

# 2021

# HOMEBUILDING COMPENSATION REPORT

The past year has been great for homebuilding with competition for the best talent driving up compensation. The industry mood and number of search requests remains very high. Remote work has allowed commute issues to ease and actually seemed to increase productivity.

The numbers in this report reflect compensation collected between April 2020 and April 2021 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 75% for each position with the upper 12.5% and lower 12.5% 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)	\$283,000 - \$415,000	150% - 340%
Division President (>\$50M)	\$234,000 - \$265,000	155% - 275%
Division President (<\$50M)	\$195,000 - \$231,000	155% - 235%
Chief Financial Officer (>\$50M)	\$205,000 - \$295,000	33% - 55%
Chief Financial Officer (<\$50M)	\$166,000 - \$215,000	25% - 50%
Controller (>\$50M)	\$165,000 - \$218,000	25% - 35%
Controller (<\$50M)	\$132,000 - \$165,000	25% - 30%
Vice President of Construction (>\$50M)	\$173,000 - \$192,000	30% - 50%
Vice President of Construction (<\$50M)	\$128,000 - \$168,000	25% - 45%
Vice President of Sales & Marketing (>\$50M)	\$152,000 - \$195,000	74% - 80%
Vice President of Sales & Marketing (<\$50M)	\$105,000 - \$145,000	55% - 90%
Vice President/Director of Land Development	\$144,000 - \$183,000	25% - 35%
Land Development Manager	\$94,000 - \$140,000	22% - 35%
Site Acquisition Manager	\$93,000 - \$165,000	38% - 75%
General Sales Manager	\$85,000 - \$132,000	50% - 95%
Marketing Manager	\$72,000 - \$145,000	20% - 30%
Purchasing Director	\$105,000 - \$166,000	25% - 45%
Production/Area Construction Manager	\$98,000 - \$135,000	25% - 40%