

Sales Representatives

Building Materials

SALARY REPORT



Ontario

2024



DESIGN
MATERIALS
CONSTRUCTION

RECRUITMENT GROUP

Introduction

DMC Recruitment Group, in partnership with the Lumber & Building Materials Association of Ontario (LBMAO), is proud to present our 2024 Salary Report focused exclusively on Sales Representatives in the Building Materials industry.

For further details and insight, please contact LBM Partners, **Alexandra Mather** at amather@dmcrecruitment.com and/or **Stephen Borer** at sborer@dmcrecruitment.com.

Key Findings

1 | Females sales professionals on average are paid **8%** more than their male counterparts.

*Based on our responses by Outside/Territory and A&D Sales Representatives.

2 | Total Compensation (Base Salary & Commission/Bonus) is up approximately **14%** in 2 years.

2022

2024

\$66,000 + \$25,500

\$76,000 + \$30,000

Base Salary + Commission/Bonus

Base Salary + Commission/Bonus

* Includes Outside/Territory & A&D Sales Representatives

3 | Over **50%** of Respondents are Satisfied with their Compensation.



6% since 2022.

Methodology

This survey was conducted via **Survey Monkey** collecting responses from Canadian Sales Representatives in late 2023.

A sample size of 262 professionals across Ontario graciously provided their responses to contribute to this insightful data.

Our Sample



Gender Split



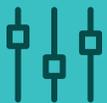
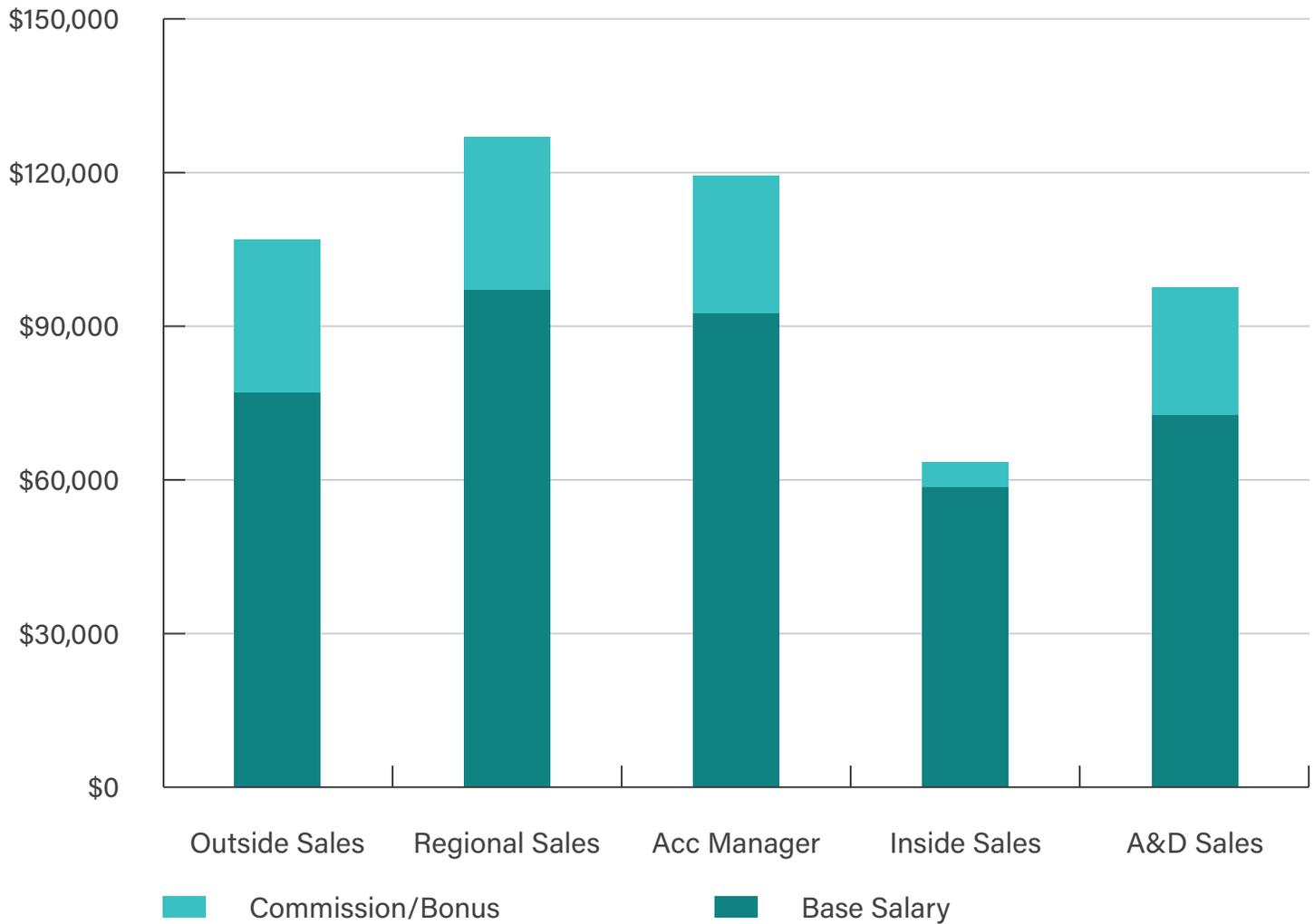
* Remaining respondents selected "prefer not to say".

Position Split of All Respondents



Median Total Compensation

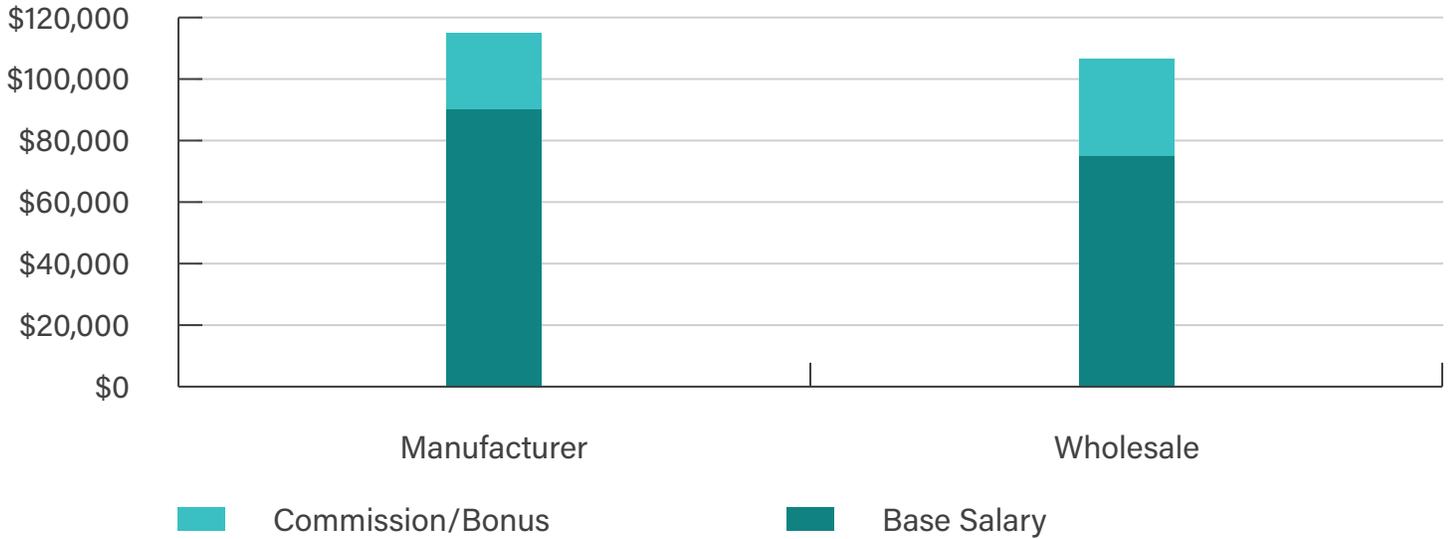
	Base Salary	Commission/ Bonus	Total	% of Change since 2022
Outside Sales	\$77,000	\$30,000	\$107,000	↑ 9%
Regional Sales	\$97,000	\$30,000	\$127,000	↑ 21%
Account Manager	\$92,500	\$27,000	\$119,500	↑ 7%
Inside Sales	\$58,500	\$5,000	\$63,500	↑ 4%
A&D Sales	\$72,500	\$25,000	\$97,500	↑ 8%



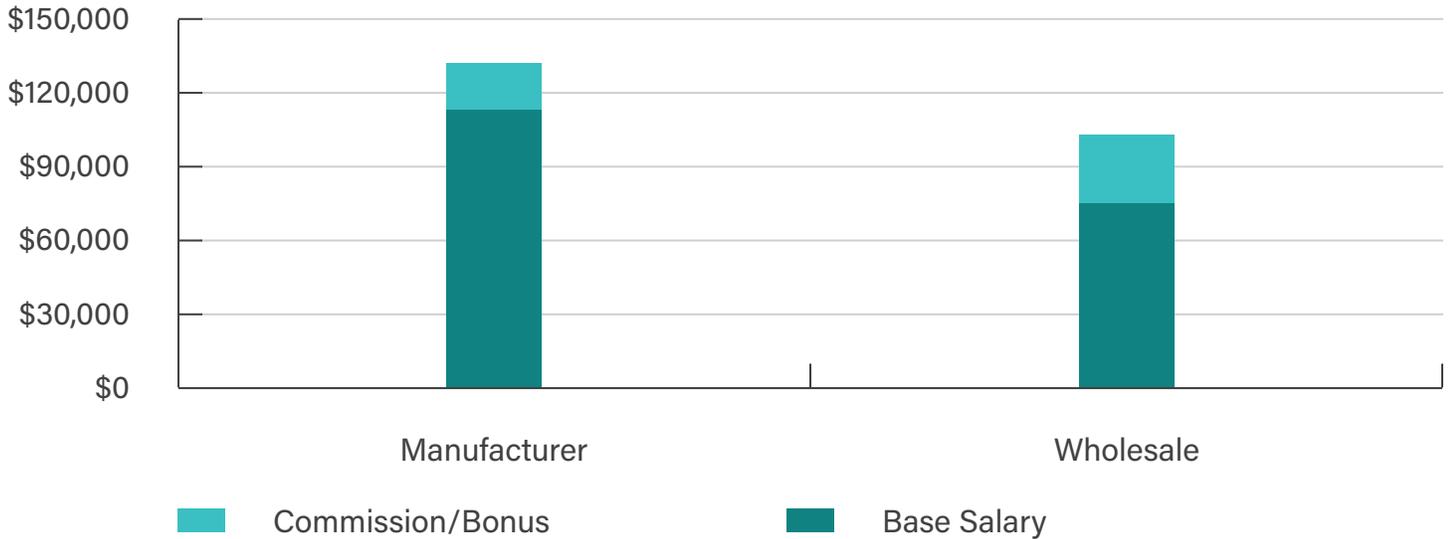
Respondents without post-secondary education on average earned 15% more than those with post-secondary education!

Median Total Compensation - By Position & Sector

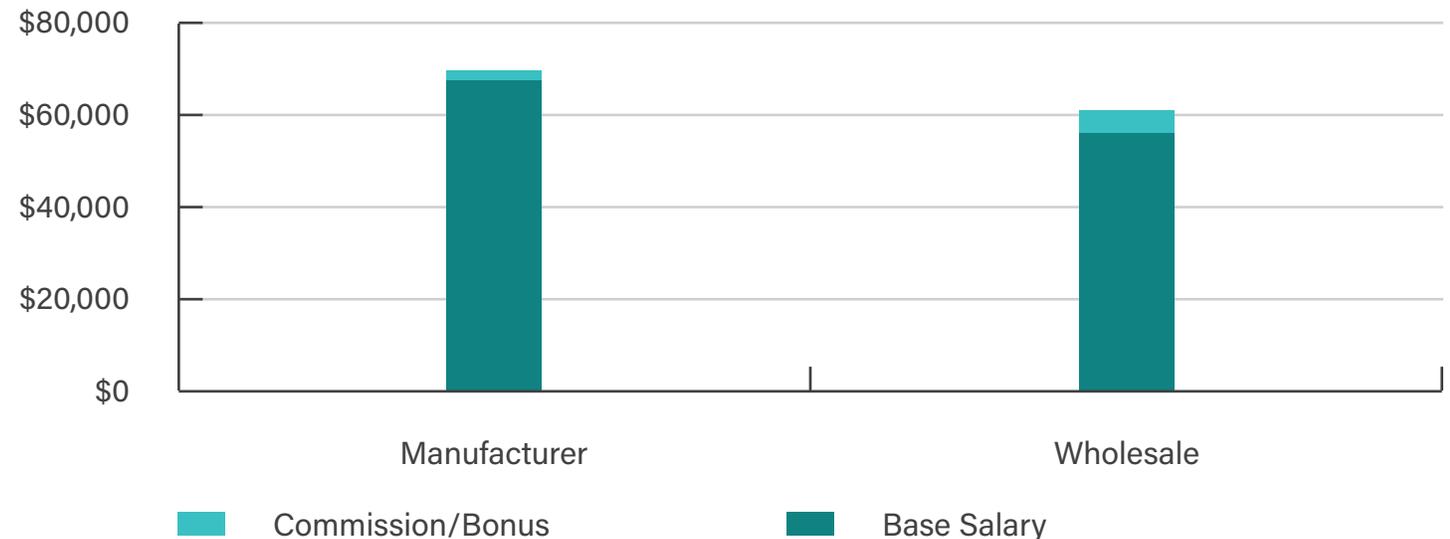
Outside Sales



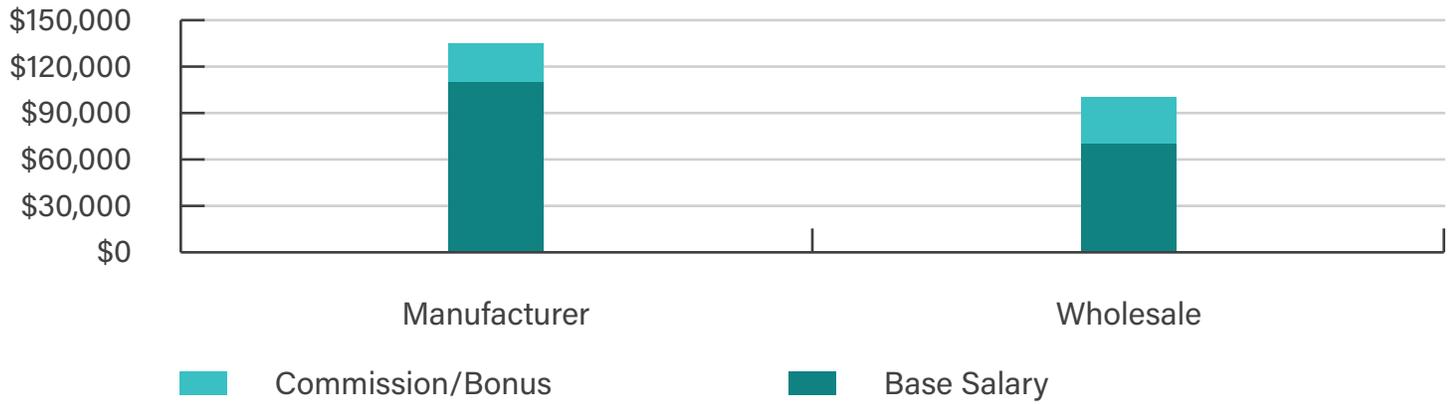
Account Managers



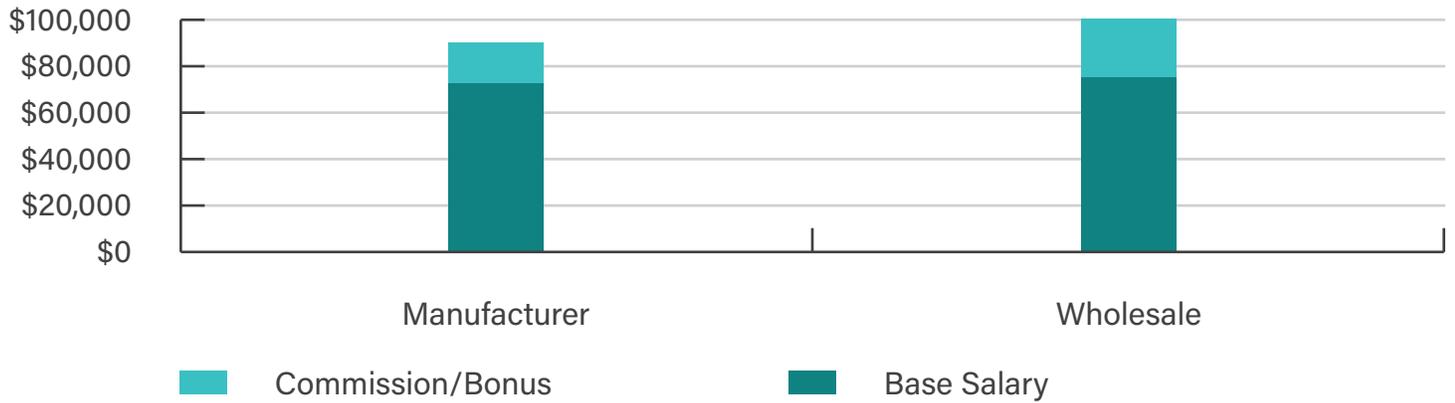
Inside Sales



Regional Sales



A&D Sales



	Type of Business	Base Salary	Commission/Bonus	Total	% of Change since 2022
Outside Sales	Manufacturer	\$90,000	\$25,000	\$115,000	↑ 20%
	Wholesale	\$75,000	\$31,500	\$106,500	↑ 21%
Account Managers	Manufacturer	\$113,000	\$19,000	\$132,000	↑ 6%
	Wholesale	\$75,000	\$28,000	\$103,000	↑ 8%
Inside Sales	Manufacturer	\$67,500	\$2,000	\$69,500	↓ 3%
	Wholesale	\$56,000	\$5,000	\$61,000	↑ 5%
Regional Sales	Manufacturer	\$109,500	\$25,000	\$134,500	↓ 3%
	Wholesale	\$70,000	\$30,000	\$100,000	↑ 12%
A&D Sales	Manufacturer	\$72,500	\$17,500	\$90,000	↓ 5%
	Wholesale	\$75,000	\$25,000	\$100,000	↓ 9%

Car Allowance by Position

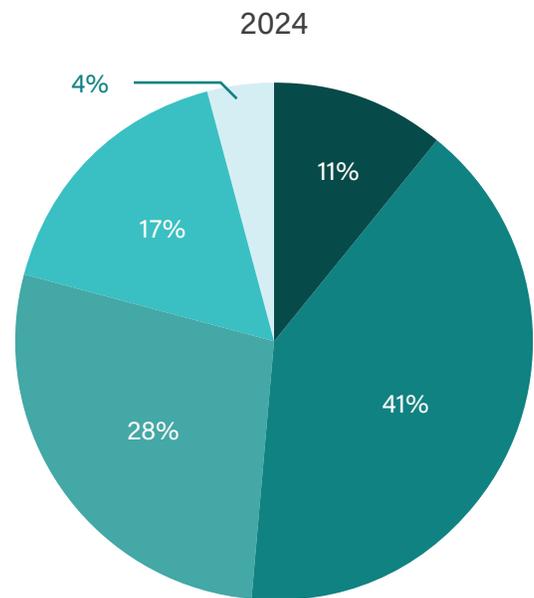
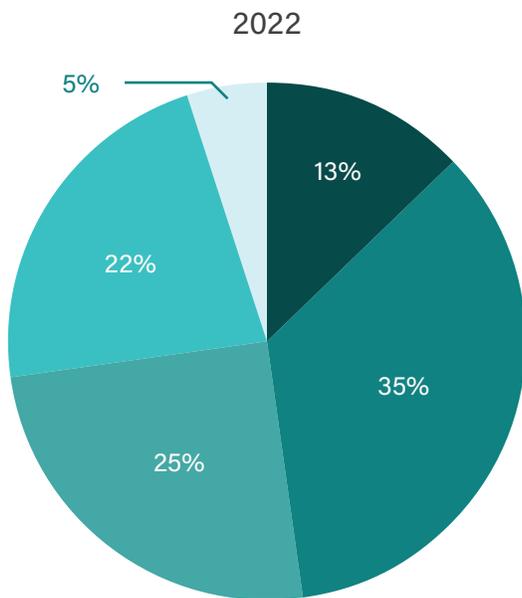
	% that receive a Car	% that receive a Car Allowance	Median Car Allowance per Month
Outside Sales	38%	48%	\$705
Account Managers	50%	37%	\$749
Regional Sales	19%	39%	\$998
A&D Sales	6%	56%	\$700
Total Average	35%	46%	\$727



19% of the surveyed sales professionals receive no car allowance nor a car for work!

*Excluding Inside Sales Representatives

Satisfaction with Current Compensation Package



Very Satisfied
 Satisfied
 Neither

Dissatisfied
 Very Dissatisfied

% Mean RRSP employer contribution match is 3.32%.

What's Changed since 2022?

DMC conducted an industry-wide salary survey of Building Materials professionals in 2022. There have been many changes of note across the industry in these 2 years.

2022

2024

Base Salary

\$65,000

Base Salary

\$69,000

Base Salary

\$83,000

Base Salary

\$78,500

Commission/Bonus

\$20,500

Commission/Bonus

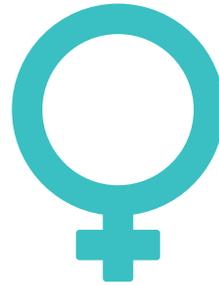
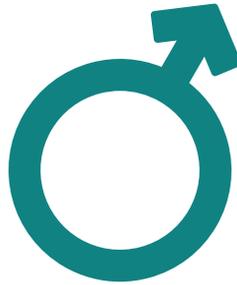
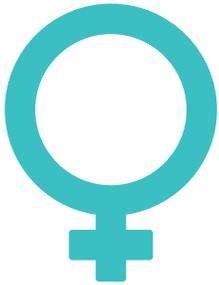
\$26,000

Commission/Bonus

\$30,000

Commission/Bonus

\$25,000



	Gender	Base Salary	Commission/Bonus	Total	Variance between Genders
2022	Female	\$65,000	\$20,500	\$85,500	10%
	Male	\$69,000	\$26,000	\$95,000	
2024	Female	\$83,000	\$30,000	\$113,000	8%
	Male	\$78,500	\$25,000	\$103,500	

*Includes Outside/Territory & A&D Sales Representatives

Standout Stats



Extended Health Care, Car Allowance, Dental, Vacation Time, & Remote Working are the top 5 most valued benefits.



Over 15% on respondents have changed employers in the last year.



Salespeople are on the road & traveling over 10% more since 2022.



Commission-only sales professionals earn 10% more than their base salary & commission counterparts.



DESIGN MATERIALS CONSTRUCTION

R E C R U I T M E N T G R O U P

Thank you for reading our 2024 Salary Report.
Read more about our analysis of the data in our [Blog Posts](#).

Why Us?



Tech Enabled.



Industry Specific.



**Offer the Longest
Guarantee on our
Placements.**

For further details and insight, please contact LBM Partners, **Alexandra Mather** at amather@dmcruitment.com and/or **Stephen Borer** at sborer@dmcruitment.com.



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