

2019

HOMEBUILDING COMPENSATION REPORT

The homebuilding market remains very strong throughout the country. We continue to see new builders emerge as consolidation of public homebuilders sheds top talent. We see the most focus on roles that grow the business, (Division Presidents, VPs of Sales, Marketing, and Land Acquisition). The market has been strong enough for long enough that some middle management talent has emerged to help fill many roles. With unemployment so low, the best talent is being well taken care of and many openings are taking up to 6 months to fill.

The numbers in this report reflect compensation collected between April 2018 and April 2019 for candidates working within companies or divisions delivering over 80 closings per year. The variance between markets should be no greater than 10%.

The figures listed are based on the middle 75% for each position with the upper 12.5% and lower 12.5% removed to provide more relevant information. Over 30 samples were used to ensure a proper bell curve.

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Forbes | 2018
AMERICA'S BEST
EXECUTIVE
RECRUITING FIRMS
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Position (Revenues)	Base Salary	Incentives (% of Base)
Regional President/COO (>\$100M)	\$237,000 - \$404,000	110% - 315%
Division President (>\$50M)	\$216,000 - \$244,000	115% - 277%
Division President (<\$50M)	\$176,000 - \$228,000	115% - 220%
Chief Financial Officer (>\$50M)	\$181,000 - \$260,000	30% - 68%
Chief Financial Officer (<\$50M)	\$164,000 - \$212,000	28% - 68%
Controller (>\$50M)	\$155,000 - \$212,000	23% - 36%
Controller (<\$50M)	\$128,000 - \$165,000	22% - 38%
Vice President of Construction (>\$50M)	\$166,000 - \$192,000	31% - 55%
Vice President of Construction (<\$50M)	\$109,000 - \$148,000	22% - 40%
Vice President of Sales & Marketing (>\$50M)	\$148,000 - \$188,000	65% - 90%
Vice President of Sales & Marketing (<\$50M)	\$96,000 - \$144,000	55% - 95%
Vice President/Director of Land Development	\$141,000 - \$182,000	22% - 38%
Land Development Manager	\$88,000 - \$134,000	18% - 28%
Site Acquisition Manager	\$92,000 - \$163,000	28% - 80%
General Sales Manager	\$70,000 - \$128,000	50% - 95%
Marketing Manager	\$67,000 - \$123,000	15% - 30%
Purchasing Director	\$92,000 - \$165,000	22% - 48%
Production/Area Construction Manager	\$85,000 - \$122,000	25% - 35%