



# 2020

# HOMEBUILDING COMPENSATION REPORT

The data for this report was compiled just prior to the COVID-19 crisis so we expect future compensation will stay flat or even regress in hard hit markets. The industry was doing great and new emerging homebuilders reaching 100+ homes closings per year. The overall mood was very positive with hiring for all roles at all levels and good talent hard to find. The mood is still hopeful in most markets, but business plans have been revised and hiring paused for about 70% of our searches.

The numbers in this report reflect compensation collected between April 2019 and April 2020 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 are based on the middle 80% for each position with the upper 10% and lower 10% removed to provide more relevant information. Over 30 samples per role were used to ensure a proper bell curve.

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Position (Revenues)	Base Salary	Incentives (% of Base)
Regional President/COO (>\$100M)	\$254,000 - \$412,000	150% - 322%
Division President (>\$50M)	\$227,000 - \$254,000	145% - 275%
Division President (<\$50M)	\$193,000 - \$231,000	145% - 225%
Chief Financial Officer (>\$50M)	\$196,000 - \$296,000	30% - 54%
Chief Financial Officer (<\$50M)	\$166,000 - \$218,000	28% - 58%
Controller (>\$50M)	\$157,000 - \$215,000	25% - 38%
Controller (<\$50M)	\$132,000 - \$175,000	25% - 35%
Vice President of Construction (>\$50M)	\$174,000 - \$194,000	30% - 54%
Vice President of Construction (<\$50M)	\$125,000 - \$166,000	25% - 45%
Vice President of Sales & Marketing (>\$50M)	\$151,000 - \$191,000	70% - 90%
Vice President of Sales & Marketing (<\$50M)	\$95,000 - \$148,000	55% - 95%
Vice President/Director of Land Development	\$143,000 - \$184,000	25% - 35%
Land Development Manager	\$91,000 - \$138,000	22% - 32%
Site Acquisition Manager	\$86,000 - \$161,000	30% - 75%
General Sales Manager	\$75,000 - \$128,000	50% - 95%
Marketing Manager	\$67,000 - \$143,000	20% - 30%
Purchasing Director	\$95,000 - \$165,000	25% - 45%
Production/Area Construction Manager	\$92,000 - \$125,000	25% - 35%