

Single-Family Builder Compensation Study

2017 Edition

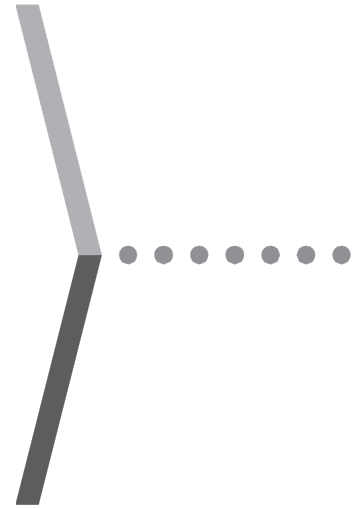


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Single-Family Builder Compensation Study

Salary, Bonus & Benefits for 39 Jobs



2017 Edition

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Single-Family Builder Compensation Study, 2017 Edition

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Published in the United States of America

20 21 20 19 18 1 2 3 4 5

ISBN-13: 978-0-86718-766-3
eISBN-13: 978-0-86718-767-0

For further information, please contact:
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Appendix F. 2017 Single-Family Builder Compensation Survey

I. EXECUTIVE SUMMARY

- The *Single-Family Builder Compensation Study*, 2017 Edition shows data on compensation and benefits for 39 common positions at single-family home building companies. The data are broken down by region and size of the builder (starts, dollar volume, and employees).
- Nearly all single-family builders (95 percent) responding to the survey have a full-time President/CEO. Forty-four percent have a full-time Superintendent, 25 percent a full-time Bookkeeper (20 percent have it part-time), 36 percent a full-time VP of Construction, 30 percent a full-time Project Manager, and 26 percent a full-time CFO/Head of Finance. The remaining 33 positions listed exist as full-time jobs at less than 20 percent of the responding firms.
- Respondents were asked to report the annual salary and bonus/commission (if any) of each position existing at their firm. To produce the average total compensation for each full-time position, its average annual salary and average bonus/commission (computed among all respondents reporting a salary for the position on a full-time basis) were combined.
- The top five highest average total compensation levels are:
 - **Head/Director of Land Acquisition:** \$173,466 (full-time position exists at 8 percent of responding firms).
 - **President/CEO:** \$157,401 (full-time position exists at 95 percent of responding firms).
 - **CFO/Head of Finance:** \$148,583 (full-time position exists at 26 percent of responding firms).
 - **Head/Director of Sales & Marketing:** \$135,890 (full-time position exists at 19 percent of responding firms).
 - **VP of Construction:** \$131,918 (full-time position exists at 36 percent of responding firms).
- The lowest five average total compensation levels are:
 - **Receptionist:** \$34,805 (full-time position exists at 8 percent of responding firms).
 - **Administrative Assistant:** \$40,751 (full-time position exists at 9 percent of responding firms).
 - **Bookkeeper:** \$45,357 (full-time position exists at 25 percent of responding firms).
 - **Executive Assistant:** \$48,687 (full-time position exists at 11 percent of firms).
 - **Selections Coordinator:** \$53,678 (full-time position exists at 10 percent of firms).
- Respondents were also asked about which of a list of 13 fringe benefits (health insurance, dental insurance, vision program, prescription program, life insurance, short term disability, long term disability, flex spending, 401k plan, paid vacation leave, paid sick leave, tuition reimbursement, and training) they offered to each of the positions existing at the firm.

- The most commonly offered benefits are paid vacation leave and health insurance: all of the positions are offered paid vacation leave by at least 79 percent of the builders where they exist, while health insurance is offered by at least 70 percent.
- The least likely benefits builders offer their employees are tuition reimbursement and flex spending. None of the positions is offered tuition reimbursements by half or more of the builders where they exist. The same holds true for flex spending, with one exception: 50 percent of builders who have a Director of IT offer that person flex spending.

II. INTRODUCTION

One of the most consequential business decisions a company has to make is how much to pay its employees. Single-family home building companies are no exception, and they often turn to the National Association of Home Builders (NAHB) for industry standards. In July 2017, the Economics & Housing Policy Group at the NAHB conducted a nationwide survey of single-family builders covering the most common 39 positions at these companies. The survey's objective was to produce industry benchmarks on employees' salaries, bonuses/commissions, and benefits.

A sample of 5,221 single-family builder members received the survey electronically. The sample was stratified to accurately represent builders across the four Census regions of the country as well as across builder size categories (in terms of number of single-family units started). In all, 311 builders took the survey, for a response rate of six percent. Of that number, 308 reported single-family home building to be their principal operation. This report is based on their responses. Appendix A shows combined findings for all single-family builders in the survey, but also detailed breakdowns by Census region, 2017 expected dollar volume, 2017 expected single-family starts, and number of employees on payroll. A distribution of responses across these categories is shown in Exhibit 1, as well as the distribution of actual single-family units started in the four Census Regions of the country in 2016.

Exhibit 1. Distribution of Responses

Category	% of Respondents	% of Single-family Starts in 2016
Region		
Northeast	8%	8%
Midwest	19	15
South	52	54
West	21	23
2017 Expected Dollar Volume		
Less than \$1 million	10%	
\$1 million–\$4,999,999	40	
\$5 million–\$9,999,999	20	
\$10 million–\$14,999,999	10	
\$15 million or more	20	