



2025

SALES DIRECTORS BUILDING MATERIALS



SALARY REPORT
UNITED STATES



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Introduction

DMC Recruitment is proud to present our 2025 Salary Report focused exclusively on Sales Directors in the building materials industry working in the United States.

For further details and insights, please contact Alex Mather, Building Materials Partner, at amather@dmcrecruitment.com

Key Findings

Gender Pay Gap

Our data suggests that female Sales Directors earn **nearly 30% less** than their male counterparts.

\$242,240



\$171,590



Compensation is calculated by adding mean base salary & mean commission.

Education vs Earnings

Sales Directors with highschool as their highest level of education earn **20% more** than those who completed a bachelors degree.

Highschool or Equivalent

\$304,880



Bachelor's Degree

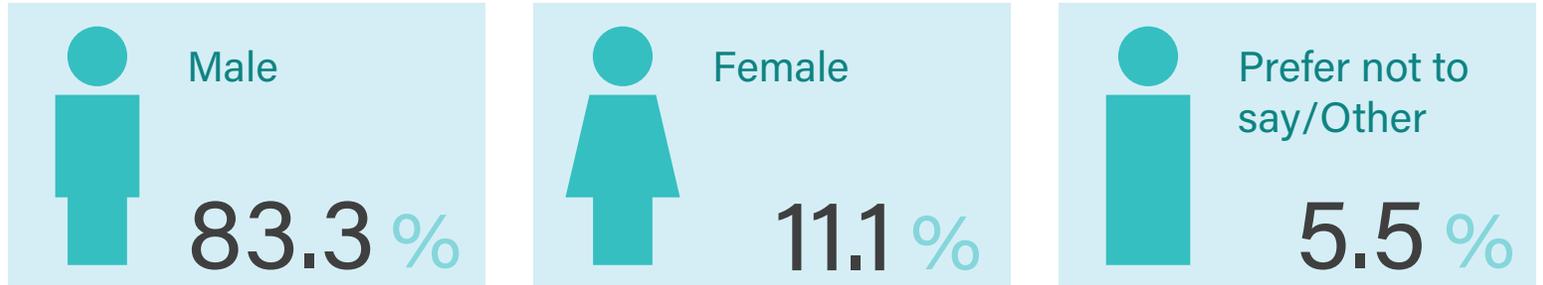
\$234,390

United States Data Insights

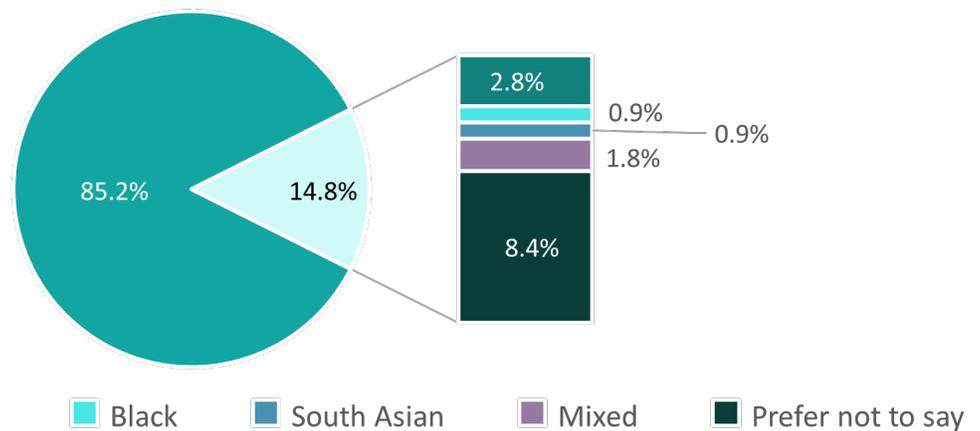
Methodology & Sample Data

This survey was conducted from July to September 2024 and gathered responses from Sales Directors in the building materials industry working in the United States.

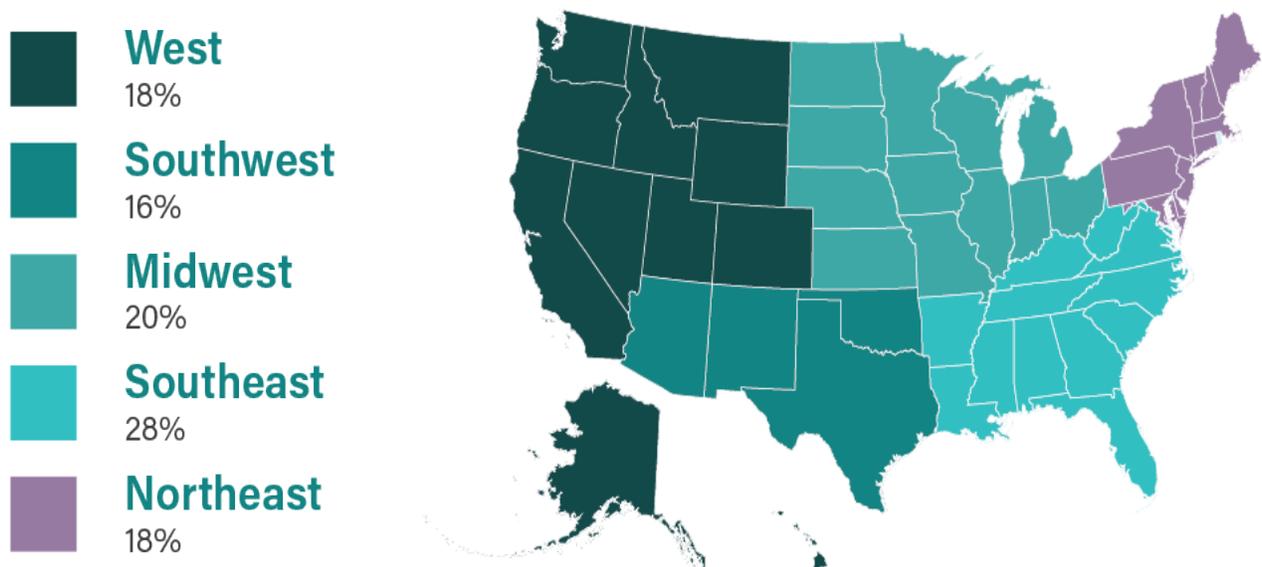
Respondents' Gender



Ethnicity

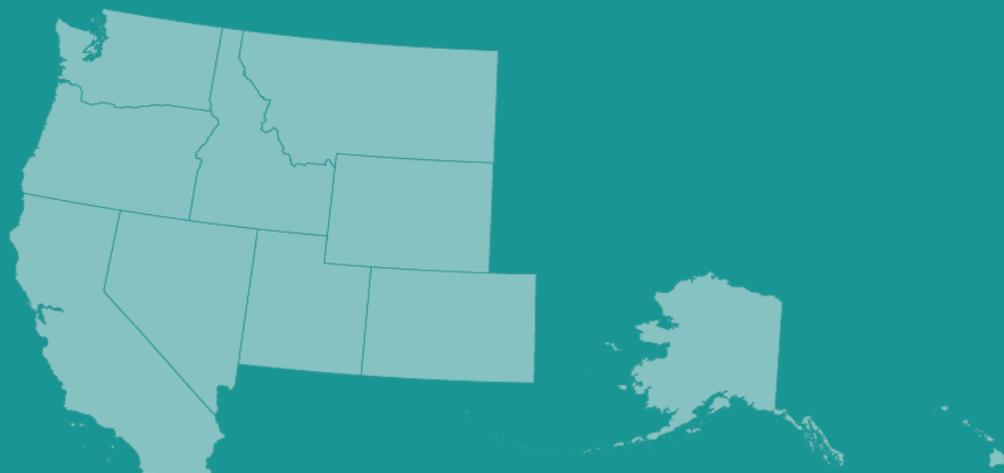


Location of Respondents



Regional Comparison

West



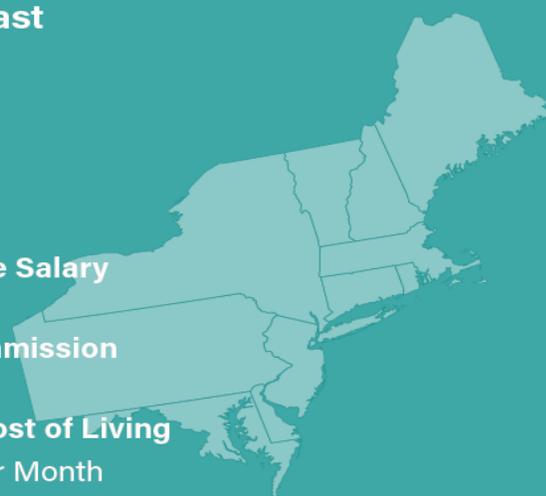
Mean Base Salary
\$170,000
Mean Commission
\$63,070
Approx. Cost of Living
\$3,582 per Month

Midwest



Mean Base Salary
\$165,950
Mean Commission
\$57,810
Approx. Cost of Living
\$3,046 per Month

Northeast



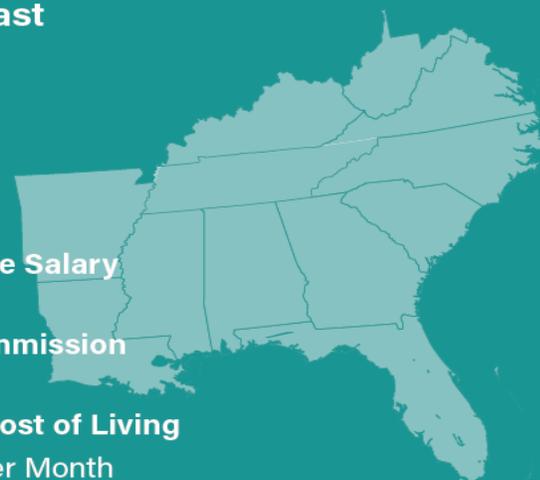
Mean Base Salary
\$161,590
Mean Commission
\$45,520
Approx. Cost of Living
\$3,700 per Month

Southwest



Mean Base Salary
\$175,060
Mean Commission
\$92,200
Approx. Cost of Living
\$3,088 per Month

Southeast



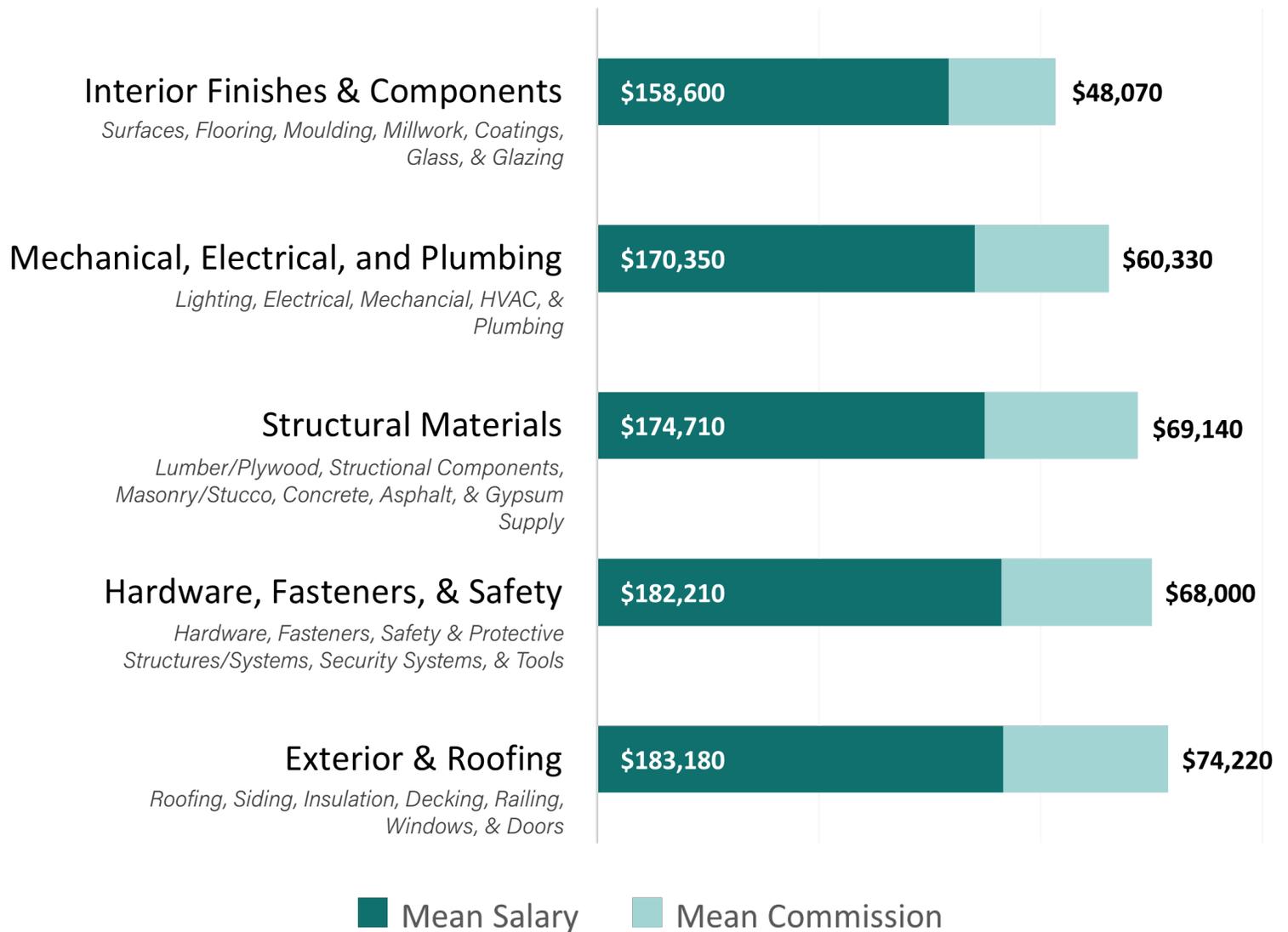
Mean Base Salary
\$179,230
Mean Commission
\$72,570
Approx. Cost of Living
\$3,042 per Month

These cost of living figures are approximate monthly costs for a single adult, based on multiple references (government data, aggregators, market insights). They serve only as a rough guide, rather than definitive results—costs vary by location and personal circumstances.

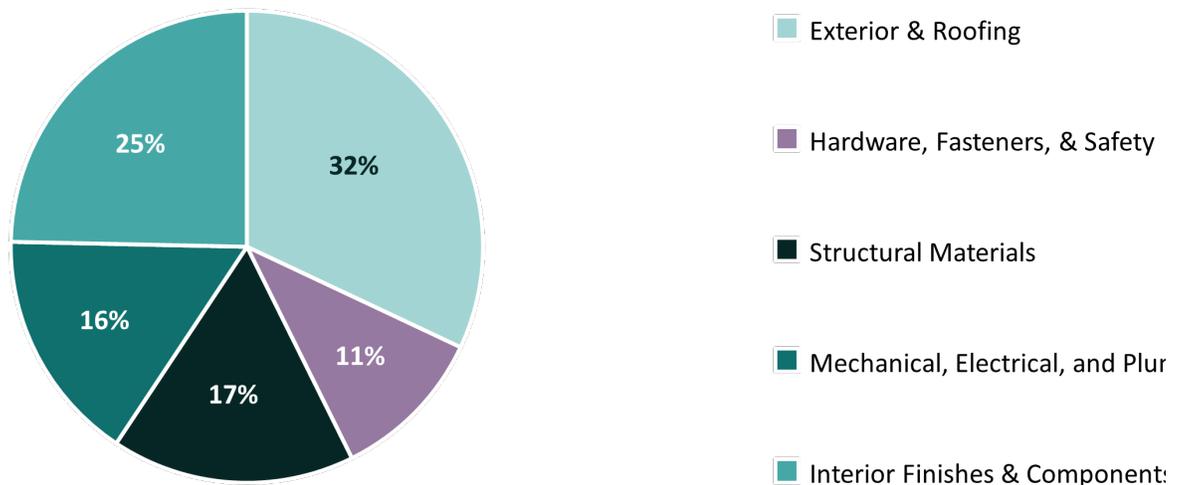
*Sources: [bls.gov](https://www.bls.gov), [numbeo.com/cost-of-living/](https://www.numbeo.com/cost-of-living/), [bestplaces.net](https://www.bestplaces.net), and livingwage.mit.edu.

Salary Distribution Across Product Categories

Respondents indicated the product categories they sell

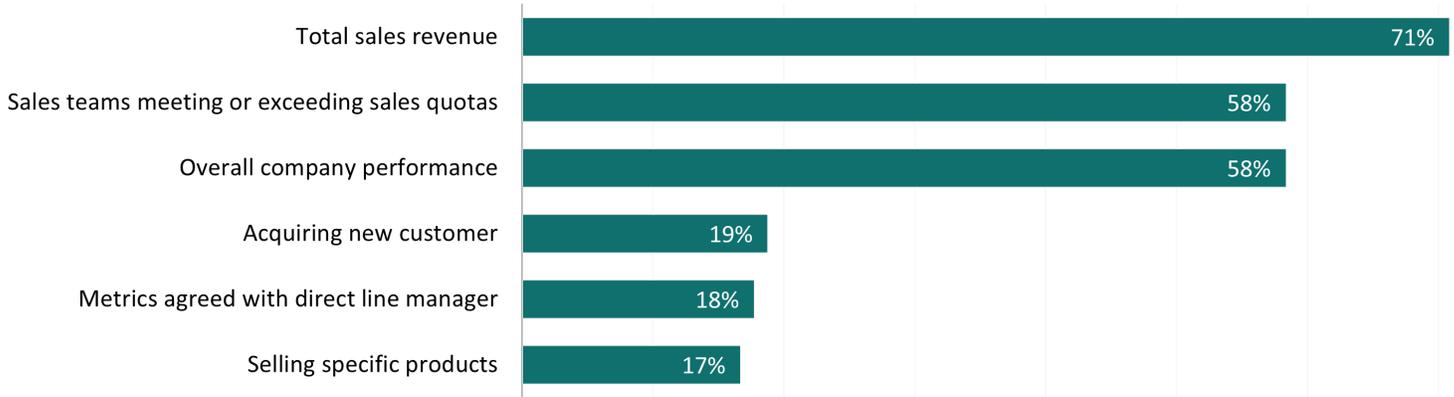


Percentage of respondents by product category



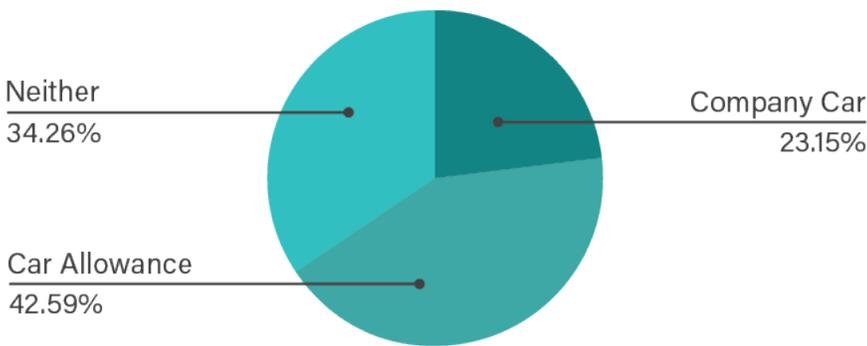
Performance Metrics

Respondents selected the relevant metrics that affect their performance pay



Car Allowance Stats

Respondents were asked if a company car/car allowance is a part of their compensation package

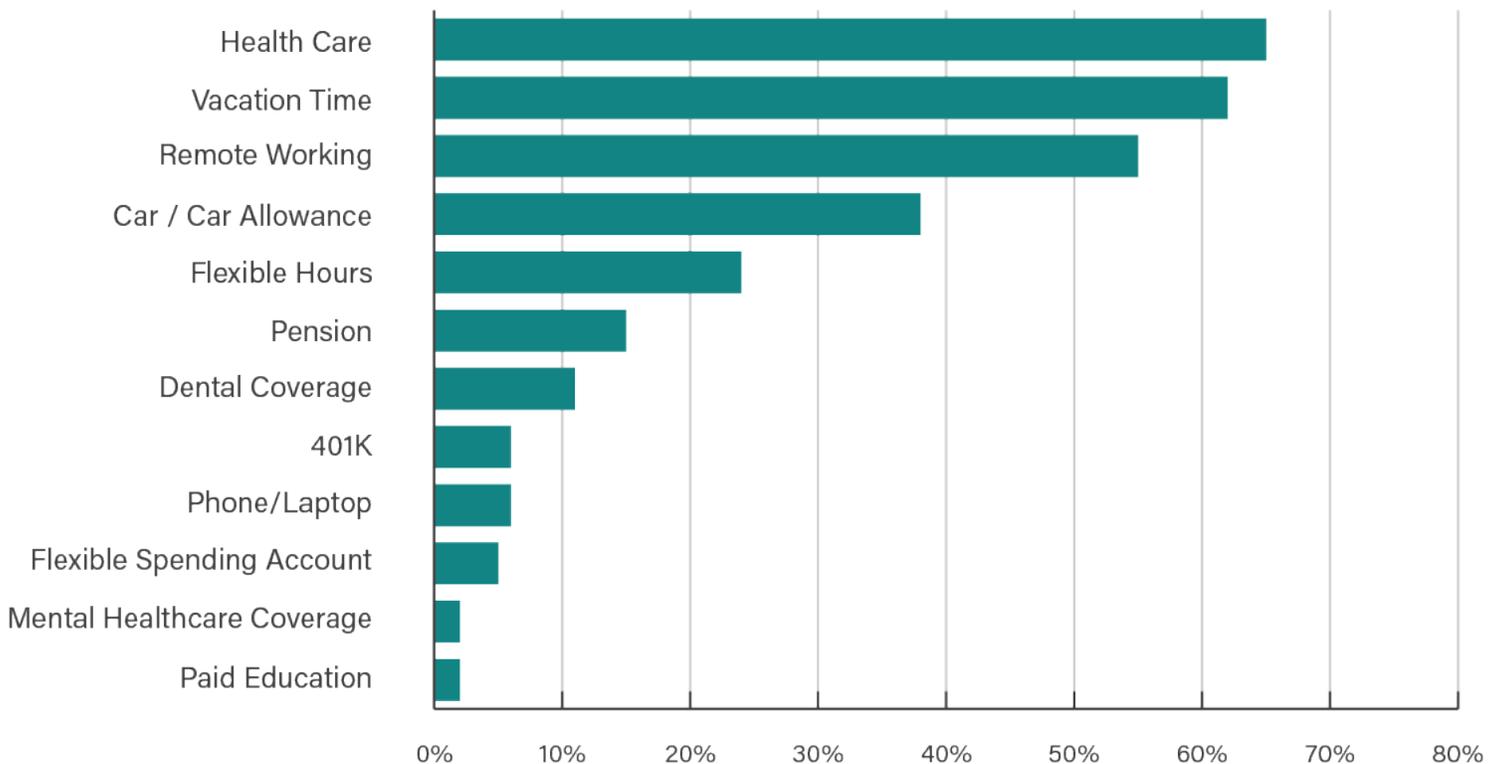


Average Monthly Car Allowance

\$718.74

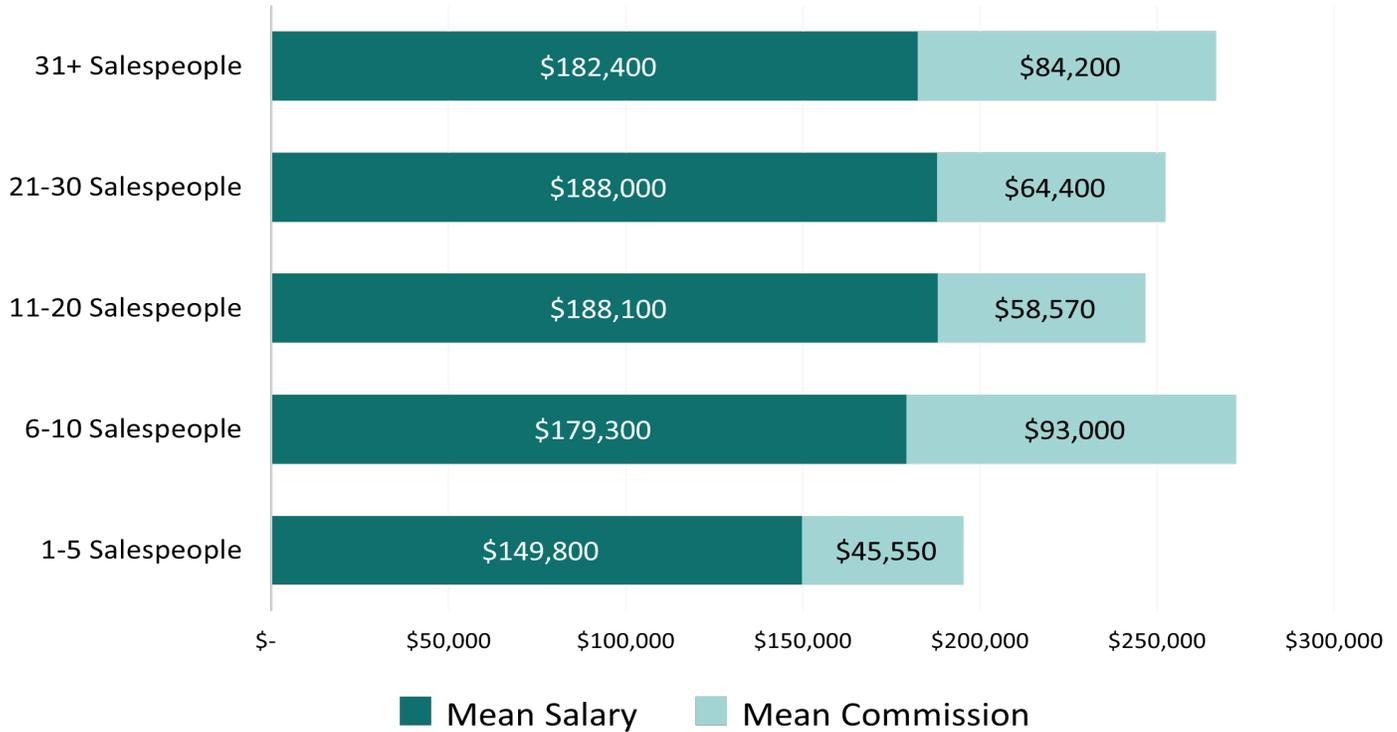
Preferred Benefits

Respondents selected their top 3 valued benefits



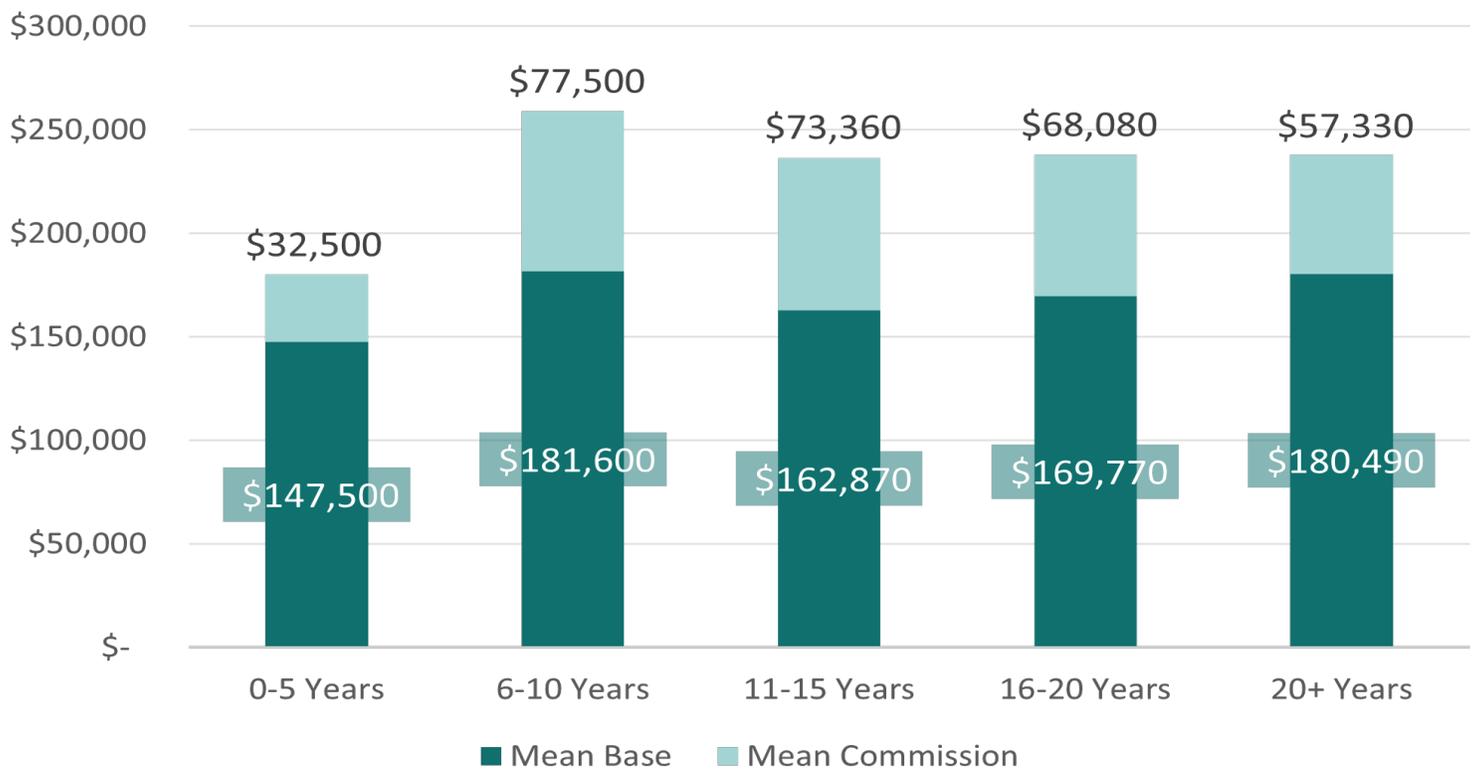
Compensation by Sales Team Size

Respondents were asked about the size of sales teams they lead



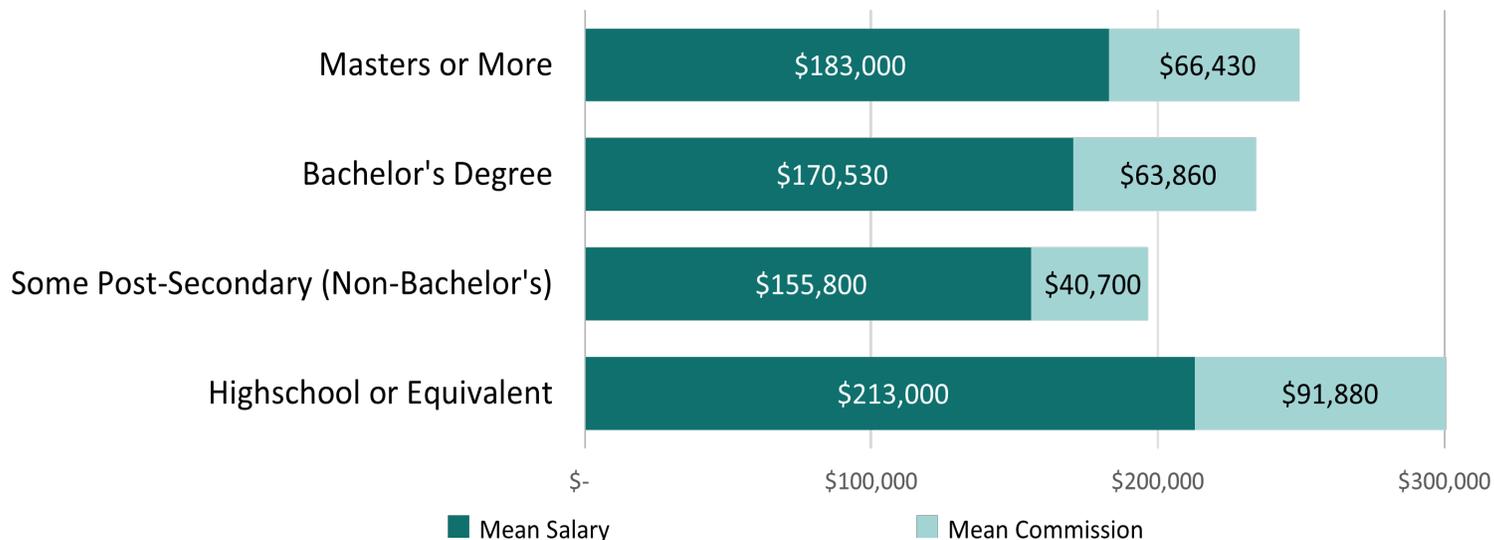
Earnings Breakdown by Tenure in Building Materials

Respondents were asked how long they've worked in the building materials industry



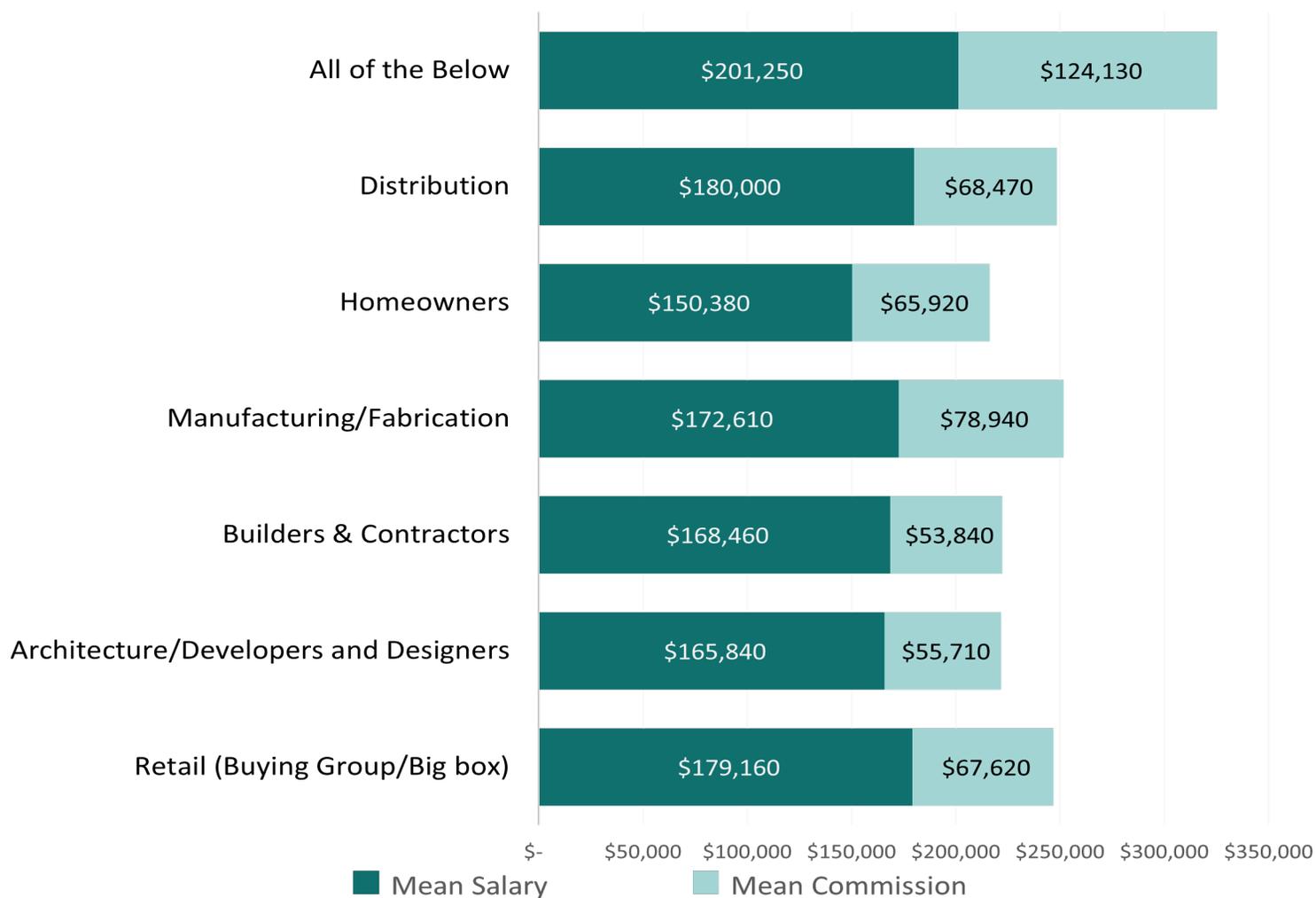
Education-Based Compensation Patterns

Respondents selected their highest level of completed education



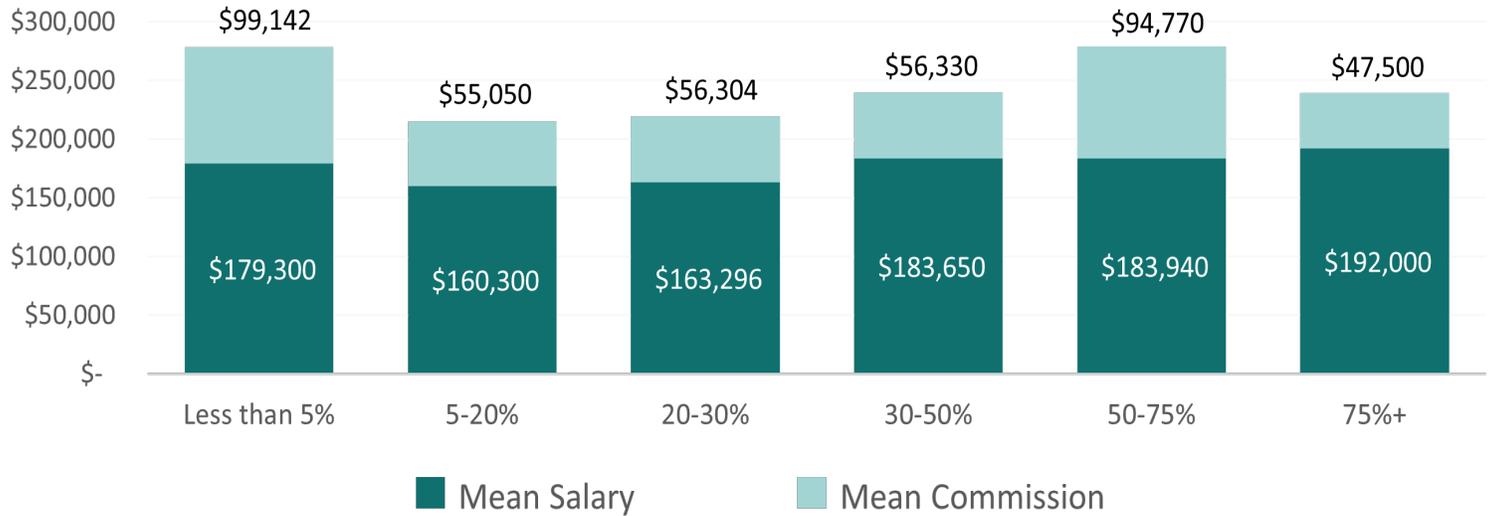
Compensation by Sales Channels

Respondents selected the sales channels they sell into



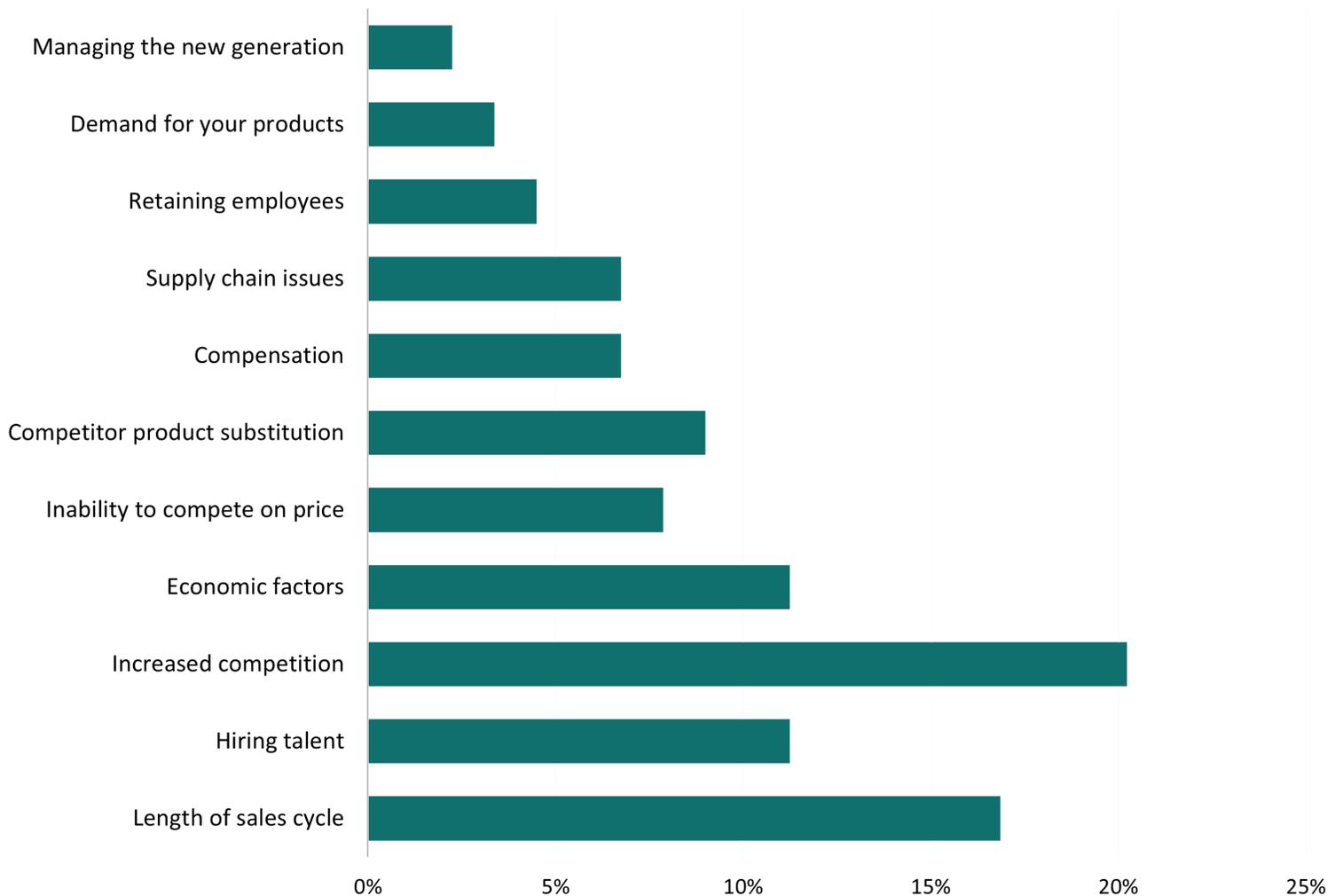
Salary Distribution Across Travel Requirements

Respondents selected the amount of travel required in their role



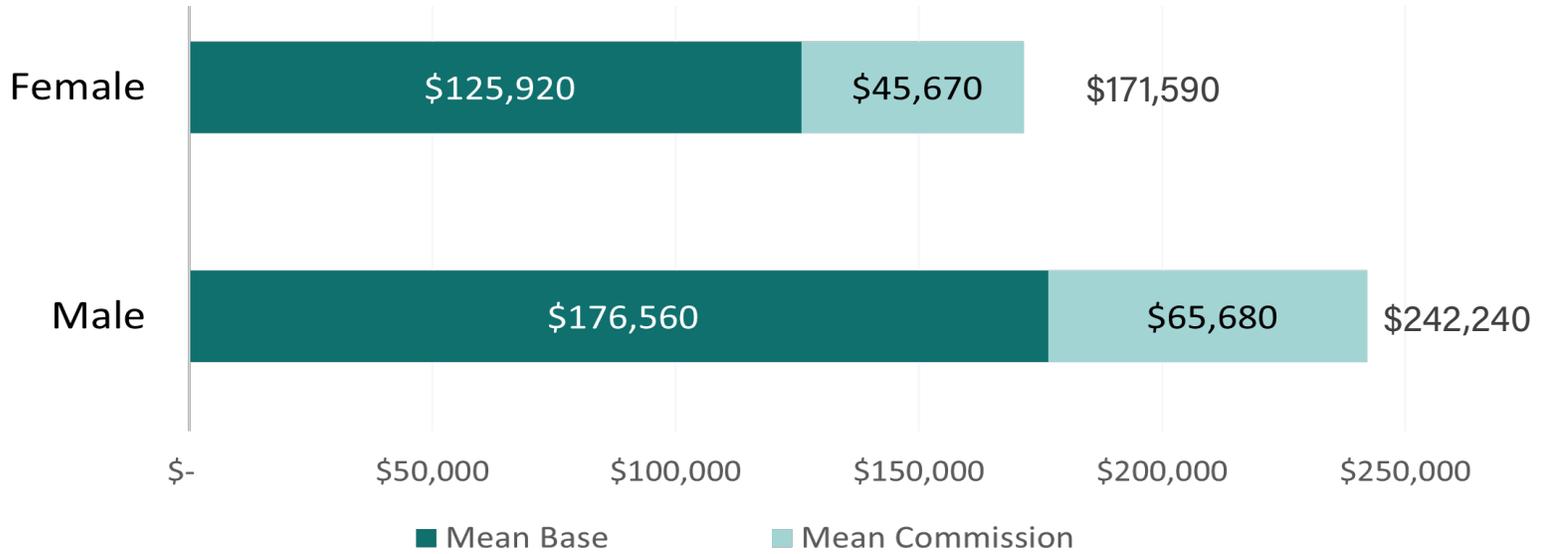
Greatest Challenges for Sales Directors

Respondents selected the greatest challenges they face as sales leaders



Salary Differences by Gender

Respondents selected the gender that best describes them



The 6 respondents that selected "prefer not to say" or other, responded with a mean total compensation of \$240,800

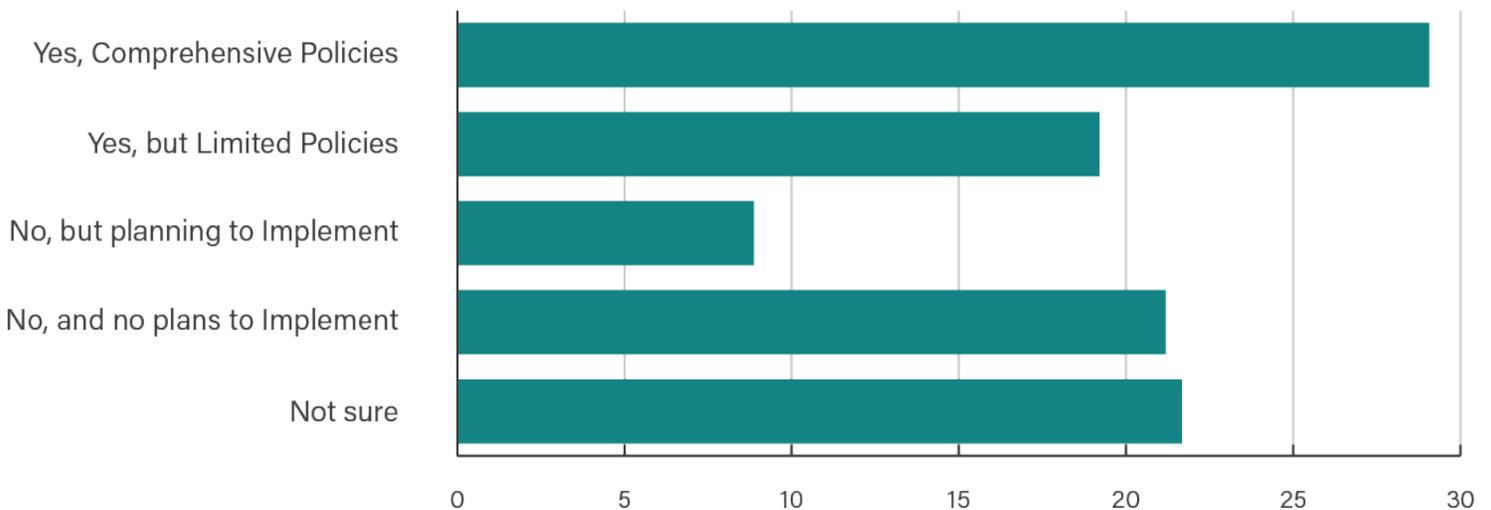
Tenure

Respondents selected how many years they've worked in the building materials industry



Diversity Policies

Respondents were asked if their company has any formal policies in place to promote diversity and inclusion in hiring and career advancement

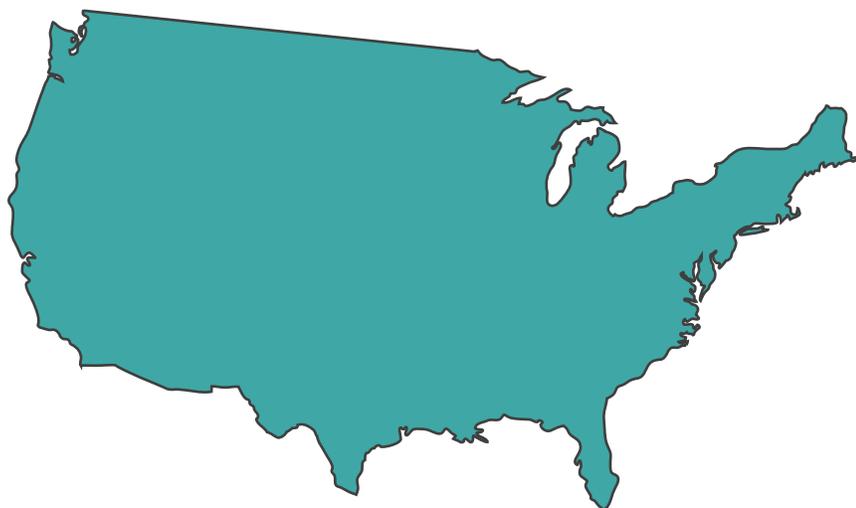


Responsibilities for Sales Leaders

Respondents selected the responsibilities that apply to their current role.



National Compensation



Mean Base

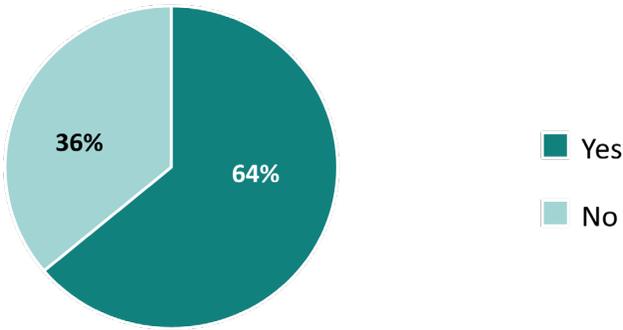
\$173,730

Mean Commission

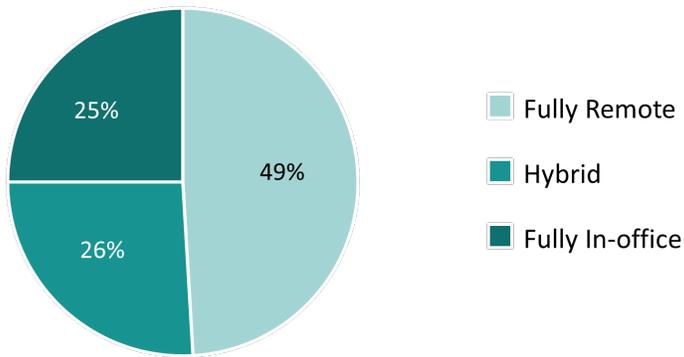
\$66,060

Internal Promotion to Sales Director

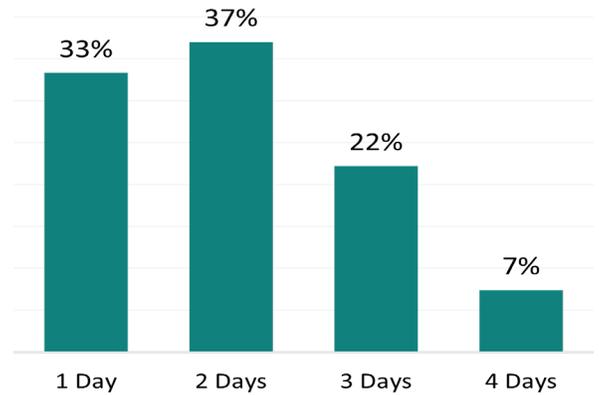
Respondents selected if they were promoted internally



Where Do You Work?



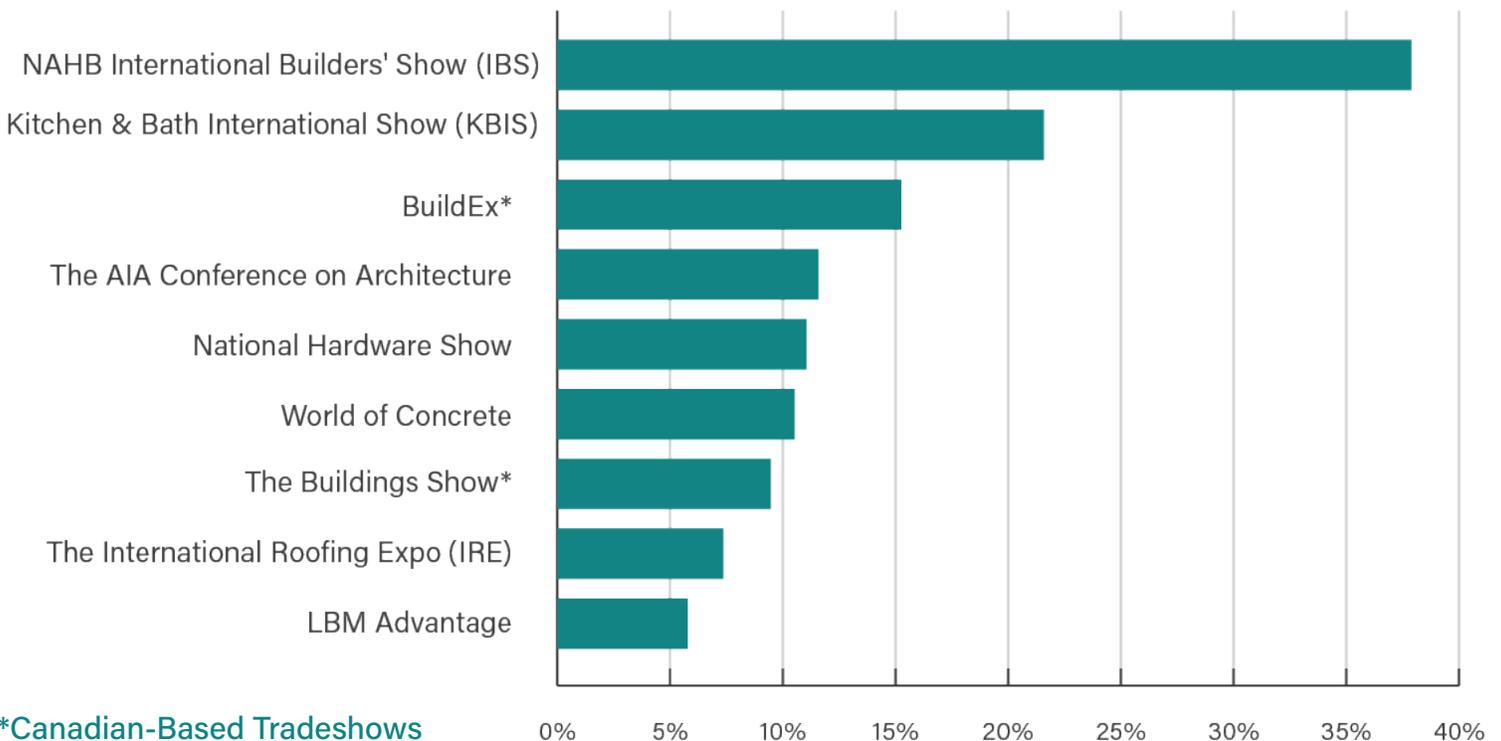
How Many Days Are You Required to Work From the Office?



Responses from respondents with hybrid work environments

Top Tradeshows Among Sales Directors

Respondents selected the tradeshows they attend



*Canadian-Based Tradeshows

Recognizing Honourable Mentions: AHR, NAWLA, Surfaces, NeoCon, BDNY, & IWF



A Word From Our Partner

This year's salary report offers a closer look at compensation trends for Sales Directors in the building materials industry.

The Gender Pay Gap: It's hard to ignore—female Sales Directors are earning about **30% less** than their male peers. In Canada, however, the trend appears to be reversing, offering a contrasting perspective. This highlights a pay disparity that we, as an industry, need to address.

Education vs. Earnings: Sales Directors with a highschool diploma as their highest level of education are earning **over 20% more** than those with bachelor's degrees. It challenges the long-held belief that higher education equals higher pay.

Thank you to everyone who participated in our survey; your feedback made this report possible. By sharing your experiences, you're bringing greater transparency to compensation, sparking important industry discussions, and driving meaningful progress.

If you have questions or want to explore this data further, we're here to discuss the insights we gather in this salary survey. As specialist Recruiters in building materials, we're proud to give back and support the industry we serve.



Alex Mather, Partner of Building Materials
amather@dmcrecruitment.com
1 (647) 933 5439

Check Out the Full Canadian Salary Report



Interested in our Salary Report on Canadian Sales Representatives? [Get a Free Copy](#)

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About Us

As the leading specialized recruitment firm in the building materials industry, DMC Recruitment is committed to connecting the best talent with top employers across North America.

We Recruit In



1000+

Building Materials Roles Filled

17000+

Industry Professionals Registered for Personalized Job Alerts

4.92/5 ★

Average Rating from Over 1000 Reviews from Candidates & Clients

We Recruit For



Distributors



Manufacturers



Retailers, Dealers,
& Buying Groups

Three Solutions, One Goal: Your Success

Exclusive Contingent

For Efficiency and Flexibility

No Up-front Fee

4 Month Guarantee

Retained Search

For Priority, High-Impact Roles

Partner Led Process

6 Month Guarantee

Executive Engagement

Secure the Right Leader

Video Shortlist Presentation

12 Month Guarantee

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