



NATIONAL HOMEBUILDING

COMPENSATION REPORT

2023

**POWERED BY
FTS**



Introduction

Welcome to the 2023 inaugural edition of FTS's Annual Homebuilding Compensation Report!

This report is designed to offer valuable insights into current industry compensation standards and trends, with the primary goal of empowering homebuilders and professionals alike to make well-informed decisions regarding hiring, career paths and compensation equity.

As the leading search and staffing firm in the homebuilding industry, we expect this annual report to become the industry benchmark for all builders, hiring managers and professionals throughout the US.

To ensure the accuracy and reliability of this report, we conducted a thorough survey of 10,000+ homebuilding professionals nationwide. We confidentially collected and analyzed national compensation information, focusing on base salary and bonuses at all levels of the enterprise with builders of all sizes throughout the US. Titles included in the report had enough responses to accurately convey compensation information.

Contents

2. Executive
3. Land
4. Operations, Purchasing & Estimating
5. Construction, Warranty & Customer Service
6. Sales, Marketing, Architecture & Design
7. Accounting, Finance, Administration & HR
8. MSA Index
10. Conclusion

We look forward to welcoming you into our community and network.

Executive

Gain a comprehensive view of executive compensation, ensuring your leadership team is appropriately recognized for steering the vision and success of your organization.

- 25th, 50th, and 75th are the percentiles of base salary for each position
- Bonus ranges represent middle 50%

Job Title	25th	50th	75th	Bonus
Chief Operating Officer	\$250,000	\$365,000	\$550,000	99% - 209%
Chief Financial Officer	\$160,000	\$186,000	\$295,000	22% - 92%
Chief Information Officer	\$287,500	\$382,000	\$450,708	52% - 90%
Regional President	\$281,250	\$325,000	\$400,000	94% - 297%
President/Division President	\$225,000	\$275,000	\$325,000	60% - 213%
VP of Land Acquisition	\$200,000	\$210,000	\$247,200	34% - 102%
VP of Land Development	\$183,500	\$193,000	\$251,500	71% - 125%
VP of Operations	\$166,250	\$190,000	\$208,425	32% - 89%
VP of Purchasing	\$160,000	\$188,000	\$200,000	17% - 50%
VP of Construction	\$160,000	\$180,000	\$200,000	20% - 82%
VP of Sales	\$146,500	\$167,500	\$196,375	50% - 90%
VP of Marketing	\$169,000	\$212,500	\$246,250	29% - 35%
VP of Finance	\$182,000	\$200,000	\$221,250	28% - 73%
VP of HR	\$175,000	\$187,500	\$208,000	30% - 83%
Corporate Controller	\$233,750	\$255,000	\$263,750	24% - 68%

Land

Learn about compensation structures in land acquisition and development, key drivers in bringing new communities to life and shaping the future of homebuilding.

- 25th, 50th, and 75th are the percentiles of base salary for each position
- Bonus ranges represent middle 50%

Land Acquisition

Job Title	25th	50th	75th	Bonus
VP of Land Acquisition	\$200,000	\$210,000	\$247,200	34% - 102%
Director of Land Acquisition	\$133,750	\$150,000	\$180,000	25% - 91%
Land Acquisition Manager	\$101,250	\$120,000	\$150,000	18% - 29%
Land Analyst	\$82,500	\$90,000	\$108,250	10% - 15%

Land Development

Job Title	25th	50th	75th	Bonus
VP of Land Development	\$183,500	\$193,000	\$251,500	71% - 125%
Director of Land Development	\$150,000	\$155,000	\$166,250	29% - 83%
Land Development Manager	\$98,500	\$115,000	\$130,000	18% - 29%
Project Manager	\$90,500	\$99,500	\$108,750	7% - 34%

Operations, Purchasing & Estimating

Gain valuable insights into compensation trends for roles in operations, purchasing, and estimating, optimizing your processes for efficiency and excellence.

- 25th, 50th, and 75th are the percentiles of base salary for each position
- Bonus ranges represent middle 50%

Operations

Job Title	25th	50th	75th	Bonus
VP of Operations	\$166,250	\$190,000	\$208,425	32% - 89%
Division Manager	\$137,750	\$146,000	\$151,000	60% - 98%
Director of Operations	\$140,000	\$152,500	\$159,500	13% - 32%
Operations Manager	\$95,000	\$107,500	\$113,750	15% - 21%

Purchasing

Job Title	25th	50th	75th	Bonus
VP of Purchasing	\$160,000	\$188,000	\$200,000	17% - 50%
Director of Purchasing	\$125,000	\$135,000	\$152,250	15% - 35%
Purchasing Manager	\$94,200	\$107,500	\$125,000	10% - 29%
Purchasing Agent	\$66,500	\$73,500	\$90,000	0% - 13%
Purchasing Coordinator	\$55,000	\$62,000	\$70,000	0% - 3%

Estimating

Job Title	25th	50th	75th	Bonus
Sr. Estimator	\$82,000	\$85,000	\$95,000	12% - 22%
Estimator	\$73,000	\$80,000	\$90,875	0% - 10%

Construction, Warranty & Customer Service

Understand the compensation landscape for construction, warranty, and customer service positions, ensuring your team is equipped to deliver exceptional quality and service.

- 25th, 50th, and 75th are the percentiles of base salary for each position
- Bonus ranges represent middle 50%

Construction

Job Title	25th	50th	75th	Bonus
VP of Construction	\$160,000	\$180,000	\$200,000	20% - 82%
Director of Construction	\$139,250	\$150,000	\$173,750	15% - 34%
Area Construction Manager	\$110,000	\$120,000	\$140,000	9% - 32%
Superintendent	\$76,500	\$90,000	\$102,000	9% - 31%
Assistant Superintendent	\$69,250	\$72,500	\$75,000	6% - 25%
Project Engineer	\$56,250	\$62,500	\$68,750	3% - 8%
Construction Coordinator	\$50,250	\$55,000	\$59,625	--

Warranty & Customer Service

Job Title	25th	50th	75th	Bonus
Warranty Manager	\$87,500	\$95,000	\$102,500	0% - 25%
Customer Care Representative	\$62,500	\$70,200	\$73,900	0% - 14%

Sales, Marketing, Architecture & Design Studio

Explore salary benchmarks that accurately represent the vital and innovative contributions of professionals propelling the homebuilding industry forward.

- 25th, 50th, and 75th are the percentiles of base salary for each position
- Bonus ranges represent middle 50%

Sales

Job Title	25th	50th	75th	Bonus
VP of Sales	\$146,500	\$167,500	\$196,375	50% - 90%
Director of Sales	\$130,000	\$167,000	\$175,000	40% - 90%
Sales Manager	\$87,500	\$120,000	\$135,000	54% - 103%
Sales Agent*	\$87,000*	\$155,000*	\$218,000*	--

*Sales Agent figures represent total compensation, not base salary

Marketing

Job Title	25th	50th	75th	Bonus
VP of Marketing	\$169,000	\$212,500	\$246,250	29% - 35%
Director of Marketing	\$122,500	\$145,000	\$225,000	26% - 35%
Marketing Manager	\$66,250	\$80,000	\$85,000	3% - 8%
Marketing Coordinator	\$52,000	\$56,000	\$60,000	--

Architecture & Design Studio

Job Title	25th	75th	75th	Bonus
Director of Design Studio	\$138,750	\$152,500	\$166,250	39% - 61%
Architectural Manager	\$87,750	\$97,000	\$125,625	12% - 17%
Architect (Licensed)	\$86,250	\$111,500	\$130,000	0% - 12%
Architectural Drafter	\$50,000	\$75,000	\$90,000	1% - 9%

Accounting, Finance, Administration & HR

Gain insights into compensation structures for roles in accounting, finance, administration, and human resources, ensuring your team is empowered and well-rewarded.

- 25th, 50th, and 75th are the percentiles of base salary for each position
- Bonus ranges represent middle 50%

Accounting

Job Title	25th	50th	75th	Bonus
Corporate Controller	\$233,750	\$255,000	\$263,750	24% - 68%
Divisional Controller	\$125,000	\$135,000	\$157,250	20% - 30%
Assistant Controller	\$96,250	\$117,500	\$123,750	10% - 14%
Accounting Manager	\$83,500	\$100,000	\$114,250	11% - 17%
Sr. Accountant	\$87,500	\$95,000	\$105,000	15% - 26%
Staff Accountant	\$68,000	\$73,000	\$80,000	0% - 10%
A/R Specialist	\$50,500	\$55,000	\$59,500	--
A/P Specialist	\$50,000	\$52,000	\$60,000	--
Accounting Administrator	\$40,000	\$50,000	\$60,000	--

Finance

Job Title	25th	50th	75th	Bonus
VP of Finance	\$182,000	\$200,000	\$221,250	28% - 73%
Director of Finance	\$139,000	\$162,000	\$176,250	29% - 59%
Sr. Financial Analyst	\$105,000	\$115,000	\$125,000	12% - 17%
Financial Analyst	\$74,625	\$83,750	\$92,500	2% - 9%

Administration & HR

Job Title	25th	50th	75th	Bonus
VP of HR	\$175,000	\$187,500	\$208,000	30% - 83%
Director of HR	\$127,000	\$154,500	\$165,000	13% - 29%
HR Manager	\$80,000	\$85,000	\$92,500	10% - 17%
HR Specialist	\$70,000	\$76,000	\$85,000	0% - 10%
Administrative Assistant	\$60,000	\$66,000	\$76,000	0% - 4%

MSA Index

Below you will find the Top MSA's with their associated cost of living variance above or below the national average. Consider these variances when referring to compensation information.

Alabama

Birmingham-Hoover	-9%
Huntsville	-7%
Mobile	-13%
Montgomery	-10%

Alaska

Anchorage	+3%
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Arizona

Phoenix	-4%
Tucson	-6%

Arkansas

Little Rock	-11%
Fayetteville	-9%
Fort Smith	-14%

California

Los Angeles	+13%
San Francisco	+18%
Riverside	+6%
San Diego	+15%
San Jose	+15%
Sacramento	+10%
Fresno	+5%
Bakersfield	+4%
Oxnard	+14%
Stockton	+9%
Santa Maria	+14%
Santa Rosa	+13%
Modesto	+6%
Salinas	+13%
Visalia	+2%

Colorado

Denver	+7%
Colorado Springs	-3%
Boulder	0%
Fort Collins	-2%

Connecticut

Hartford	+5%
Bridgeport	+10%
New Haven	+5%

Delaware

Dover	-5%
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District of Columbia

Washington-Arlington-Alexandria	+11%
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Florida

Miami	+12%
Tampa	0%
Orlando	0%
Jacksonville	-2%
North Port-Sarasota-Bradenton	+1%
Cape Coral-Fort Myers	+2%
Lakeland	-4%
Palm Bay-Melbourne-Titusville	-1%
Daytona Beach	-1%
Pensacola	-5%
Tallahassee	-6%
Naples	+2%
Port St. Lucie	-2%

Georgia

Atlanta	-1%
Augusta	-8%
Savannah	-4%
Columbus	-11%
Gainesville	-3%
Athens	-6%

Hawaii

Honolulu	+13%
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Idaho

Boise City	-6%
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Illinois

Chicago	+6%
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Indiana

Indianapolis	-6%
Fort Wayne	-7%
Evansville	-11%

Iowa

Des Moines	-8%
Davenport	-11%

Kansas

Wichita	-11%
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Kentucky

Louisville	-8%
Lexington	-9%

Louisiana

New Orleans	-6%
Baton Rouge	-8%
Lafayette	-10%
Shreveport	-11%

Maine

Portland	+5%
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Maryland

Baltimore	+2%
Salisbury	-5%

Massachusetts

Boston	+12%
Springfield	-1%
Worcester	+5%

Michigan

Detroit	-4%
Grand Rapids	-6%
Ann Arbor	-2%
Lansing	-6%

Minnesota

Minneapolis-St. Paul	+3%
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Mississippi

Jackson	-10%
Gulfport	-11%

Missouri

St. Louis	-3%
Kansas City	-8%
Springfield	-13%

Montana

Billings	-8%
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Nebraska

Omaha	-8%
Lincoln	-8%

Nevada

Las Vegas	-4%
Reno	-2%

New Hampshire

Manchester	+8%
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New Jersey

Trenton	+1%
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New Mexico

Albuquerque	-7%
Las Cruces	-13%
Santa Fe	-5%

MSA Index

Below you will find the Top MSA's with their associated cost of living variance above or below the national average. Consider these variances when referring to compensation information.

New York

New York	+13%
Buffalo	-6%
Rochester	-5%
Albany	-3%
Syracuse	-7%

North Carolina

Charlotte	-3%
Raleigh	-2%
Greensboro	-7%
Durham	-3%
Winston Salem	-8%
Asheville	-5%
Hickory	-10%

North Dakota

Fargo	-12%
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Ohio

Cincinnati	-6%
Columbus	-6%
Cleveland	-7%
Dayton	-9%
Akron	-8%
Toledo	-10%
Youngstown	-13%
Canton	-11%

Oklahoma

Oklahoma City	-9%
Tulsa	-10%

Oregon

Portland-Vancouver	+9%
Salem	+5%
Eugene-Springfield	+5%

Pennsylvania

Philadelphia	+1%
Pittsburgh	-6%
Allentown	-2%
Harrisburg	-4%
Scranton	-8%
Lancaster	-3%
York	-4%
Reading	-4%

Rhode Island

Providence	+4%
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South Carolina

Greenville	-7%
Columbia	-6%
Charleston	-1%
Myrtle Beach	-6%
Spartanburg	-8%

South Dakota

Sioux Falls	-10%
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Tennessee

Nashville	-3%
Memphis	-8%
Knoxville	-9%
Chattanooga	-8%

Texas

Dallas	+3%
Houston	-1%
Austin	-1%
San Antonio	-5%
El Paso	-9%
McAllen	-13%
Corpus Christi	-6%
Beaumont	-9%
Brownsville	-15%
Lubbock	-8%

Utah

Salt Lake City	-4%
Provo	-5%
Ogden	-6%

Vermont

Burlington	+6%
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Virginia

Washington-Arlington-Alexandria	+11%
Virginia Beach	-2%
Richmond	-2%
Roanoke	-8%
Charlottesville	-2%

Washington

Seattle	+14%
Spokane	+3%

West Virginia

Huntington	-12%
Charleston	-11%
Morgantown	-8%

Wisconsin

Milwaukee	-5%
Madison	-5%
Green Bay	-10%

Wyoming

Cheyenne	-6%
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Conclusion

To ensure future editions of our Annual Homebuilding Compensation report cover a vast array of positions within the industry, we extend an invitation to all homebuilding professionals to confidentially participate. Your participation is invaluable in enriching the depth and breadth of our data, allowing us to shed light on a wider spectrum of positions within the homebuilding industry with the most accurate data collection possible.

Your feedback is important and we value your insights. Please share your thoughts and suggestions, as we are dedicated to enhancing this report year-after-year to better serve the homebuilding community.

[Click Here to Provide Feedback](#)

The following editions of our Homebuilding Compensation report are slated to be released annually in the early parts of Q4 to better align with builder's planning, resourcing and budget season. Our 2024 data collection will begin in Q2 of this year. Please be on the lookout for our inquiry to confidentially participate.

We **strongly recommend** a consultation with our team of subject matter experts to fully understand and best apply these findings to your business and your career.

Please contact us to schedule at: **homebuilding@ftsco.com**

