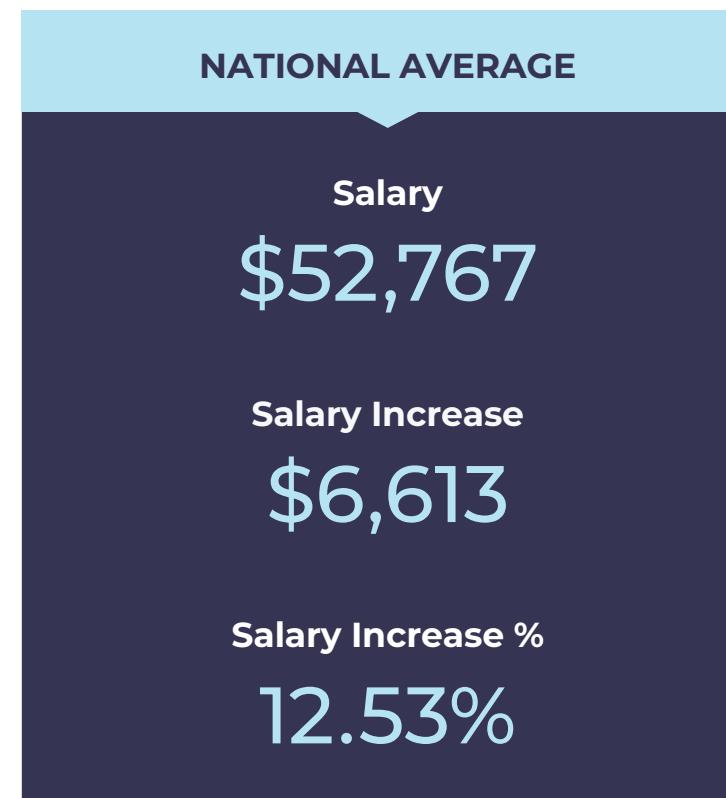
Location	AVERAGE CURRENT SALARY	AVERAGE TARGET SALARY	AVERAGE TARGET RAISE	AVERAGE STARTING SALARY	AVERAGE SALARY INCREASE
D.C.	\$54,003	\$60,714	\$6,711	\$60,771	\$6,768
NYC	\$54,256	\$60,187	\$5,931	\$61,056	\$6,800
Chicago	\$52,408	\$60,005	\$7,597	\$58,976	\$6,568
Dallas	\$51,750	\$59,000	\$7,250	\$58,236	\$6,486
L.A.	\$53,555	\$60,875	\$7,320	\$60,267	\$6,712
Houston	\$50,627	\$58,277	\$7,650	\$56,972	\$6,345
Atlanta	\$49,502	\$60,129	\$10,627	\$55,706	\$6,204
Fully Remote Out of Market	\$51,877	\$57,104	\$5,227	\$58,379	\$6,502

# L1 Field Tech

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$58,948	<b>\$60,771</b>	\$62,595
NYC	\$59,224	<b>\$61,056</b>	\$62,888
Chicago	\$57,207	<b>\$58,976</b>	\$60,746
Dallas	\$56,489	<b>\$58,236</b>	\$59,983
L.A.	\$58,459	<b>\$60,267</b>	\$62,075
Houston	\$55,263	<b>\$56,972</b>	\$58,681
Atlanta	\$54,035	<b>\$55,706</b>	\$57,377
Remote	\$56,628	<b>\$58,379</b>	\$60,130



# L1.5 Light Server Work

L1.5 technicians bridge frontline support and junior systems administration within an MSP. They resolve escalated L1 tickets while performing light server and infrastructure tasks. Typical responsibilities include AD user and group management, basic server maintenance, M365 administration, backup checks, patch validation, and assisting with virtualization or storage tasks using common MSP tooling.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

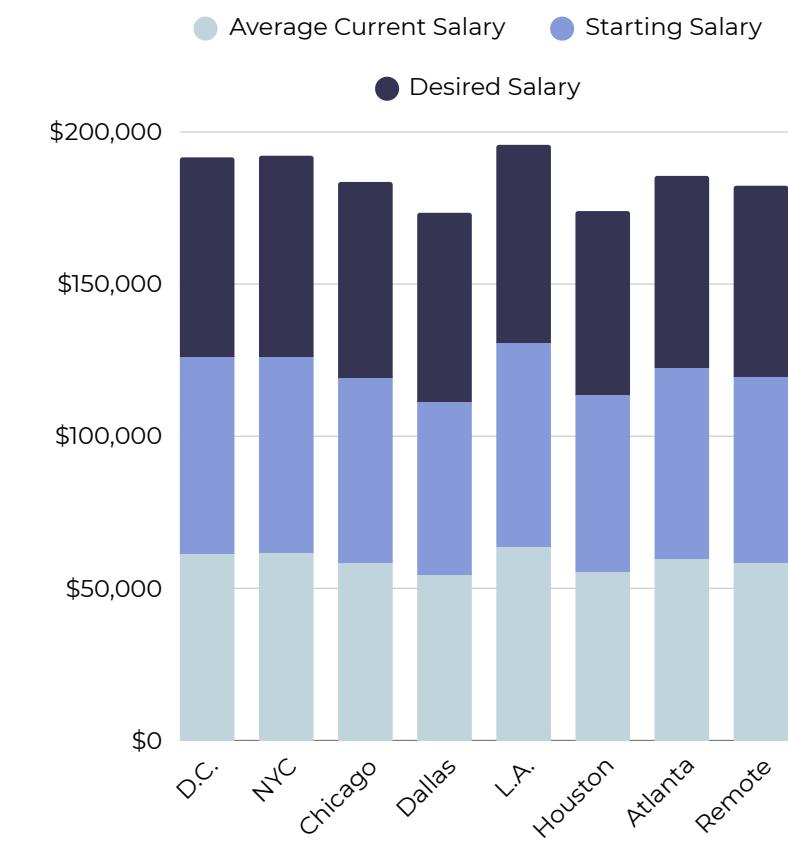
Location	AVERAGE CURRENT SALARY	AVERAGE TARGET SALARY	AVERAGE TARGET RAISE	AVERAGE STARTING SALARY	AVERAGE SALARY INCREASE
D.C.	\$61,573	\$65,617	\$4,044	\$64,466	\$2,893
NYC	\$61,706	\$65,888	\$4,182	\$64,605	\$2,899
Chicago	\$58,343	\$64,146	\$5,803	\$61,084	\$2,741
Dallas	\$54,477	\$61,922	\$7,445	\$57,036	\$2,559
L.A.	\$63,833	\$65,107	\$1,274	\$66,832	\$2,999
Houston	\$55,526	\$60,337	\$4,811	\$58,135	\$2,609
Atlanta	\$59,801	\$63,153	\$3,352	\$62,611	\$2,810
Fully Remote Out of Market	\$58,516	\$62,550	\$4,034	\$61,265	\$2,749

# L1.5 Light Server Work

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$62,532	<b>\$64,466</b>	\$66,400
NYC	\$62,667	<b>\$64,605</b>	\$66,543
Chicago	\$59,251	<b>\$61,084</b>	\$62,917
Dallas	\$55,325	<b>\$57,036</b>	\$58,747
L.A.	\$64,827	<b>\$66,832</b>	\$68,837
Houston	\$56,391	<b>\$58,135</b>	\$59,879
Atlanta	\$60,732	<b>\$62,611</b>	\$64,489
Remote	\$59,427	<b>\$61,265</b>	\$63,103



# L1.5 Field Tech

L1.5 Field Techs combine onsite support with elevated technical responsibility. They address complex desktop issues, light server and network troubleshooting, and assist with onsite project work. Typical technologies include Windows Server, basic switching and firewall troubleshooting, endpoint management tools, and RMM utilities. They support deployments, infrastructure upgrades, and hands-on remediation while coordinating closely with systems and network engineers.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

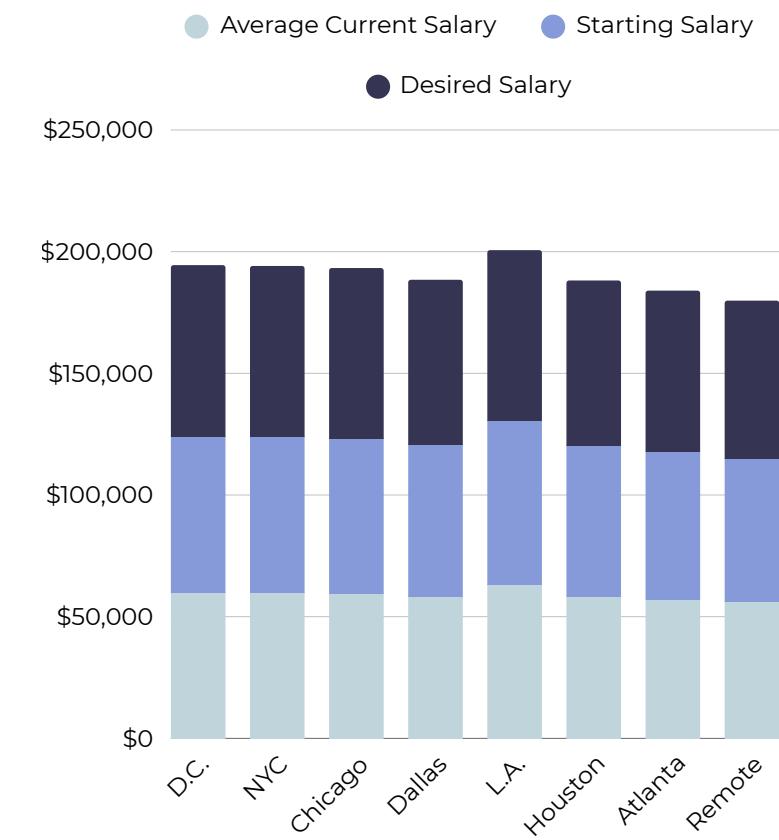
Location	AVERAGE CURRENT SALARY	AVERAGE TARGET SALARY	AVERAGE TARGET RAISE	AVERAGE STARTING SALARY	AVERAGE SALARY INCREASE
D.C.	\$59,927	\$70,555	\$10,628	\$63,985	\$4,058
NYC	\$60,028	\$70,000	\$9,972	\$64,093	\$4,065
Chicago	\$59,617	\$70,000	\$10,383	\$63,654	\$4,037
Dallas	\$58,493	\$67,500	\$9,007	\$62,454	\$3,961
L.A.	\$63,269	\$69,800	\$6,531	\$67,554	\$4,285
Houston	\$58,111	\$68,000	\$9,889	\$62,046	\$3,935
Atlanta	\$57,060	\$66,000	\$8,940	\$60,924	\$3,864
Fully Remote Out of Market	\$56,202	\$64,828	\$8,626	\$58,842	\$2,640

# L1.5 Field Tech

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$62,066	<b>\$63,985</b>	\$65,905
NYC	\$62,170	<b>\$64,093</b>	\$66,016
Chicago	\$61,745	<b>\$63,654</b>	\$65,564
Dallas	\$60,581	<b>\$62,454</b>	\$64,328
L.A.	\$65,527	<b>\$67,554</b>	\$69,580
Houston	\$60,185	<b>\$62,046</b>	\$63,908
Atlanta	\$59,096	<b>\$60,924</b>	\$62,752
Remote	\$57,077	<b>\$58,842</b>	\$60,608



# L2 Findings

# L2 Systems Admin

L2 Systems Admins handle higher-impact tickets and operate with significant autonomy. They provide advanced break/fix support remotely and onsite while supporting low-level project work. Typical stack includes Windows Server, AD/GPO, M365/Entra/Intune, Azure workloads, virtualization platforms, L2/L3 networking, backup solutions, and light scripting using PowerShell within an MSP service model.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

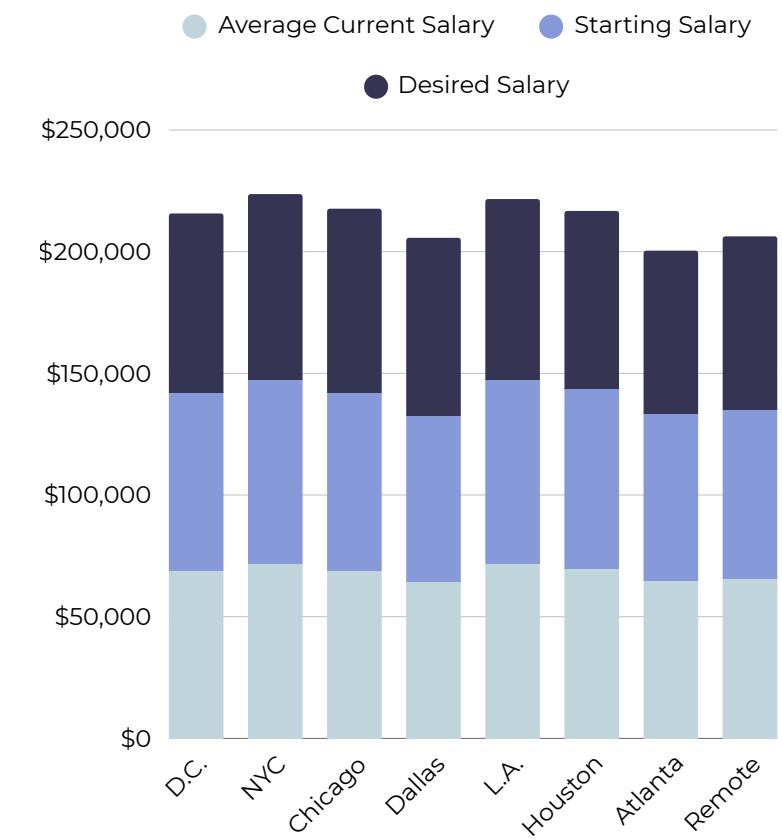
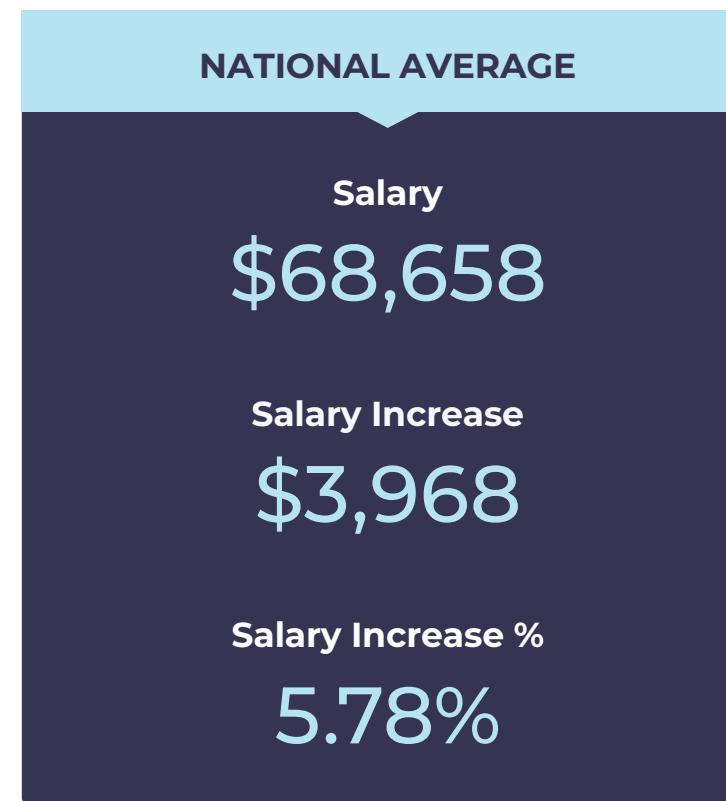
Location	AVERAGE CURRENT SALARY	AVERAGE TARGET SALARY	AVERAGE TARGET RAISE	AVERAGE STARTING SALARY	AVERAGE SALARY INCREASE
D.C.	\$69,100	\$73,500	\$4,400	\$3,994	\$73,094
NYC	\$71,711	\$76,085	\$4,374	\$4,145	\$75,856
Chicago	\$69,045	\$75,571	\$6,526	\$3,991	\$73,036
Dallas	\$64,464	\$73,036	\$8,571	\$3,726	\$68,190
L.A.	\$71,666	\$74,157	\$2,491	\$4,142	\$75,808
Houston	\$69,785	\$73,133	\$3,348	\$4,034	\$73,819
Atlanta	\$64,833	\$67,000	\$2,167	\$3,747	\$68,580
Fully Remote Out of Market	\$65,705	\$71,080	\$5,375	\$3,798	\$69,503

# L2 Systems Admin

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$70,901	<b>\$73,094</b>	\$75,287
NYC	\$73,580	<b>\$75,856</b>	\$78,132
Chicago	\$70,845	<b>\$73,036</b>	\$75,227
Dallas	\$66,145	<b>\$68,190</b>	\$70,236
L.A.	\$73,534	<b>\$75,808</b>	\$78,083
Houston	\$71,604	<b>\$73,819</b>	\$76,033
Atlanta	\$66,523	<b>\$68,580</b>	\$70,638
Remote	\$67,418	<b>\$69,503</b>	\$71,588



# L2 Systems Admin Field Engineer

L2 Field Engineers provide advanced onsite and remote support for MSP clients. They handle infrastructure troubleshooting, escalations, and hands-on remediation. Typical work includes server failures, network outages, firewall issues, and hardware replacements. Technologies include Windows Server, virtualization, firewalls, switching, backup systems, and remote support tools. This role often supports project execution and complex onsite service events.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

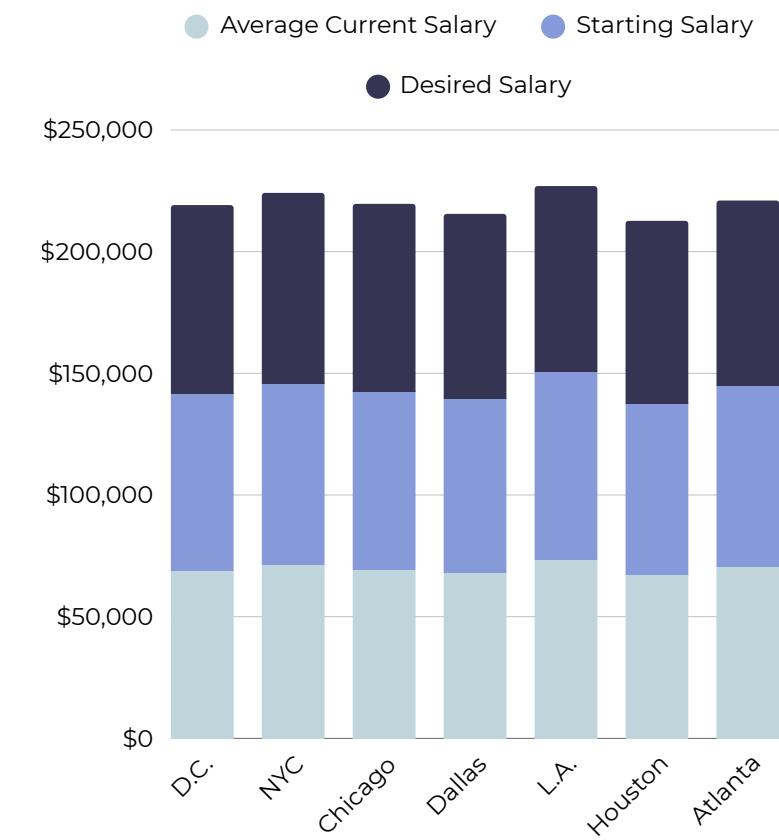
Location	AVERAGE CURRENT SALARY	AVERAGE TARGET SALARY	AVERAGE TARGET RAISE	AVERAGE STARTING SALARY	AVERAGE SALARY INCREASE
D.C.	\$69,072	\$77,584	\$8,512	\$3,414	\$72,486
NYC	\$71,250	\$78,125	\$6,875	\$3,521	\$74,771
Chicago	\$69,512	\$77,187	\$7,675	\$3,435	\$72,947
Dallas	\$68,179	\$75,804	\$7,625	\$3,370	\$71,549
L.A.	\$73,532	\$76,258	\$2,726	\$3,634	\$77,166
Houston	\$67,166	\$75,011	\$7,845	\$3,320	\$70,486
Atlanta	\$70,693	\$76,135	\$5,442	\$3,494	\$74,187

# L2 Systems Admin Field Engineer

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$70,311	<b>\$72,486</b>	\$74,660
NYC	\$72,528	<b>\$74,771</b>	\$77,015
Chicago	\$70,759	<b>\$72,947</b>	\$75,136
Dallas	\$69,402	<b>\$71,549</b>	\$73,695
L.A.	\$74,851	<b>\$77,166</b>	\$79,481
Houston	\$68,371	<b>\$70,486</b>	\$72,600
Atlanta	\$71,961	<b>\$74,187</b>	\$76,412



# L2 Systems Admin - Automation & Scripting

L2 Automation-focused Admins concentrate on efficiency and repeatability within MSP operations. They support escalations while building scripts and automations to reduce manual effort. Typical tools include PowerShell, RMM automation frameworks, APIs, task schedulers, and monitoring platforms. This role focuses on standardization, alert remediation, onboarding automation, and improving service delivery scale across multiple client environments.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

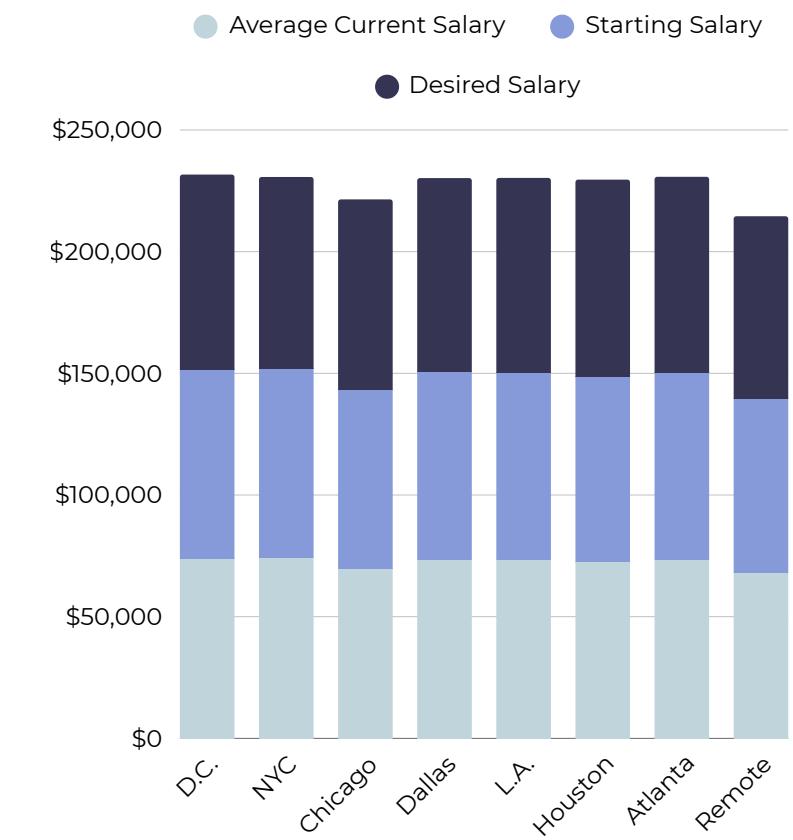
Location	AVERAGE CURRENT SALARY	AVERAGE TARGET SALARY	AVERAGE TARGET RAISE	AVERAGE STARTING SALARY	AVERAGE SALARY INCREASE
D.C.	\$74,000	\$80,000	\$6,000	\$3,678	\$77,678
NYC	\$74,167	\$78,666	\$4,499	\$3,686	\$77,853
Chicago	\$70,000	\$78,000	\$8,000	\$3,479	\$73,479
Dallas	\$73,500	\$79,583	\$6,083	\$3,653	\$77,153
L.A.	\$73,333	\$80,000	\$6,667	\$3,645	\$76,978
Houston	\$72,500	\$81,000	\$8,500	\$3,603	\$76,103
Atlanta	\$73,400	\$80,314	\$6,914	\$3,648	\$77,048
Fully Remote Out of Market	\$68,083	\$75,000	\$6,917	\$3,384	\$71,467

# L2 Systems Admin - Automation & Scripting

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$75,347	<b>\$77,678</b>	\$80,008
NYC	\$75,518	<b>\$77,853</b>	\$80,189
Chicago	\$71,275	<b>\$73,479</b>	\$75,683
Dallas	\$74,838	<b>\$77,153</b>	\$79,468
L.A.	\$74,668	<b>\$76,978</b>	\$79,287
Houston	\$73,820	<b>\$76,103</b>	\$78,386
Atlanta	\$74,737	<b>\$77,048</b>	\$79,359
Remote	\$69,323	<b>\$71,467</b>	\$73,611



# L2 Systems Admin - Light Projects

These L2s split time between escalations and low-to-mid complexity projects. They assist with M365 migrations, hardware refreshes, infrastructure upgrades, and client onboarding initiatives. Typical technologies include Azure AD, Exchange Online, SharePoint, backup platforms, endpoint management, and virtualization. This role balances reactive support responsibilities with defined project deliverables in a managed services environment.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

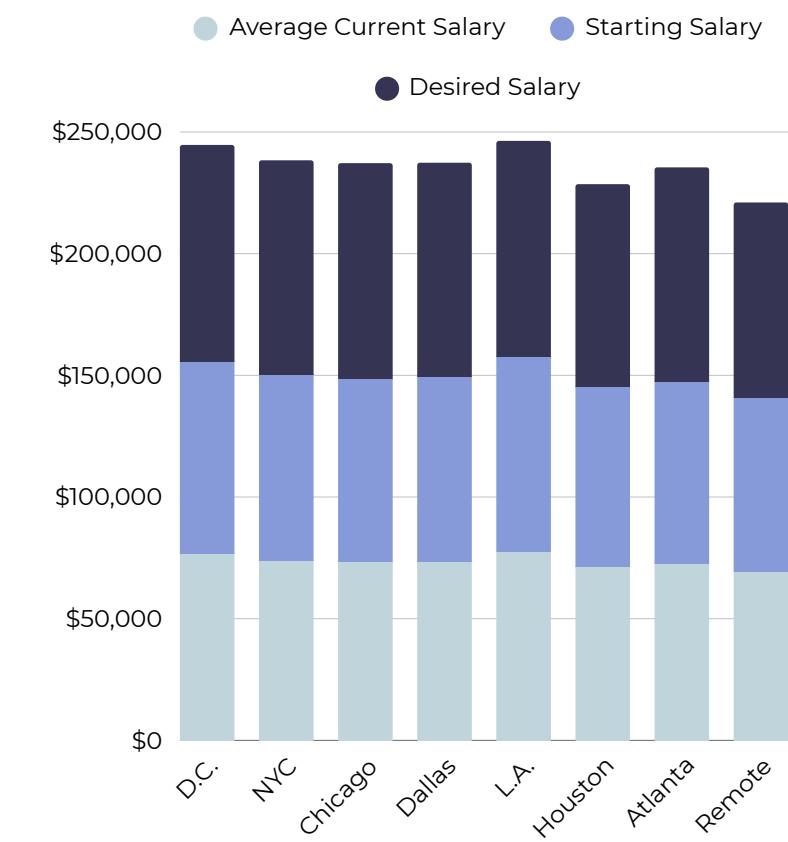
Location	AVERAGE CURRENT SALARY	AVERAGE TARGET SALARY	AVERAGE TARGET RAISE	AVERAGE STARTING SALARY	AVERAGE SALARY INCREASE
D.C.	\$76,705	\$88,939	\$12,234	\$2,332	\$79,036
NYC	\$73,971	\$88,174	\$14,203	\$2,249	\$76,219
Chicago	\$73,323	\$88,314	\$14,991	\$2,229	\$75,552
Dallas	\$73,596	\$87,939	\$14,343	\$2,237	\$75,833
L.A.	\$77,732	\$88,522	\$10,790	\$2,363	\$80,095
Houston	\$71,596	\$83,189	\$11,593	\$2,176	\$73,772
Atlanta	\$72,583	\$88,089	\$15,506	\$2,206	\$74,789
Fully Remote Out of Market	\$69,296	\$80,330	\$11,034	\$2,106	\$71,402

# L2 Systems Admin - Light Projects

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$76,665	<b>\$79,036</b>	\$81,408
NYC	\$73,933	<b>\$76,219</b>	\$78,506
Chicago	\$73,285	<b>\$75,552</b>	\$77,818
Dallas	\$73,558	<b>\$75,833</b>	\$78,108
L.A.	\$77,692	<b>\$80,095</b>	\$82,497
Houston	\$71,559	<b>\$73,772</b>	\$75,985
Atlanta	\$72,545	<b>\$74,789</b>	\$77,033
Remote	\$69,260	<b>\$71,402</b>	\$73,544



# L2 Systems Admin - Team Lead/Supervisor

L2 Team Leads combine hands-on technical execution with frontline supervision. They support escalations while overseeing ticket quality, workflows, and service standards. Typical responsibilities include reviewing work, coordinating schedules, mentoring technicians, and supporting management with staffing and capacity planning. Technologies span the full L2 stack, PSA dashboards, reporting tools, and internal documentation platforms.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

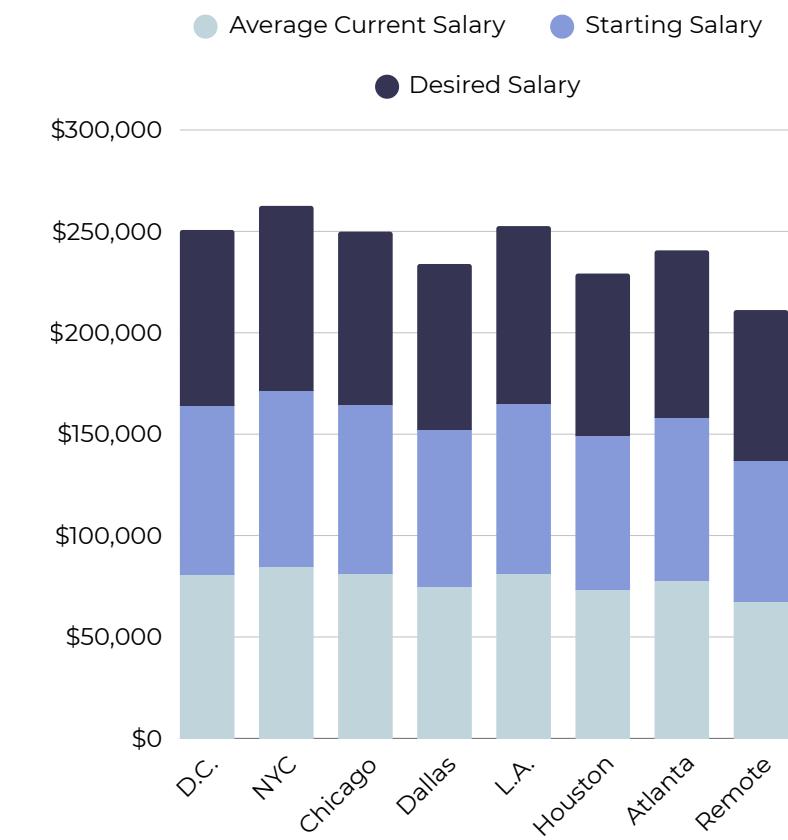
Location	AVERAGE CURRENT SALARY	AVERAGE TARGET SALARY	AVERAGE TARGET RAISE	AVERAGE STARTING SALARY	AVERAGE SALARY INCREASE
D.C.	\$81,037	\$86,312	\$5,275	\$2,308	\$83,345
NYC	\$84,648	\$90,869	\$6,221	\$2,411	\$87,059
Chicago	\$81,243	\$85,064	\$3,821	\$2,314	\$83,557
Dallas	\$75,051	\$81,683	\$6,632	\$2,138	\$77,189
L.A.	\$81,426	\$87,436	\$6,010	\$2,319	\$83,745
Houston	\$73,547	\$80,018	\$6,471	\$2,095	\$75,642
Atlanta	\$77,972	\$82,476	\$4,504	\$2,221	\$80,193
Fully Remote Out of Market	\$67,431	\$74,421	\$6,990	\$1,921	\$69,352

# L2 Systems Admin - Team Lead/Supervisor

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$80,845	<b>\$83,345</b>	\$85,846
NYC	\$84,447	<b>\$87,059</b>	\$89,671
Chicago	\$81,050	<b>\$83,557</b>	\$86,064
Dallas	\$74,873	<b>\$77,189</b>	\$79,504
L.A.	\$81,233	<b>\$83,745</b>	\$86,258
Houston	\$73,373	<b>\$75,642</b>	\$77,911
Atlanta	\$77,787	<b>\$80,193</b>	\$82,599
Remote	\$67,271	<b>\$69,352</b>	\$71,432



# L2 Cloud Systems Admin

L2 Cloud Systems Admins focus on cloud-first and hybrid client environments. They support identity, endpoint management, and cloud workloads across multiple MSP clients. Typical stack includes Entra ID, M365, Intune, Azure virtual machines, storage, networking, and cloud security controls. This role supports migrations, ongoing administration, and cloud optimization within standardized MSP architectures.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

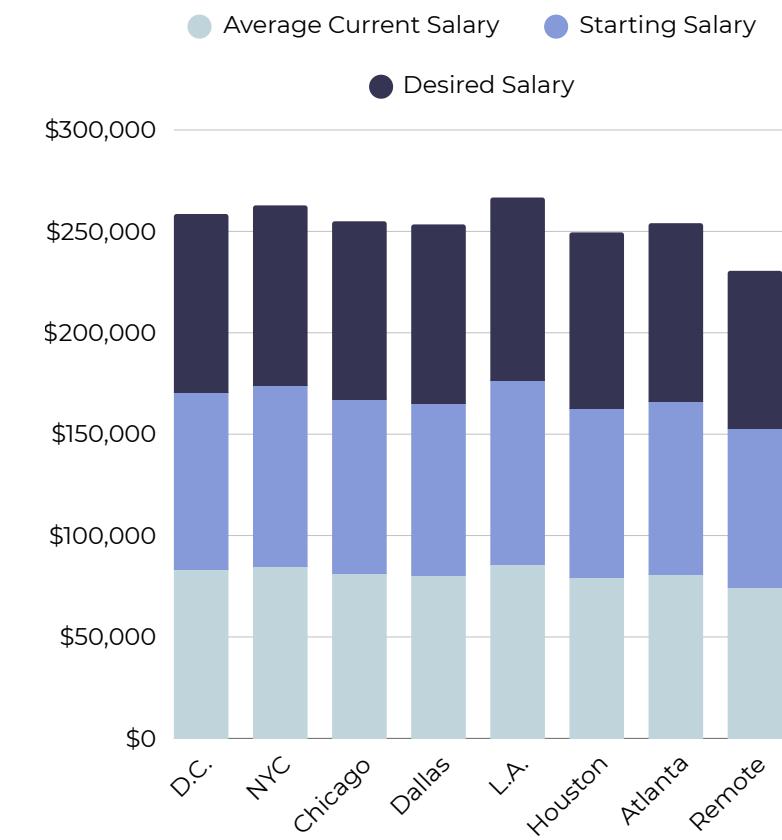
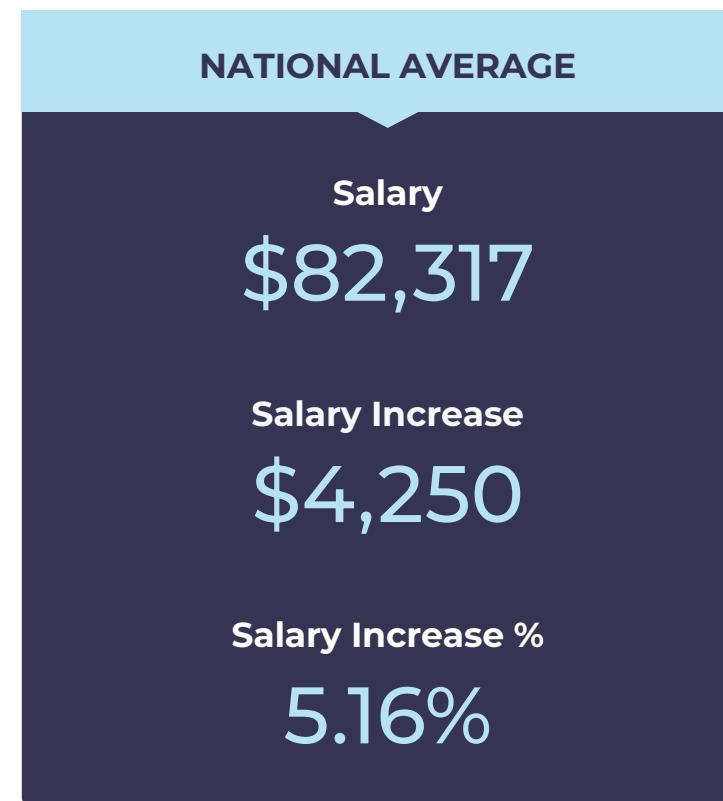
Location	AVERAGE CURRENT SALARY	AVERAGE TARGET SALARY	AVERAGE TARGET RAISE	AVERAGE STARTING SALARY	AVERAGE SALARY INCREASE
D.C.	\$83,043	\$88,197	\$5,154	\$4,289	\$87,332
NYC	\$84,873	\$88,694	\$3,797	\$4,384	\$89,257
Chicago	\$81,536	\$87,693	\$6,172	\$4,212	\$85,748
Dallas	\$80,539	\$88,196	\$7,672	\$4,160	\$84,699
L.A.	\$85,943	\$90,377	\$4,438	\$4,439	\$90,382
Houston	\$79,354	\$86,698	\$7,372	\$4,099	\$83,453
Atlanta	\$80,932	\$87,996	\$7,072	\$4,180	\$85,112
Fully Remote Out of Market	\$74,419	\$77,869	\$3,438	\$3,844	\$78,263

# L2 Cloud Systems Admin

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$84,712	<b>\$87,332</b>	\$89,952
NYC	\$86,579	<b>\$89,257</b>	\$91,935
Chicago	\$83,175	<b>\$85,748</b>	\$88,320
Dallas	\$82,158	<b>\$84,699</b>	\$87,240
L.A.	\$87,671	<b>\$90,382</b>	\$93,094
Houston	\$80,949	<b>\$83,453</b>	\$85,956
Atlanta	\$82,559	<b>\$85,112</b>	\$87,666
Remote	\$75,915	<b>\$78,263</b>	\$80,611



# L2 Technology Alignment Manager

L2 TAMs blend technical understanding with proactive client guidance. They align client environments with MSP standards while supporting roadmap planning and lifecycle decisions. Typical responsibilities include QBR preparation, technology assessments, and coordination with service teams. Technologies span M365, cloud platforms, security tools, backup systems, and reporting dashboards used to guide client-facing recommendations.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

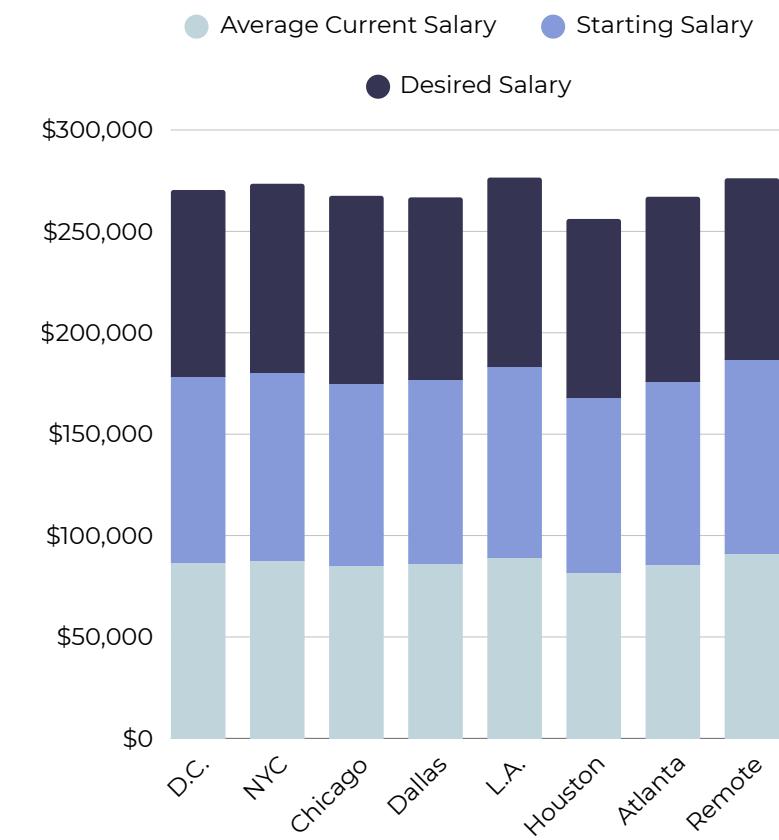
Location	AVERAGE CURRENT SALARY	AVERAGE TARGET SALARY	AVERAGE TARGET RAISE	AVERAGE STARTING SALARY	AVERAGE SALARY INCREASE
D.C.	\$86,829	\$92,087	\$5,258	\$4,664	\$91,493
NYC	\$87,839	\$93,094	\$5,255	\$4,719	\$92,558
Chicago	\$85,121	\$92,727	\$7,606	\$4,573	\$89,694
Dallas	\$86,164	\$89,811	\$3,647	\$4,629	\$90,792
L.A.	\$89,319	\$93,093	\$3,774	\$4,798	\$94,117
Houston	\$81,843	\$88,052	\$6,209	\$4,396	\$86,239
Atlanta	\$85,746	\$90,977	\$5,231	\$4,606	\$90,352
Fully Remote Out of Market	\$90,954	\$89,394	-\$1,560	\$4,886	\$95,840

# L2 Technology Alignment Manager

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$88,748	<b>\$91,493</b>	\$94,238
NYC	\$89,781	<b>\$92,558</b>	\$95,334
Chicago	\$87,003	<b>\$89,694</b>	\$92,385
Dallas	\$88,069	<b>\$90,792</b>	\$93,516
L.A.	\$91,294	<b>\$94,117</b>	\$96,941
Houston	\$83,652	<b>\$86,239</b>	\$88,827
Atlanta	\$87,642	<b>\$90,352</b>	\$93,063
Remote	\$92,964	<b>\$95,840</b>	\$98,715



# Centralized Services Engineer

Centralized Services Engineers play a pivotal role administering and optimizing the MSP's core platforms and shared tooling. They manage and improve RMM, PSA, backup, endpoint protection, and patching systems while blending technical support knowledge with service delivery workflows, scripting, and automation. They retool platforms for efficiency, scale, and consistency across clients. Common platforms include ConnectWise Manage or Autotask for PSA and ConnectWise Automate, Datto RMM, or NinjaOne for RMM.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

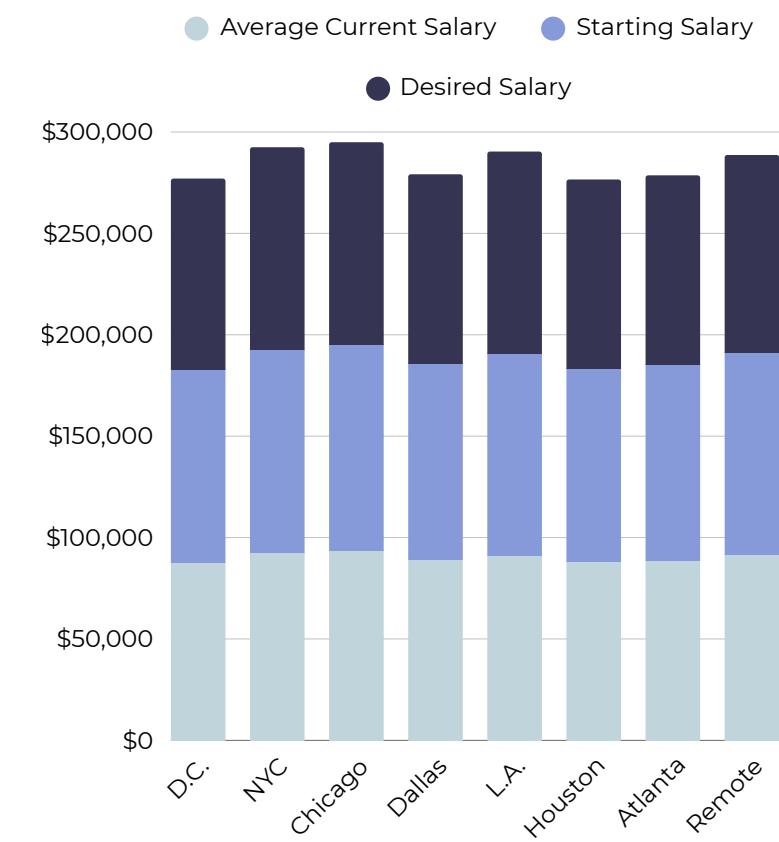
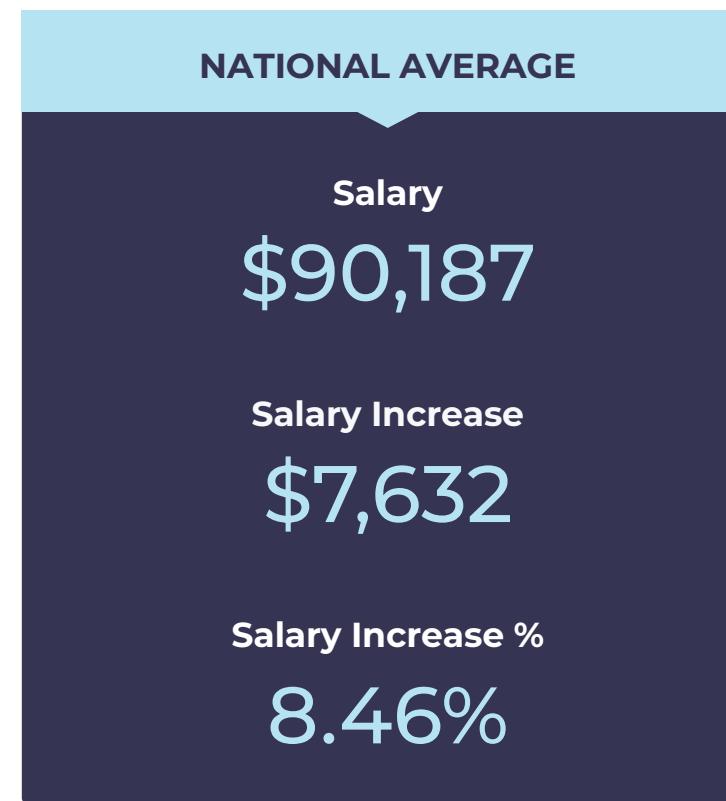
Location	AVERAGE CURRENT SALARY	AVERAGE TARGET SALARY	AVERAGE TARGET RAISE	AVERAGE STARTING SALARY	AVERAGE SALARY INCREASE
D.C.	\$87,743	\$94,126	\$6,383	\$7,428	\$95,171
NYC	\$92,565	\$99,520	\$6,955	\$7,836	\$100,401
Chicago	\$93,689	\$99,640	\$5,951	\$7,931	\$101,620
Dallas	\$89,146	\$93,302	\$4,156	\$7,547	\$96,693
L.A.	\$91,396	\$99,826	\$8,430	\$7,737	\$99,133
Houston	\$87,977	\$93,176	\$5,199	\$7,448	\$95,425
Atlanta	\$88,793	\$93,520	\$4,727	\$7,517	\$96,310
Fully Remote Out of Market	\$91,705	\$97,487	\$2,691	\$7,763	\$99,468

# Centralized Services Engineer

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$89,461	<b>\$95,171</b>	\$100,881
NYC	\$94,377	<b>\$100,401</b>	\$106,425
Chicago	\$95,523	<b>\$101,620</b>	\$107,717
Dallas	\$90,891	<b>\$96,693</b>	\$102,494
L.A.	\$93,185	<b>\$99,133</b>	\$105,081
Houston	\$89,699	<b>\$95,425</b>	\$101,150
Atlanta	\$90,531	<b>\$96,310</b>	\$102,088
Remote	\$93,500	<b>\$99,468</b>	\$105,436



# L3 Findings

# Systems Engineer

Systems Engineers handle advanced infrastructure design, troubleshooting, and optimization. They work across servers, networking, virtualization, cloud platforms, and security layers. Typical technologies include Windows Server, Azure, VMware/Hyper-V, firewalls, backup solutions, and monitoring tools. This role supports escalations, architecture improvements, and complex deployments across multiple managed client environments.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

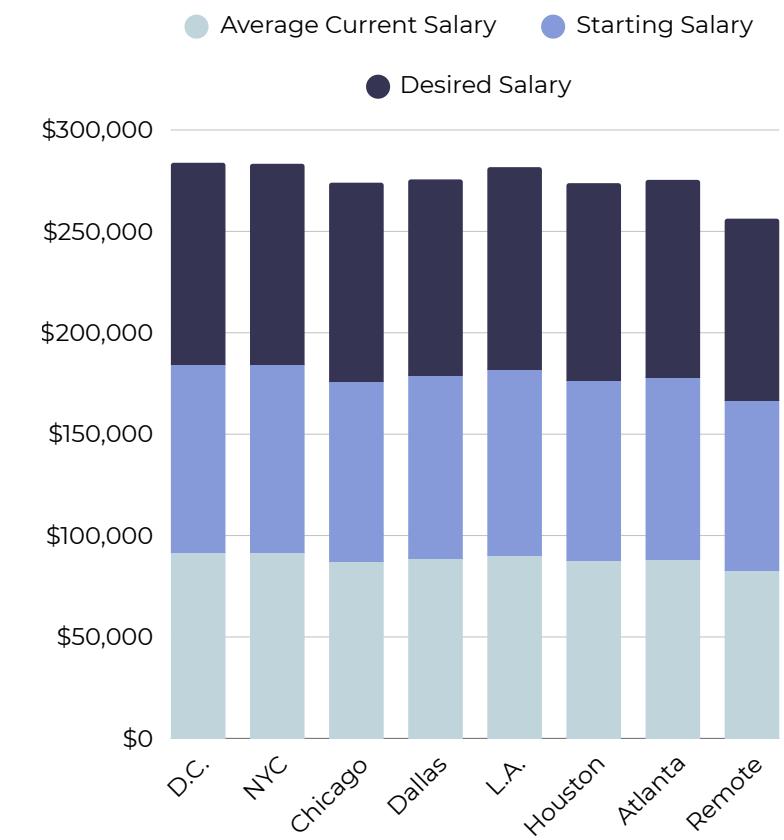
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$91,571	\$99,481	\$7,910	\$1,213	\$92,784
NYC	\$91,538	\$99,042	\$7,504	\$1,212	\$92,750
Chicago	\$87,294	\$98,267	\$10,973	\$1,156	\$88,450
Dallas	\$88,793	\$96,869	\$8,076	\$1,176	\$89,969
L.A.	\$90,384	\$99,704	\$9,320	\$1,197	\$91,581
Houston	\$87,541	\$97,536	\$9,995	\$1,159	\$88,700
Atlanta	\$88,376	\$97,476	\$9,100	\$1,170	\$89,546
Fully Remote Out of Market	\$82,709	\$89,769	\$7,060	\$1,095	\$83,804

# Systems Engineer

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$90,000	<b>\$92,784</b>	\$95,567
NYC	\$89,968	<b>\$92,750</b>	\$95,533
Chicago	\$85,797	<b>\$88,450</b>	\$91,104
Dallas	\$87,270	<b>\$89,969</b>	\$92,668
L.A.	\$88,834	<b>\$91,581</b>	\$94,328
Houston	\$86,039	<b>\$88,700</b>	\$91,361
Atlanta	\$86,860	<b>\$89,546</b>	\$92,233
Remote	\$81,290	<b>\$83,804</b>	\$86,319



# Level 3 Dual Threat - System & Networking Engineer ed

Dual Threat L3 Engineers operate at the highest technical tier across systems and networking. They serve as final escalation for complex issues spanning infrastructure, routing, switching, cloud connectivity, and security. Typical stack includes advanced networking, firewalls, server architecture, virtualization, cloud networking, and automation. This role stabilizes environments during critical outages and complex failures.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

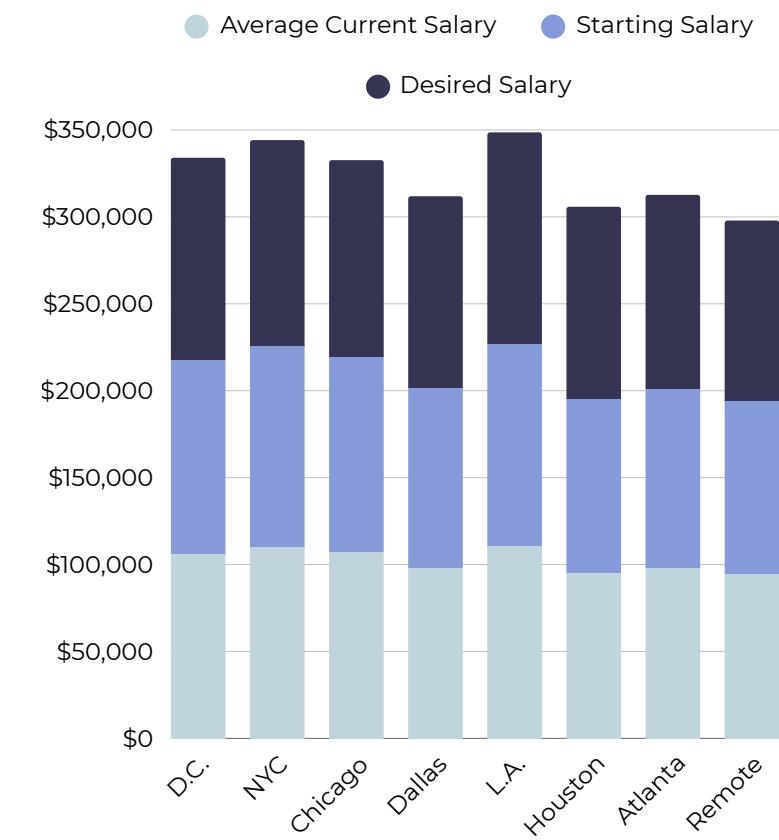
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$106,547	\$115,804	\$9,257	\$5,125	\$111,672
NYC	\$110,341	\$118,192	\$7,851	\$5,308	\$115,649
Chicago	\$107,256	\$112,973	\$5,717	\$5,159	\$112,415
Dallas	\$98,542	\$110,059	\$11,517	\$4,740	\$103,282
L.A.	\$110,978	\$121,341	\$10,363	\$5,338	\$116,316
Houston	\$95,531	\$110,178	\$14,647	\$4,595	\$100,126
Atlanta	\$98,376	\$111,204	\$12,828	\$4,732	\$103,108
Fully Remote Out of Market	\$95,034	\$103,261	\$8,227	\$4,571	\$99,605

# Level 3 Dual Threat - System & Networking Engineer ed

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$108,322	<b>\$111,672</b>	\$115,022
NYC	\$112,179	<b>\$115,649</b>	\$119,118
Chicago	\$109,043	<b>\$112,415</b>	\$115,788
Dallas	\$100,184	<b>\$103,282</b>	\$106,381
L.A.	\$112,827	<b>\$116,316</b>	\$119,806
Houston	\$97,122	<b>\$100,126</b>	\$103,130
Atlanta	\$100,015	<b>\$103,108</b>	\$106,201
Remote	\$96,617	<b>\$99,605</b>	\$102,593



# Sr Project Engineer

Senior Project Engineers lead and execute complex, high-impact technical projects. They design, implement, and deliver migrations, rebuilds, and large infrastructure initiatives. Typical technologies include M365 migrations, Azure deployments, virtualization platforms, storage systems, and networking hardware. This role owns project execution, documentation, and coordination with service teams and client stakeholders.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

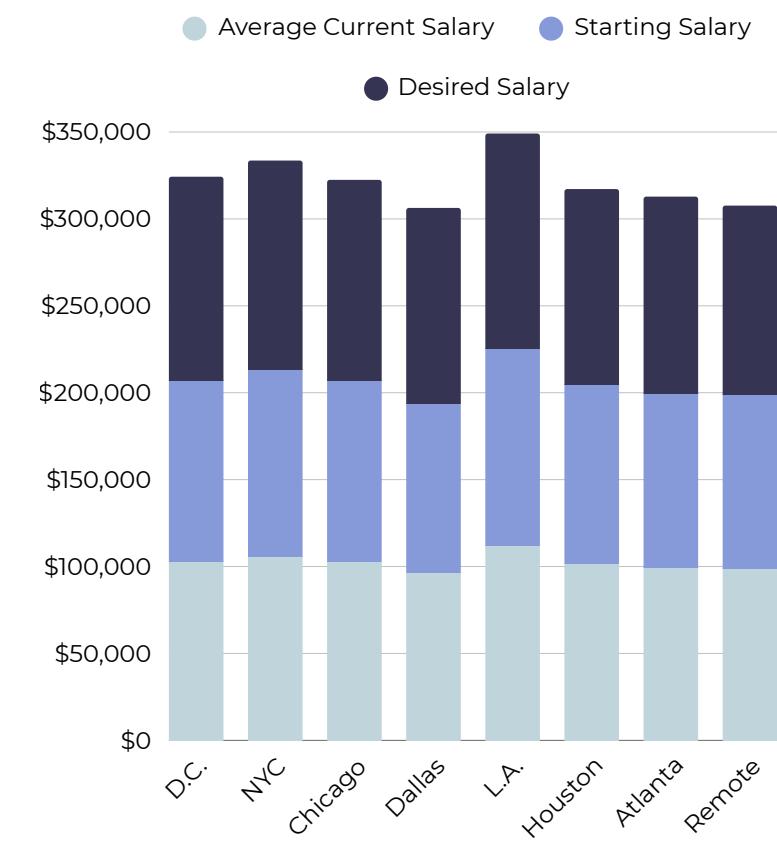
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$102,974	\$117,261	\$14,287	\$1,058	\$104,032
NYC	\$106,042	\$120,388	\$14,346	\$1,089	\$107,131
Chicago	\$103,090	\$115,216	\$12,126	\$1,059	\$104,149
Dallas	\$96,529	\$112,263	\$15,734	\$991	\$97,520
L.A.	\$112,214	\$123,541	\$11,327	\$1,153	\$113,367
Houston	\$101,869	\$112,378	\$10,509	\$1,046	\$102,915
Atlanta	\$99,198	\$113,404	\$14,206	\$1,019	\$100,217
Fully Remote Out of Market	\$99,084	\$108,461	\$9,377	\$1,018	\$100,102

# Sr Project Engineer

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$100,911	<b>\$104,032</b>	\$107,153
NYC	\$103,917	<b>\$107,131</b>	\$110,345
Chicago	\$101,024	<b>\$104,149</b>	\$107,273
Dallas	\$94,595	<b>\$97,520</b>	\$100,446
L.A.	\$109,966	<b>\$113,367</b>	\$116,768
Houston	\$99,828	<b>\$102,915</b>	\$106,003
Atlanta	\$97,210	<b>\$100,217</b>	\$103,223
Remote	\$97,099	<b>\$100,102</b>	\$103,105



# Sr Network Engineer

Senior Network Engineers own advanced network architecture and reliability across MSP clients. They design, deploy, and support LAN/WAN environments including firewalls, routing, switching, wireless, and SD-WAN. Typical technologies include Fortinet, Meraki, SonicWall, Cisco, Ubiquiti, and cloud networking. This role supports escalations, network redesigns, and security-focused connectivity initiatives.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

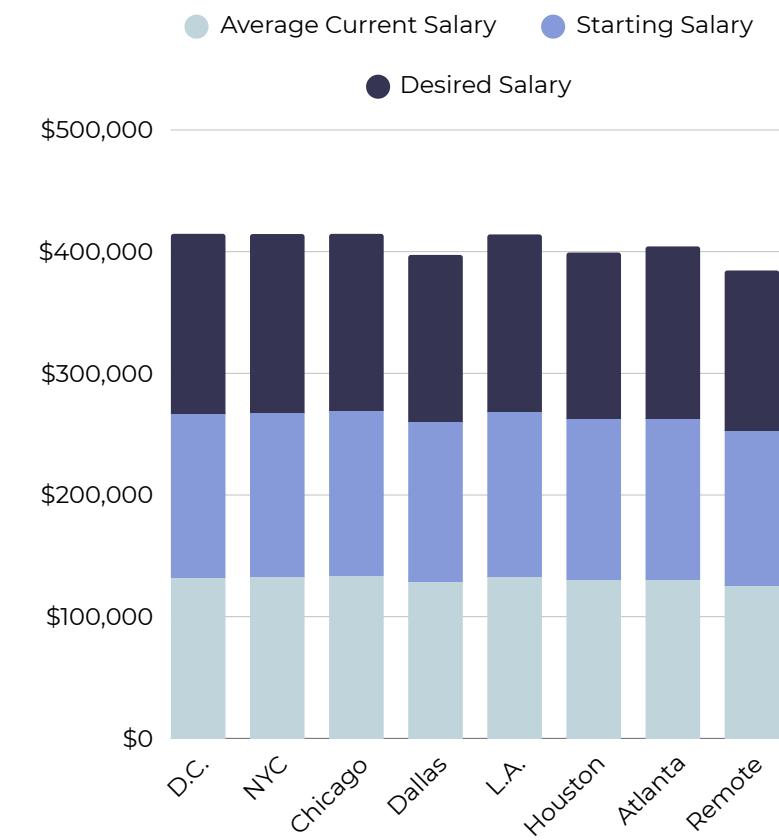
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$132,547	\$147,541	\$14,994	\$2,021	\$134,568
NYC	\$133,006	\$146,447	\$13,441	\$2,028	\$135,034
Chicago	\$133,781	\$145,036	\$11,255	\$2,040	\$135,821
Dallas	\$129,117	\$137,109	\$7,992	\$1,969	\$131,086
L.A.	\$133,364	\$145,397	\$12,033	\$2,034	\$135,398
Houston	\$130,396	\$136,502	\$6,106	\$1,989	\$132,385
Atlanta	\$130,388	\$141,542	\$11,154	\$1,988	\$132,376
Fully Remote Out of Market	\$125,697	\$131,208	\$5,511	\$1,917	\$127,614

# Sr Network Engineer

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$130,531	<b>\$134,568</b>	\$138,605
NYC	\$130,983	<b>\$135,034</b>	\$139,085
Chicago	\$131,747	<b>\$135,821</b>	\$139,896
Dallas	\$127,154	<b>\$131,086</b>	\$135,019
L.A.	\$131,336	<b>\$135,398</b>	\$139,460
Houston	\$128,413	<b>\$132,385</b>	\$136,356
Atlanta	\$128,405	<b>\$132,376</b>	\$136,348
Remote	\$123,786	<b>\$127,614</b>	\$131,442



# Systems Engineer - Team Lead

Systems Engineer Team Leads combine advanced technical responsibility with leadership. They oversee architecture decisions, mentor engineers, and serve as escalation points for complex issues. Typical technologies span systems, cloud, networking, and security platforms. This role supports standardization, technical reviews, and alignment between engineering execution and MSP service delivery objectives.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

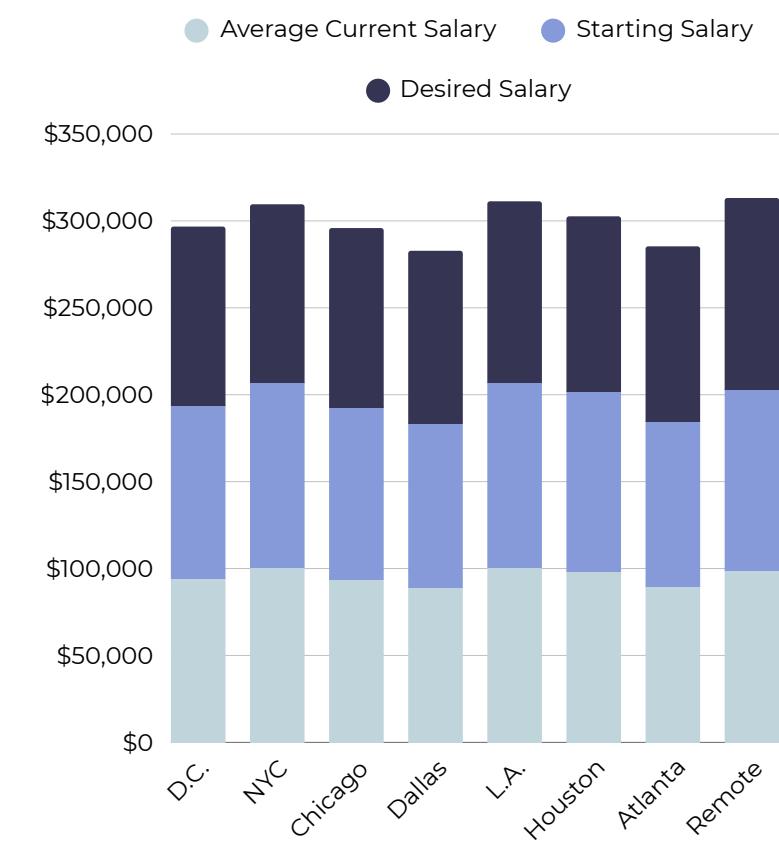
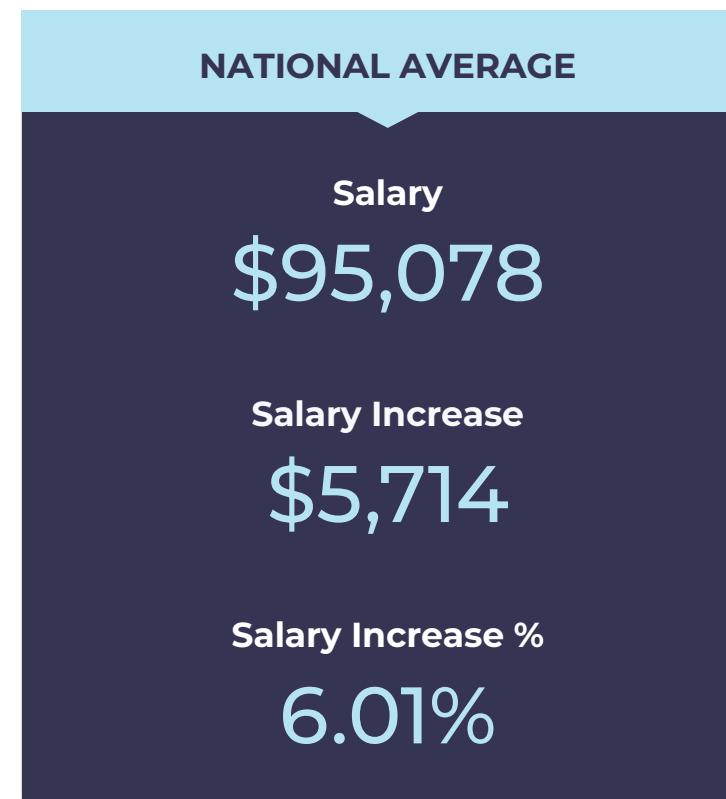
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$94,093	\$102,897	\$8,826	\$5,655	\$99,748
NYC	\$100,571	\$102,369	\$1,784	\$6,044	\$106,615
Chicago	\$93,548	\$103,166	\$9,618	\$5,622	\$99,170
Dallas	\$89,094	\$99,271	\$10,201	\$5,354	\$94,448
L.A.	\$100,592	\$104,041	\$3,451	\$6,045	\$106,637
Houston	\$98,074	\$100,593	\$2,451	\$5,894	\$103,968
Atlanta	\$89,571	\$100,838	\$11,267	\$5,383	\$94,954
Fully Remote Out of Market	\$98,660	\$109,927	\$11,267	\$5,929	\$104,589

# Systems Engineer - Team Lead

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$96,755	<b>\$99,748</b>	\$102,740
NYC	\$103,417	<b>\$106,615</b>	\$109,814
Chicago	\$96,195	<b>\$99,170</b>	\$102,145
Dallas	\$91,615	<b>\$94,448</b>	\$97,282
L.A.	\$103,438	<b>\$106,637</b>	\$109,837
Houston	\$100,849	<b>\$103,968</b>	\$107,087
Atlanta	\$92,105	<b>\$94,954</b>	\$97,803
Remote	\$101,451	<b>\$104,589</b>	\$107,727



# Solutions Architect

Solutions Architects design end-to-end technical solutions aligned to client needs and MSP standards. They translate business requirements into scalable architectures. Typical technologies include cloud platforms, networking, security stacks, backup systems, and productivity tools. This role often supports presales activities, solution validation, and documentation to ensure designs are operationally supportable within managed services.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

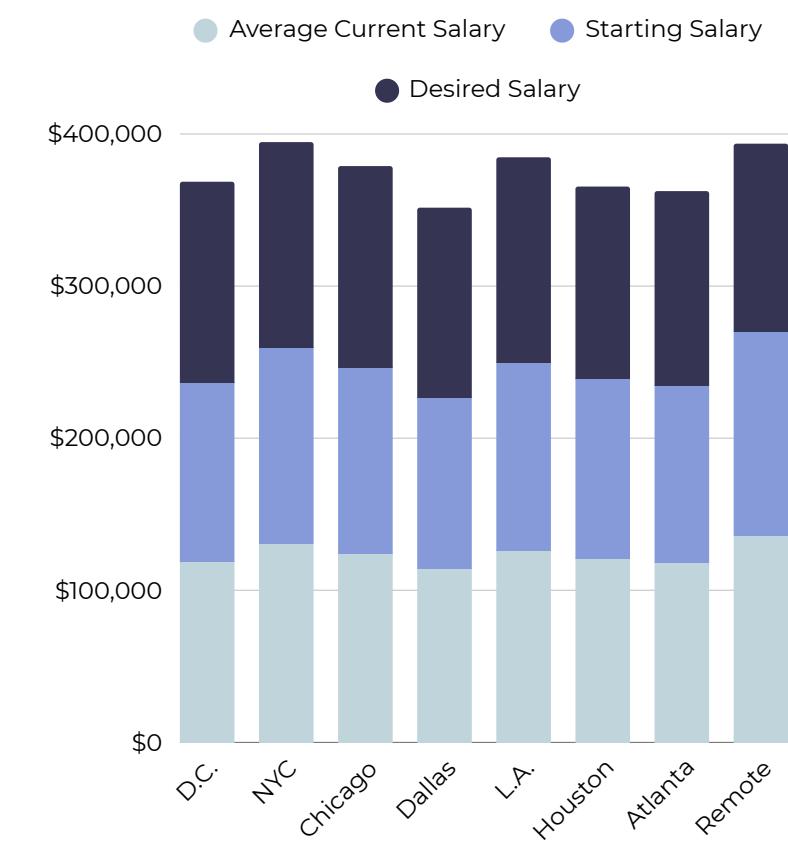
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$119,089	\$132,142	\$13,053	-\$1,711	\$117,378
NYC	\$130,893	\$134,761	\$3,868	-\$1,881	\$129,012
Chicago	\$124,069	\$132,546	\$8,477	-\$1,783	\$122,286
Dallas	\$114,073	\$125,047	\$10,974	-\$1,639	\$112,434
L.A.	\$125,829	\$134,831	\$9,002	-\$1,808	\$124,021
Houston	\$120,563	\$126,038	\$5,475	-\$1,732	\$118,831
Atlanta	\$118,041	\$128,056	\$10,015	-\$1,696	\$116,345
Fully Remote Out of Market	\$136,009	\$123,571	-\$12,438	-\$1,954	\$134,055

# Solutions Architect

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$113,857	<b>\$117,378</b>	\$120,899
NYC	\$125,142	<b>\$129,012</b>	\$132,883
Chicago	\$118,618	<b>\$122,286</b>	\$125,955
Dallas	\$109,061	<b>\$112,434</b>	\$115,807
L.A.	\$120,300	<b>\$124,021</b>	\$127,742
Houston	\$115,266	<b>\$118,831</b>	\$122,396
Atlanta	\$112,855	<b>\$116,345</b>	\$119,835
Remote	\$130,033	<b>\$134,055</b>	\$138,076



# Sr Cloud Engineer

Senior Cloud Engineers specialize in advanced cloud architecture and modernization. They design, deploy, and optimize Azure and cloud-native environments. Typical responsibilities include cloud migrations, identity integration, automation, security controls, and governance. Technologies include Azure compute, networking, storage, automation tools, and monitoring platforms used to support scalable MSP cloud service delivery.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

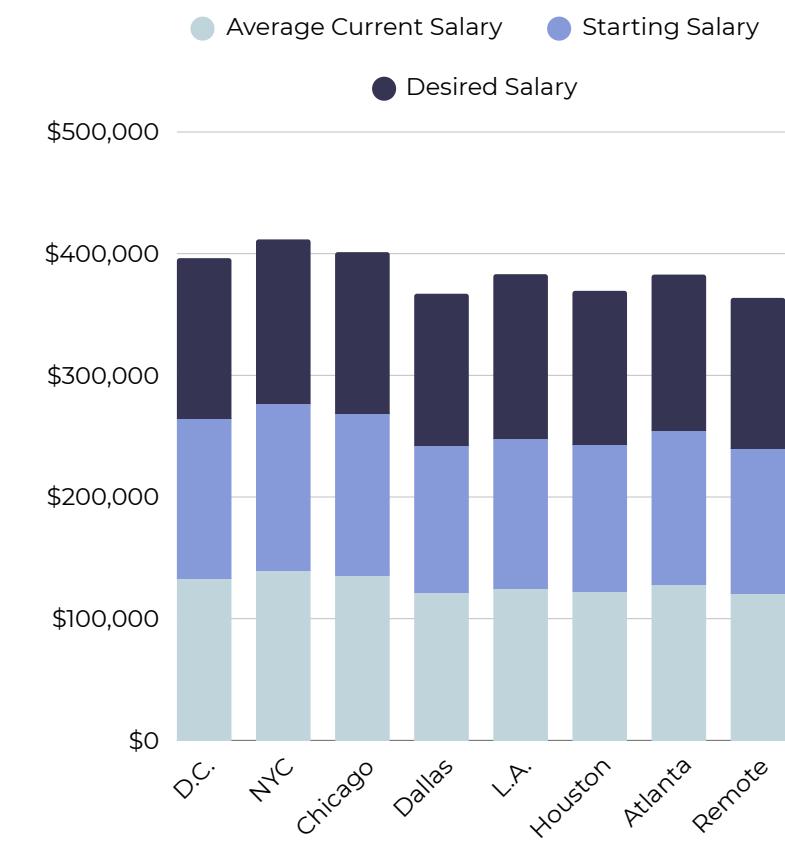
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$132,977	\$132,142	-\$835	-\$1,799	\$131,178
NYC	\$139,420	\$134,761	-\$4,659	-\$1,886	\$137,534
Chicago	\$135,285	\$132,503	-\$2,782	-\$1,831	\$133,454
Dallas	\$121,854	\$125,009	\$3,155	-\$1,649	\$120,205
L.A.	\$125,017	\$134,785	\$9,768	-\$1,692	\$123,325
Houston	\$122,548	\$126,007	\$3,459	-\$1,658	\$120,890
Atlanta	\$128,262	\$128,014	-\$248	-\$1,735	\$126,527
Fully Remote Out of Market	\$120,857	\$123,571	\$2,714	-\$1,635	\$119,222

# Sr Cloud Engineer

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$127,242	<b>\$131,178</b>	\$135,113
NYC	\$133,408	<b>\$137,534</b>	\$141,660
Chicago	\$129,451	<b>\$133,454</b>	\$137,458
Dallas	\$116,599	<b>\$120,205</b>	\$123,811
L.A.	\$119,626	<b>\$123,325</b>	\$127,025
Houston	\$117,263	<b>\$120,890</b>	\$124,517
Atlanta	\$122,731	<b>\$126,527</b>	\$130,322
Remote	\$115,645	<b>\$119,222</b>	\$122,798



# Client Liason Findings

# Senior-Level Technical Account Manager (TAM)

Senior TAMs serve as strategic technical advisors and relationship owners. They guide long-term planning, oversee technical health, and align services to business objectives. Typical responsibilities include leading QBRs, managing escalations, and shaping roadmaps. Technologies span cloud platforms, security tools, backup systems, reporting dashboards, and MSP documentation used for executive-level client discussions.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

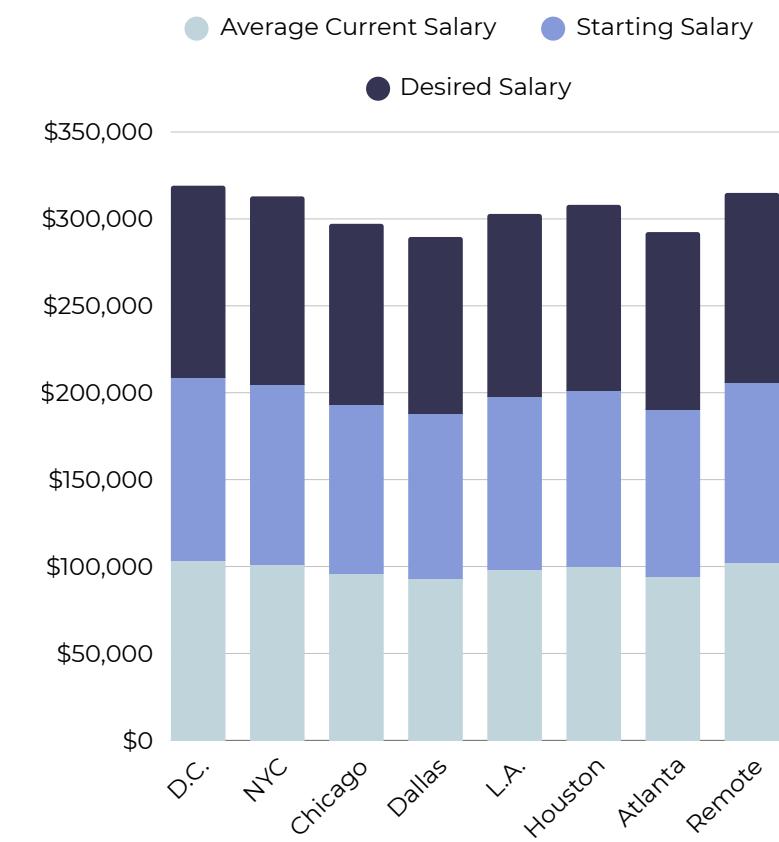
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$103,524	\$110,309	\$6,785	\$1,748	\$105,272
NYC	\$101,386	\$108,474	\$7,088	\$1,712	\$103,098
Chicago	\$95,936	\$103,686	\$7,750	\$1,620	\$97,556
Dallas	\$93,299	\$101,424	\$8,125	\$1,576	\$94,875
L.A.	\$98,012	\$105,176	\$7,164	\$1,655	\$99,667
Houston	\$99,872	\$106,653	\$6,781	\$1,687	\$101,559
Atlanta	\$94,366	\$102,088	\$7,722	\$1,594	\$95,960
Fully Remote Out of Market	\$102,180	\$108,857	\$6,677	\$1,726	\$103,906

# Senior-Level Technical Account Manager (TAM)

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$102,114	<b>\$105,272</b>	\$108,431
NYC	\$100,005	<b>\$103,098</b>	\$106,191
Chicago	\$94,630	<b>\$97,556</b>	\$100,483
Dallas	\$92,028	<b>\$94,875</b>	\$97,721
L.A.	\$96,677	<b>\$99,667</b>	\$102,657
Houston	\$98,512	<b>\$101,559</b>	\$104,605
Atlanta	\$93,081	<b>\$95,960</b>	\$98,838
Remote	\$100,788	<b>\$103,906</b>	\$107,023



# Mid-Level Technical Account Manager (TAM)

Mid-level TAMs support client relationships through technical coordination and planning. They assist with escalations, documentation, and proactive recommendations. Typical tools include PSA reporting, cloud dashboards, security platforms, and asset management systems. This role supports ongoing service alignment while developing deeper strategic and client-facing responsibilities within the MSP model.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

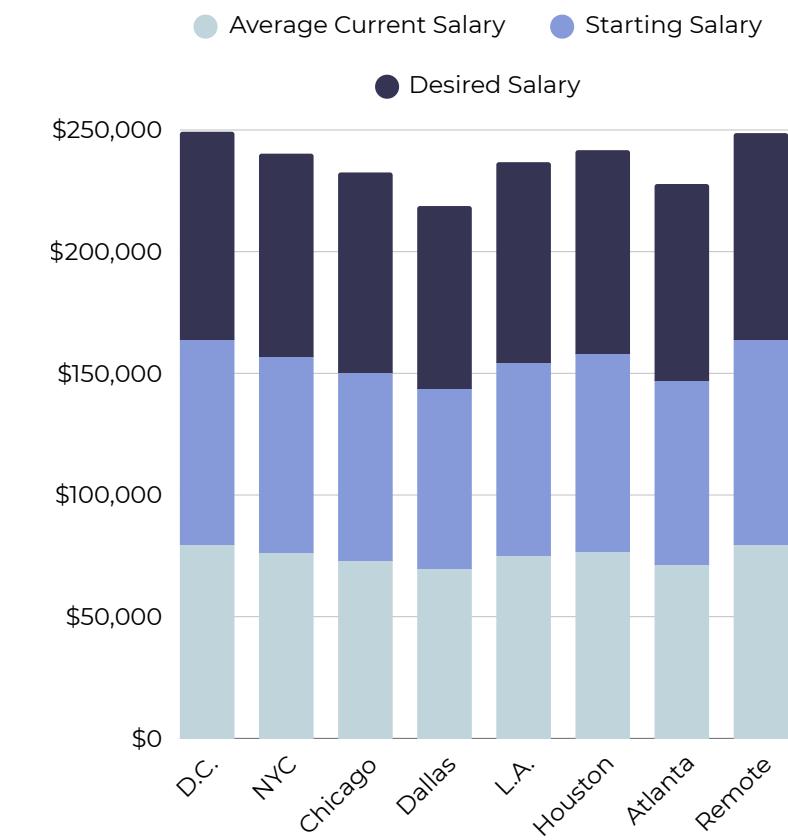
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$79,741	\$85,259	\$5,518	\$4,541	\$84,282
NYC	\$76,357	\$83,208	\$6,851	\$4,348	\$80,705
Chicago	\$73,080	\$82,227	\$9,147	\$4,161	\$77,241
Dallas	\$69,856	\$75,053	\$5,197	\$3,978	\$73,834
L.A.	\$75,084	\$82,326	\$7,242	\$4,275	\$79,359
Houston	\$76,958	\$83,407	\$6,449	\$4,382	\$81,340
Atlanta	\$71,413	\$80,905	\$9,492	\$4,066	\$75,479
Fully Remote Out of Market	\$79,611	\$84,954	\$5,343	\$4,533	\$84,144

# Mid-Level Technical Account Manager (TAM)

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$81,753	<b>\$84,282</b>	\$86,810
NYC	\$78,284	<b>\$80,705</b>	\$83,126
Chicago	\$74,924	<b>\$77,241</b>	\$79,559
Dallas	\$71,619	<b>\$73,834</b>	\$76,049
L.A.	\$76,979	<b>\$79,359</b>	\$81,740
Houston	\$78,900	<b>\$81,340</b>	\$83,780
Atlanta	\$73,215	<b>\$75,479</b>	\$77,744
Remote	\$81,620	<b>\$84,144</b>	\$86,669



# Project Manager

Project Managers oversee the planning, execution, and delivery of technical projects within an MSP. They coordinate timelines, resources, vendors, and communication between teams and clients. Typical tools include PSA project modules, scheduling software, documentation platforms, and collaboration tools. This role ensures scope control, predictable delivery, and consistent client experience throughout project lifecycles.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

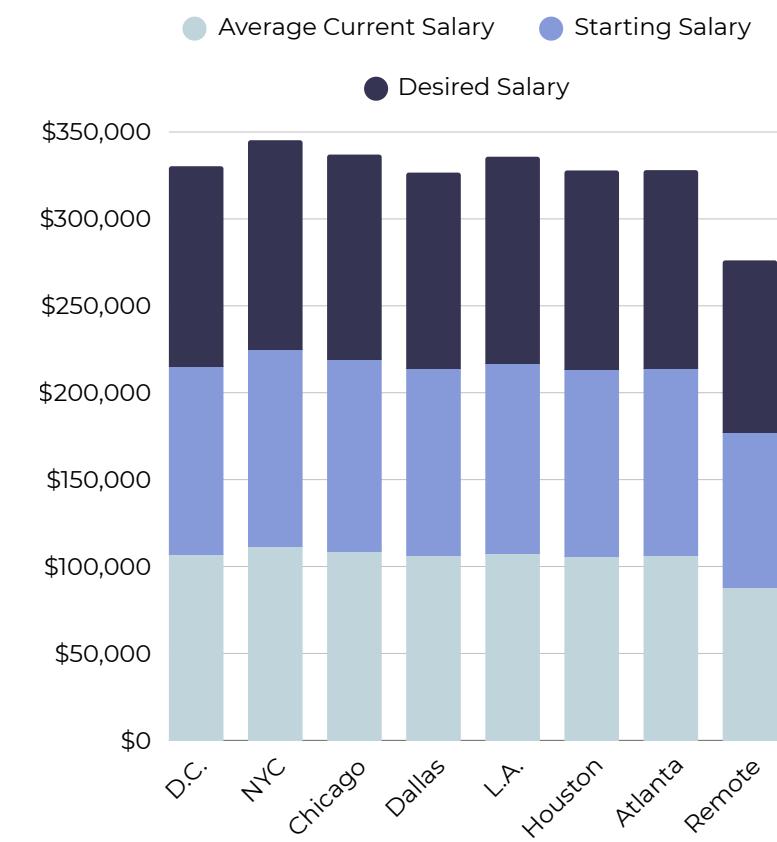
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$106,714	\$115,257	\$8,543	\$1,609	\$108,323
NYC	\$111,723	\$120,136	\$8,413	\$1,685	\$113,408
Chicago	\$108,642	\$118,083	\$9,441	\$1,639	\$110,281
Dallas	\$106,262	\$112,504	\$6,242	\$1,603	\$107,865
L.A.	\$107,517	\$119,116	\$11,599	\$1,622	\$109,139
Houston	\$105,752	\$114,768	\$9,016	\$1,595	\$107,347
Atlanta	\$106,276	\$113,902	\$7,626	\$1,603	\$107,879
Fully Remote Out of Market	\$87,758	\$99,285	\$11,527	\$1,324	\$89,082

# Project Manager

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$105,074	<b>\$108,323</b>	\$111,573
NYC	\$110,006	<b>\$113,408</b>	\$116,810
Chicago	\$106,972	<b>\$110,281</b>	\$113,589
Dallas	\$104,629	<b>\$107,865</b>	\$111,101
L.A.	\$105,864	<b>\$109,139</b>	\$112,413
Houston	\$104,127	<b>\$107,347</b>	\$110,567
Atlanta	\$104,642	<b>\$107,879</b>	\$111,115
Remote	\$86,409	<b>\$89,082</b>	\$91,754





vCIOs act as executive-level technology advisors for MSP clients. They align IT strategy with business objectives and guide long-term decision-making. Typical responsibilities include roadmap creation, budgeting guidance, and executive communication. Technologies span infrastructure, cloud, security, and business applications, with emphasis on translating technical investments into measurable business outcomes.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

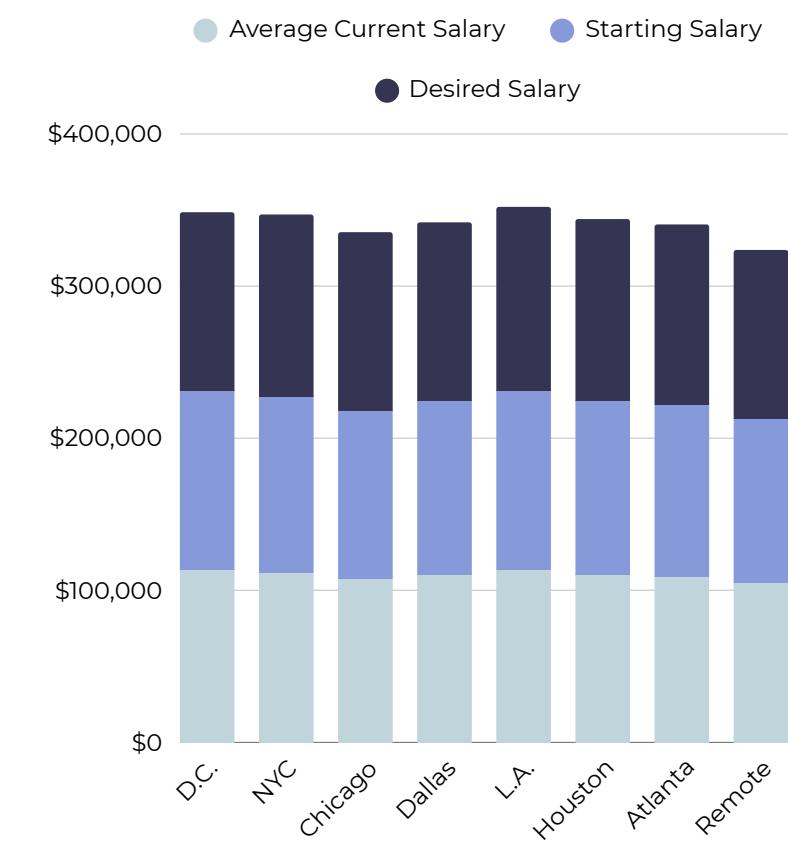
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$113,857	\$117,126	\$3,269	\$3,719	\$117,576
NYC	\$111,714	\$120,004	\$8,290	\$3,649	\$115,363
Chicago	\$107,506	\$116,913	\$9,407	\$3,512	\$111,018
Dallas	\$110,643	\$117,008	\$6,365	\$3,614	\$114,257
L.A.	\$113,907	\$120,549	\$6,642	\$3,721	\$117,628
Houston	\$110,526	\$119,402	\$8,876	\$3,611	\$114,137
Atlanta	\$109,368	\$118,217	\$8,849	\$3,573	\$112,941
Fully Remote Out of Market	\$104,888	\$110,557	\$5,669	\$3,426	\$108,314



## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$114,049	<b>\$117,576</b>	\$121,104
NYC	\$111,902	<b>\$115,363</b>	\$118,824
Chicago	\$107,687	<b>\$111,018</b>	\$114,348
Dallas	\$110,830	<b>\$114,257</b>	\$117,685
L.A.	\$114,099	<b>\$117,628</b>	\$121,157
Houston	\$110,712	<b>\$114,137</b>	\$117,561
Atlanta	\$109,552	<b>\$112,941</b>	\$116,329
Remote	\$105,065	<b>\$108,314</b>	\$111,564





# MSP Sales

## Rules of Thumb for Building Simple, Motivating Plans

Authored by Brian Gillette, Owner, Feel Good Close

MSP Sales comp varies too widely to be accurately represented by static ranges of starting salary and variable comp, since earnings are heavily influenced by an MSP's operational maturity and growth phase. In the interest of providing meaningful insights, we partnered with Brian Gillette, owner of Feel Good MSP to outline the most commonly adopted MSP sales compensation frameworks to help guide your MSP to building winning and profitable sales teams.

### The Four Levers of Sales Pay

Every sales compensation plan, no matter how complicated it looks, comes down to four levers:

1. **Base Salary** – the guaranteed paycheck.
2. **Commission** – paid for results (meetings booked, deals closed).
3. **Quotas & On-Target Earnings (OTE)** – the relationship between base, commission, and realistic sales goals.
4. **Multipliers** – higher rewards for performance beyond quota.

Keep the plan simple, competitive, and motivating. The easier it is to calculate on the back of a napkin, the better.

### Setting Base Salary

- **Competitive, but motivating:** Pay a living wage, but keep it just under the point where a rep feels "comfortable" without selling.
- **Avoid 100% commission:** It's exploitative, won't attract good talent, and churn is guaranteed.
- **Think long-term:** A solid base salary attracts and retains sales reps who want to grow with your MSP.

### Commission: Two Reasons to Pay

1. **For Openers (SDRs):**
  - Paid when a meeting is **set and held**, not just scheduled.
  - Bonus: a small cut (10–20% of one month's MRR) when that deal closes, so quality matters.
  - Example: \$200–\$500 per meeting + \$250 per closed deal.
2. **For Closers (Account Executives):**
  - Commission based on new MRR added.
  - Rule of thumb: **~1 month's MRR per deal closed.**
  - Example: A \$3,000/month deal earns a \$3,000 commission.

### On-Target Earnings (OTE)

Start with the annual MRR you realistically expect a closer to generate. Example:

- Goal: \$30,000 new MRR in a year.
- At 1 month's MRR per close → \$30,000 in commissions.
- Add base salary of \$75,000 → OTE = **\$105,000**.
- Adjust base/commission ratio to fit your economics (50/50 or 60/40 is typical).

ROLE	SCENARIO A: BASELINE	SCENARIO B: HIGHER-QUOTA / LARGER MSP
Opener (SDR)	<ul style="list-style-type: none"> <li><b>Base:</b> \$65,000</li> <li><b>Quota:</b> 48 meetings/year</li> <li><b>Pay/Meeting:</b> \$250</li> <li><b>Bonus/Deal:</b> \$300 per closed deal</li> <li><b>OTE:</b> ~\$80K–\$100K with multipliers</li> </ul>	<ul style="list-style-type: none"> <li><b>Base:</b> \$65,000</li> <li><b>Quota:</b> 60 meetings/year</li> <li><b>Pay/Meeting:</b> \$300</li> <li><b>Bonus/Deal:</b> \$350 per closed deal</li> <li><b>OTE:</b> \$100K+ with multipliers</li> </ul>
Closer (AE)	<ul style="list-style-type: none"> <li><b>Base:</b> \$75,000</li> <li><b>Quota:</b> \$30,000 new MRR/year</li> <li><b>Commission:</b> 1 month's MRR per deal until quota, then 1.5x after quota</li> <li><b>OTE:</b> ~\$105K–\$125K</li> </ul>	<ul style="list-style-type: none"> <li><b>Base:</b> \$75,000</li> <li><b>Quota:</b> \$45,000 new MRR/year</li> <li><b>Commission:</b> 1 month's MRR per deal until quota, then 2x after quota</li> <li><b>OTE:</b> \$125K–\$150K+</li> </ul>

## Important Principles for MSP Sales Compensation

### 1. Always Base Commission on Total Revenue, Not Gross Margin

Sales reps drive revenue, not your margin. To keep it simple and fair, tie their commissions directly to the total revenue they bring in. You can protect profitability with guardrails (e.g., minimum price per user/device), not by overcomplicating comp.

### 2. Keep Pay Consistent and Predictable

Never move the goalposts mid-year. Changing quotas or commission structures on the fly kills trust. Set transparent plans, stick to them, and pay out commissions fairly and on time.

### 3. Align Incentives with Business Goals

The best comp plans encourage the exact behaviors you want more of. If you want more recurring revenue, pay on MRR. If you want larger deal sizes, reward that. Align pay with the outcomes that matter most to your MSP.

#### PRO TIP

##### Whatever you monetize, you incentivize.

If you want recurring revenue, commission heavily on MRR. If you want one-time revenue, pay on hardware margin and onboarding fees. Your comp plan is your loudest signal to your team.

### Closing Thought

The best comp plan isn't the flashiest — it's the simplest one that aligns with your goals, motivates your reps, and is easy to calculate on the back of a napkin.

### About Feel-Good MSP

Feel-Good MSP is the sales execution platform designed to help MSPs book new MRR every month. We combine Strategy, Training, and Accountability to help you scale your sales and marketing departments with confidence.

Learn more at [feelgoodmsp.com/UTM](http://feelgoodmsp.com/UTM)



# Management Findings

# Help Desk Manager

Help Desk Managers oversee frontline support operations. They manage staffing, workflows, performance metrics, and service quality. Typical responsibilities include coaching technicians, managing escalations, and improving processes. Tools include PSA dashboards, reporting systems, RMM oversight, and documentation platforms. This role ensures consistency, accountability, and alignment between service desk execution and MSP standards.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

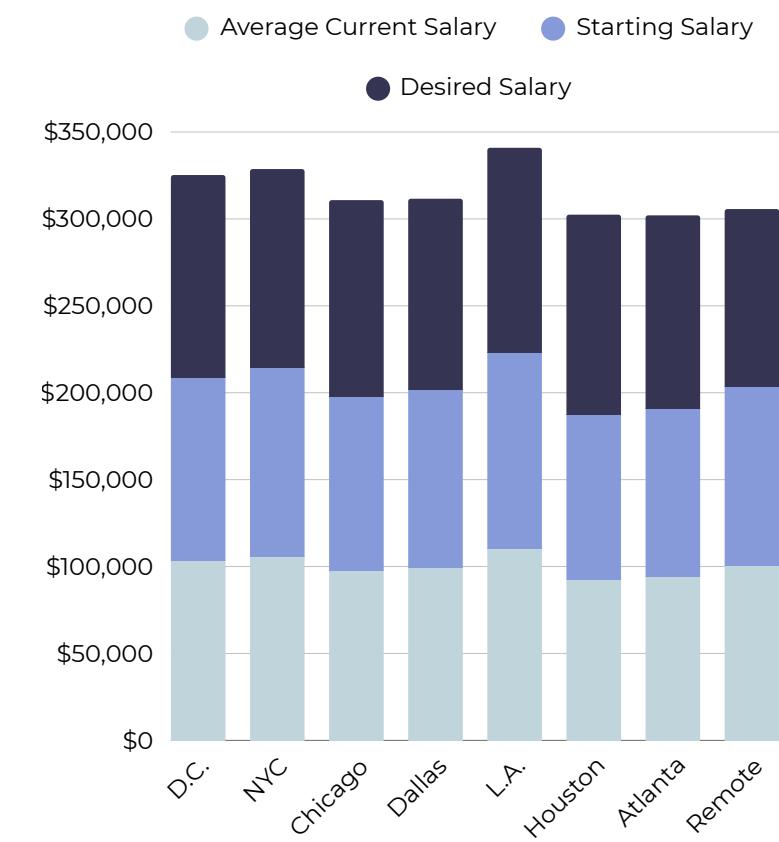
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$103,209	\$116,251	\$13,042	\$2,568	\$105,777
NYC	\$105,936	\$114,166	\$8,230	\$2,636	\$108,572
Chicago	\$97,663	\$113,042	\$15,379	\$2,430	\$100,093
Dallas	\$99,558	\$110,007	\$10,449	\$2,477	\$102,035
L.A.	\$110,155	\$117,857	\$7,702	\$2,741	\$112,896
Houston	\$92,521	\$115,096	\$22,575	\$2,302	\$94,823
Atlanta	\$94,204	\$111,285	\$17,081	\$2,344	\$96,548
Fully Remote Out of Market	\$100,445	\$102,272	\$1,827	\$2,500	\$102,945

# Help Desk Manager

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$102,604	<b>\$105,777</b>	\$108,951
NYC	\$105,315	<b>\$108,572</b>	\$111,829
Chicago	\$97,091	<b>\$100,093</b>	\$103,096
Dallas	\$98,974	<b>\$102,035</b>	\$105,097
L.A.	\$109,509	<b>\$112,896</b>	\$116,283
Houston	\$91,979	<b>\$94,823</b>	\$97,668
Atlanta	\$93,652	<b>\$96,548</b>	\$99,445
Remote	\$99,856	<b>\$102,945</b>	\$106,033



# Service Delivery Manager

Service Delivery Managers are responsible for overall service quality and client experience. They oversee delivery teams, SLAs, escalations, and client communication. Typical tools include PSA reporting, SLA dashboards, and service metrics. This role coordinates across departments to ensure services are delivered consistently, operational issues are addressed early, and client satisfaction is maintained.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

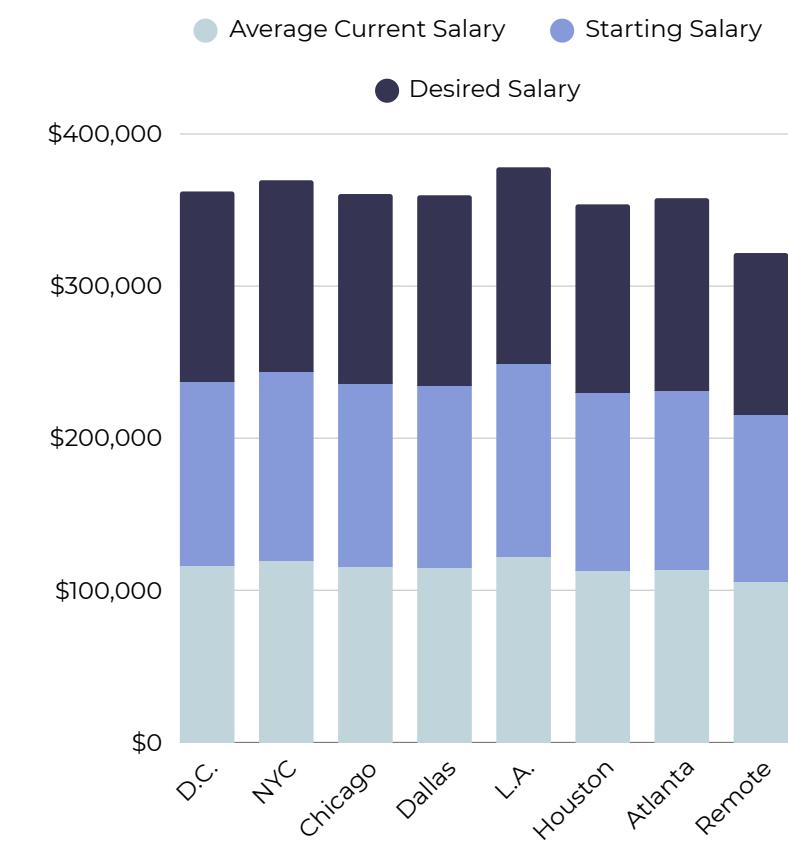
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$116,253	\$125,107	\$8,854	\$4,592	\$120,845
NYC	\$119,614	\$125,628	\$6,014	\$4,725	\$124,339
Chicago	\$115,758	\$124,436	\$8,678	\$4,573	\$120,331
Dallas	\$115,012	\$125,142	\$10,130	\$4,543	\$119,555
L.A.	\$122,261	\$128,735	\$6,474	\$4,830	\$127,091
Houston	\$112,764	\$123,754	\$10,990	\$4,455	\$117,219
Atlanta	\$113,547	\$126,203	\$12,656	\$4,486	\$118,033
Fully Remote Out of Market	\$105,818	\$105,909	\$91	\$4,180	\$109,998

# Service Delivery Manager

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$117,220	<b>\$120,845</b>	\$124,471
NYC	\$120,609	<b>\$124,339</b>	\$128,069
Chicago	\$116,721	<b>\$120,331</b>	\$123,941
Dallas	\$115,969	<b>\$119,555</b>	\$123,142
L.A.	\$123,278	<b>\$127,091</b>	\$130,904
Houston	\$113,702	<b>\$117,219</b>	\$120,735
Atlanta	\$114,492	<b>\$118,033</b>	\$121,574
Remote	\$106,698	<b>\$109,998</b>	\$113,298



# IT Operations Manager

IT Operations Managers oversee internal systems, tooling, and operational efficiency. They focus on uptime, scalability, security, and process optimization across the MSP. Typical responsibilities include infrastructure oversight, vendor management, internal platform strategy, and reporting. Technologies include internal cloud environments, monitoring tools, automation platforms, and business systems supporting MSP operations.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

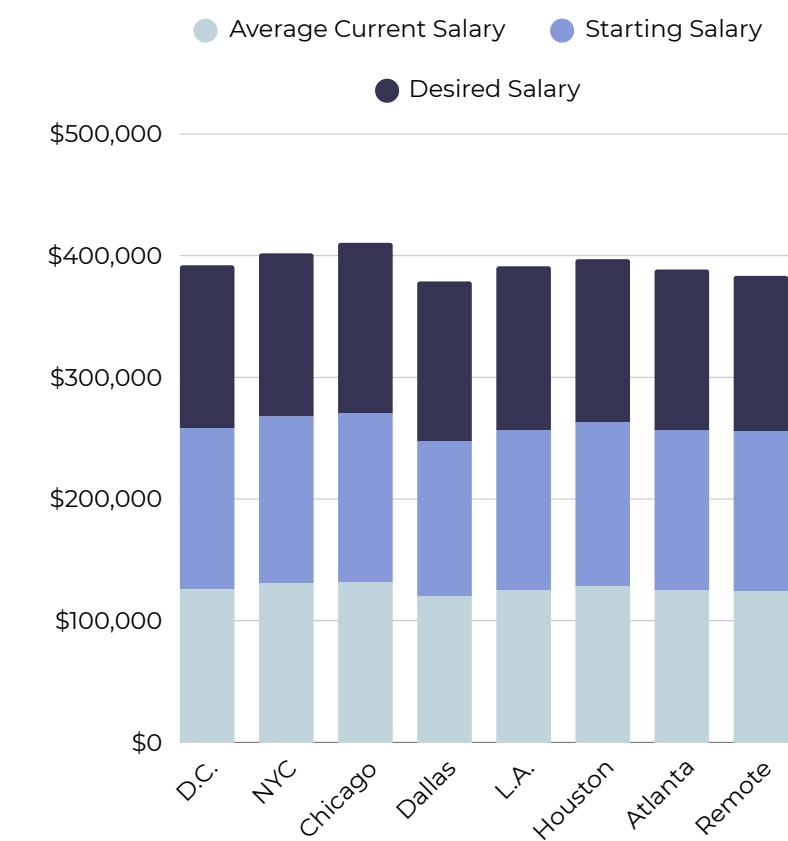
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$126,274	\$133,347	\$7,073	\$6,203	\$132,477
NYC	\$131,138	\$133,181	\$2,043	\$6,442	\$137,580
Chicago	\$132,393	\$139,254	\$6,861	\$6,503	\$138,896
Dallas	\$121,019	\$130,839	\$9,820	\$5,945	\$126,964
L.A.	\$125,513	\$134,083	\$8,570	\$6,166	\$131,679
Houston	\$128,857	\$133,076	\$4,219	\$6,330	\$135,187
Atlanta	\$125,529	\$131,399	\$5,870	\$6,166	\$131,695
Fully Remote Out of Market	\$125,006	\$127,222	\$2,216	\$6,141	\$131,147

# IT Operations Manager

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$128,503	<b>\$132,477</b>	\$136,451
NYC	\$133,452	<b>\$137,580</b>	\$141,707
Chicago	\$134,730	<b>\$138,896</b>	\$143,063
Dallas	\$123,155	<b>\$126,964</b>	\$130,773
L.A.	\$127,728	<b>\$131,679</b>	\$135,629
Houston	\$131,131	<b>\$135,187</b>	\$139,242
Atlanta	\$127,744	<b>\$131,695</b>	\$135,646
Remote	\$127,212	<b>\$131,147</b>	\$135,081



# Director of Technology / CTO

Directors of Technology set the technical vision and standards for the MSP. They oversee architecture, security, and long-term strategy while guiding engineering leadership. Typical responsibilities include governance, platform selection, security posture oversight, and alignment between technology and business goals. This role shapes how the MSP scales, standardizes, and differentiates technically.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

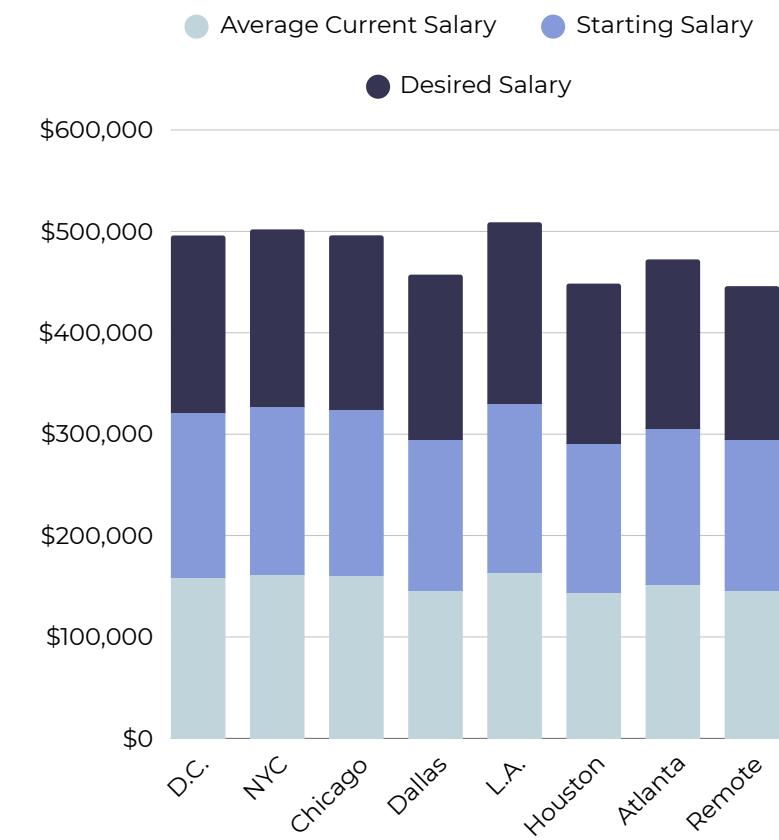
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$159,105	\$174,260	\$15,155	\$3,483	\$162,588
NYC	\$161,701	\$175,026	\$13,325	\$3,539	\$165,240
Chicago	\$160,262	\$172,058	\$11,796	\$3,508	\$163,770
Dallas	\$145,820	\$162,517	\$16,697	\$3,192	\$149,012
L.A.	\$163,312	\$178,780	\$15,468	\$3,575	\$166,887
Houston	\$143,918	\$157,506	\$13,588	\$3,150	\$147,068
Atlanta	\$151,331	\$166,389	\$15,058	\$3,312	\$154,643
Fully Remote Out of Market	\$145,714	\$151,363	\$5,649	\$3,189	\$148,903

# Director of Technology / CTO

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$157,710	<b>\$162,588</b>	\$167,465
NYC	\$160,283	<b>\$165,240</b>	\$170,198
Chicago	\$158,857	<b>\$163,770</b>	\$168,683
Dallas	\$144,541	<b>\$149,012</b>	\$153,482
L.A.	\$161,880	<b>\$166,887</b>	\$171,893
Houston	\$142,656	<b>\$147,068</b>	\$151,480
Atlanta	\$150,004	<b>\$154,643</b>	\$159,283
Remote	\$144,436	<b>\$148,903</b>	\$153,371



# Security Findings

# Junior Cyber Security Analyst

Junior Cyber Security Analysts support day-to-day security operations across MSP client environments. They assist with monitoring alerts, reviewing logs, documenting incidents, and supporting vulnerability management. Typical tools include SIEM platforms, endpoint protection, security dashboards, and ticketing systems. This role builds foundational experience in threat detection, compliance support, and managed security operations.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

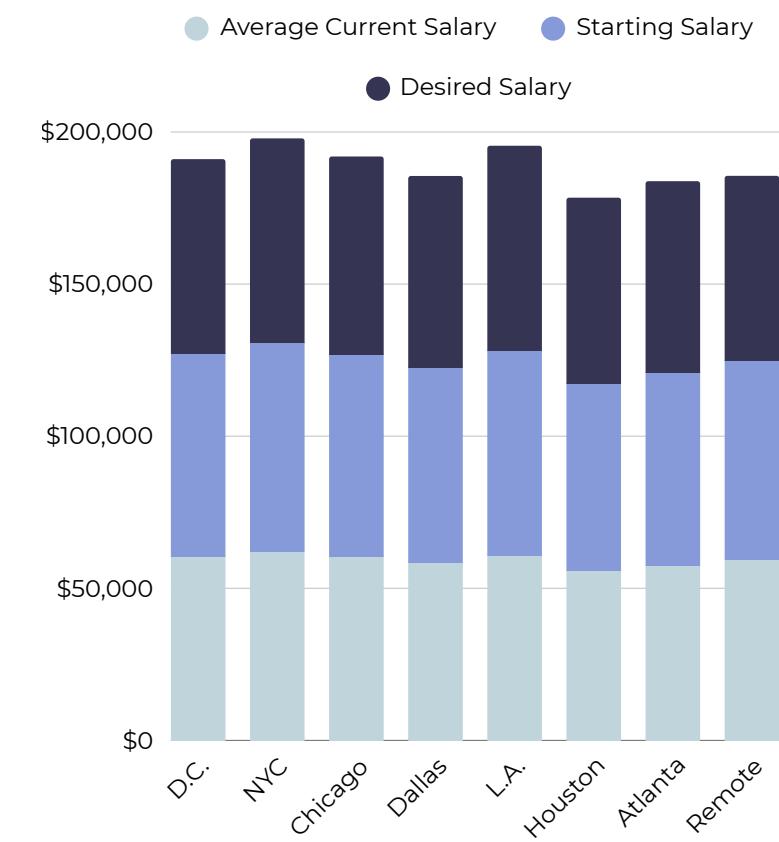
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$60,500	\$63,857	\$3,357	\$6,217	\$66,717
NYC	\$62,250	\$67,000	\$4,750	\$6,397	\$68,647
Chicago	\$60,306	\$65,134	\$4,828	\$6,197	\$66,503
Dallas	\$58,352	\$62,841	\$4,489	\$5,996	\$64,348
L.A.	\$60,887	\$67,446	\$6,559	\$6,257	\$67,144
Houston	\$55,833	\$61,000	\$5,167	\$5,737	\$61,570
Atlanta	\$57,536	\$62,841	\$5,305	\$5,912	\$63,448
Fully Remote Out of Market	\$59,311	\$60,867	\$1,556	\$6,095	\$65,406

# Junior Cyber Security Analyst

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$64,716	<b>\$66,717</b>	\$68,719
NYC	\$66,587	<b>\$68,647</b>	\$70,706
Chicago	\$64,508	<b>\$66,503</b>	\$68,498
Dallas	\$62,418	<b>\$64,348</b>	\$66,279
L.A.	\$65,129	<b>\$67,144</b>	\$69,158
Houston	\$59,723	<b>\$61,570</b>	\$63,418
Atlanta	\$61,545	<b>\$63,448</b>	\$65,352
Remote	\$63,444	<b>\$65,406</b>	\$67,368



# Cyber Security Specialist

Cyber Security Specialists manage and support client-facing security solutions across the MSP. They deploy, configure, and maintain EDR/MDR, DNS filtering, PAM, password management, and firewall solutions. Responsibilities include client onboarding, documentation, QBR participation, audit support, and assisting with incident response. Technologies align with frameworks such as NIST, CIS, HIPAA, ISO 27001, and common MSP security stacks.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

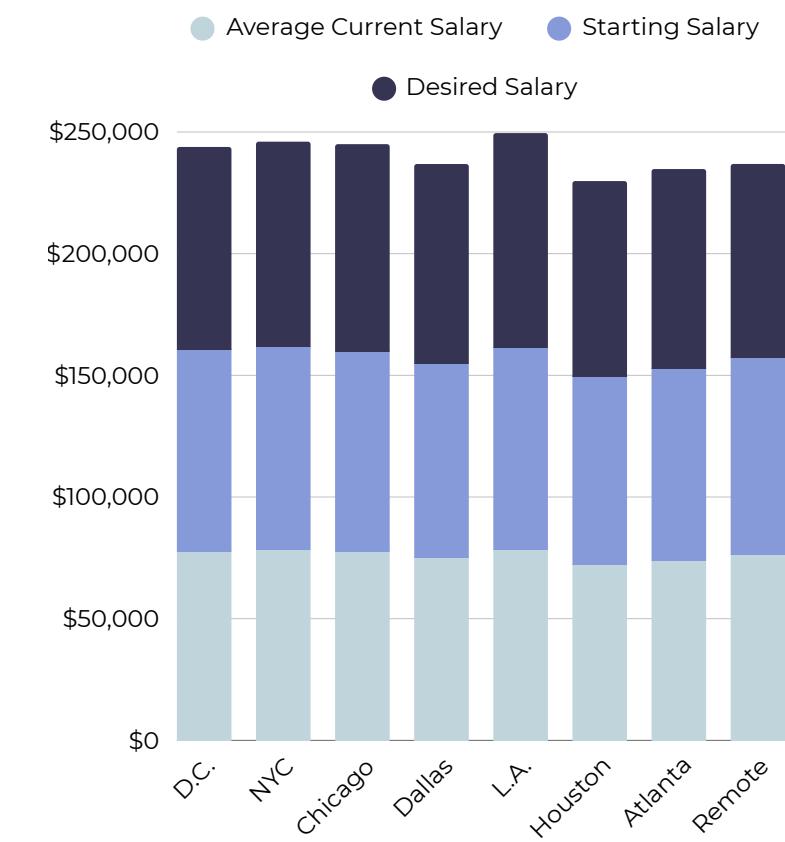
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$77,750	\$83,333	\$5,583	\$5,012	\$82,762
NYC	\$78,400	\$84,166	\$5,766	\$5,054	\$83,454
Chicago	\$77,500	\$85,000	\$7,500	\$4,996	\$82,496
Dallas	\$75,000	\$82,000	\$7,000	\$4,835	\$79,835
L.A.	\$78,250	\$88,000	\$9,750	\$5,045	\$83,295
Houston	\$72,333	\$80,500	\$8,167	\$4,663	\$76,996
Atlanta	\$74,000	\$82,000	\$8,000	\$4,771	\$78,771
Fully Remote Out of Market	\$76,250	\$79,444	\$3,194	\$4,916	\$81,166

# Cyber Security Specialist

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$80,279	<b>\$82,762</b>	\$85,245
NYC	\$80,951	<b>\$83,454</b>	\$85,958
Chicago	\$80,021	<b>\$82,496</b>	\$84,971
Dallas	\$77,440	<b>\$79,835</b>	\$82,230
L.A.	\$80,796	<b>\$83,295</b>	\$85,793
Houston	\$74,686	<b>\$76,996</b>	\$79,306
Atlanta	\$76,407	<b>\$78,771</b>	\$81,134
Remote	\$78,731	<b>\$81,166</b>	\$83,601



# Senior Cyber Security Engineer

Senior Cyber Security Engineers design, implement, and manage information security across data, systems, networks, and applications. They integrate cybersecurity controls into business operations and lead advanced risk management initiatives. Responsibilities include security architecture, incident response leadership, framework alignment (NIST, CIS, HIPAA, SOC 2, PCI-DSS, GDPR), cloud security, and mentoring, with a natural growth path toward vCISO responsibilities.

## Salary Benchmarking & The Cost of Retention

How much MSPs in your city are paying their existing employees & how much candidates are targeting when they enter the job market.

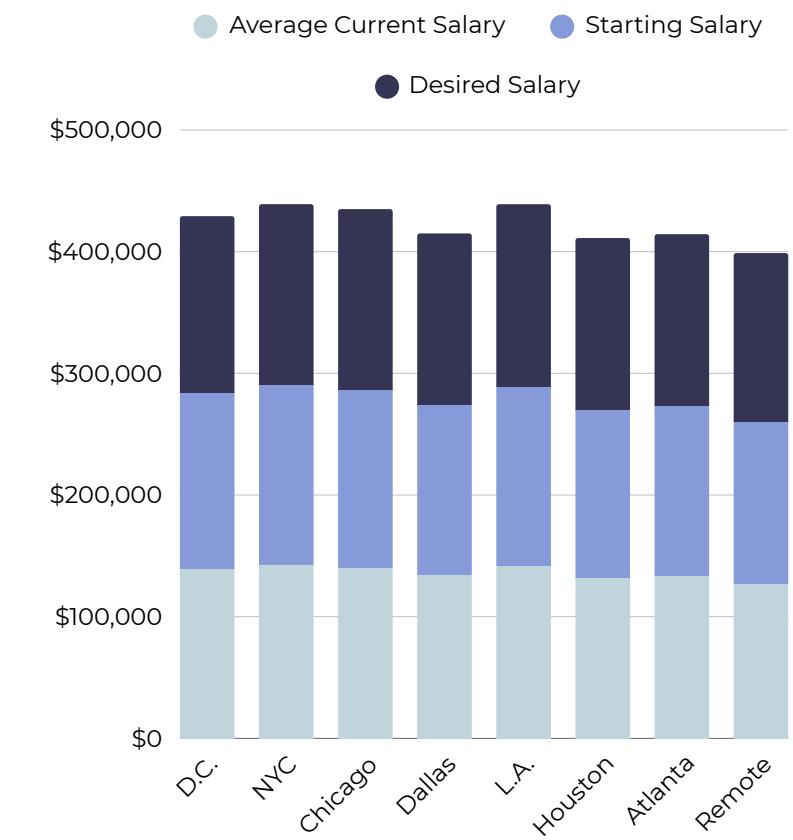
Location	AVERAGE CURRENT SALARY	AVERAGE DESIRED SALARY	AVERAGE TARGET RAISE	AVERAGE SALARY INCREASE	AVERAGE STARTING SALARY
D.C.	\$139,300	\$145,000	\$5,700	\$5,578	\$144,878
NYC	\$142,500	\$148,333	\$5,833	\$5,707	\$148,207
Chicago	\$140,666	\$148,000	\$7,334	\$5,633	\$146,299
Dallas	\$134,500	\$140,600	\$6,100	\$5,386	\$139,886
L.A.	\$141,666	\$150,000	\$8,334	\$5,673	\$147,339
Houston	\$132,333	\$141,250	\$8,917	\$5,299	\$137,632
Atlanta	\$134,000	\$141,000	\$7,000	\$5,366	\$139,366
Fully Remote Out of Market	\$127,500	\$138,750	\$11,250	\$5,106	\$132,606

# Senior Cyber Security Engineer

## New Hire Competitive Pay Scale

How much MSPs in your city are paying new hires & how much is competitive.

	BELOW MARKET OFFER	MARKET RATE OFFER	COMPETITIVE OFFER
D.C.	\$140,532	<b>\$144,878</b>	\$149,225
NYC	\$143,760	<b>\$148,207</b>	\$152,653
Chicago	\$141,910	<b>\$146,299</b>	\$150,688
Dallas	\$135,690	<b>\$139,886</b>	\$144,083
L.A.	\$142,919	<b>\$147,339</b>	\$151,759
Houston	\$133,504	<b>\$137,632</b>	\$141,761
Atlanta	\$135,185	<b>\$139,366</b>	\$143,547
Remote	\$128,628	<b>\$132,606</b>	\$136,584





Bowman Williams

---

**We Staff Managed Service Providers  
and Cloud Service Providers**

We are a permanent placement staffing firm for  
Managed Service Providers (MSPs) and Cloud  
Service Providers - we only staff MSPs.