

Sales Representatives

Building Materials

SALARY REPORT

**EASTERN
CANADA**

Quebec and Maritimes

20
24



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

Introduction

DMC Recruitment Group, in partnership with Bien Fait Ici, is proud to present our 2024 Salary Report focused exclusively on Sales Representatives in the Building Materials industry in Quebec & the Maritimes.

For further details and insight, please contact **Karine Gagnon** at kgagnon@dmcrecruitment.com and/or **Alexandra Mather** at amather@dmcrecruitment.com.

Key Findings

1

Median Compensation of all positions (excluding inside sales) has only increased **4%** since 2022. While Western Canada has grown **16%** and Ontario grown **14%**.

2022

2024

\$70,500 + \$30,000

\$80,000 + \$25,000

Base Salary + Commission

Base Salary + Commission

2

18% of salespeople receive no car allowance or car for required travel.

Excludes Inside sales representatives.

3

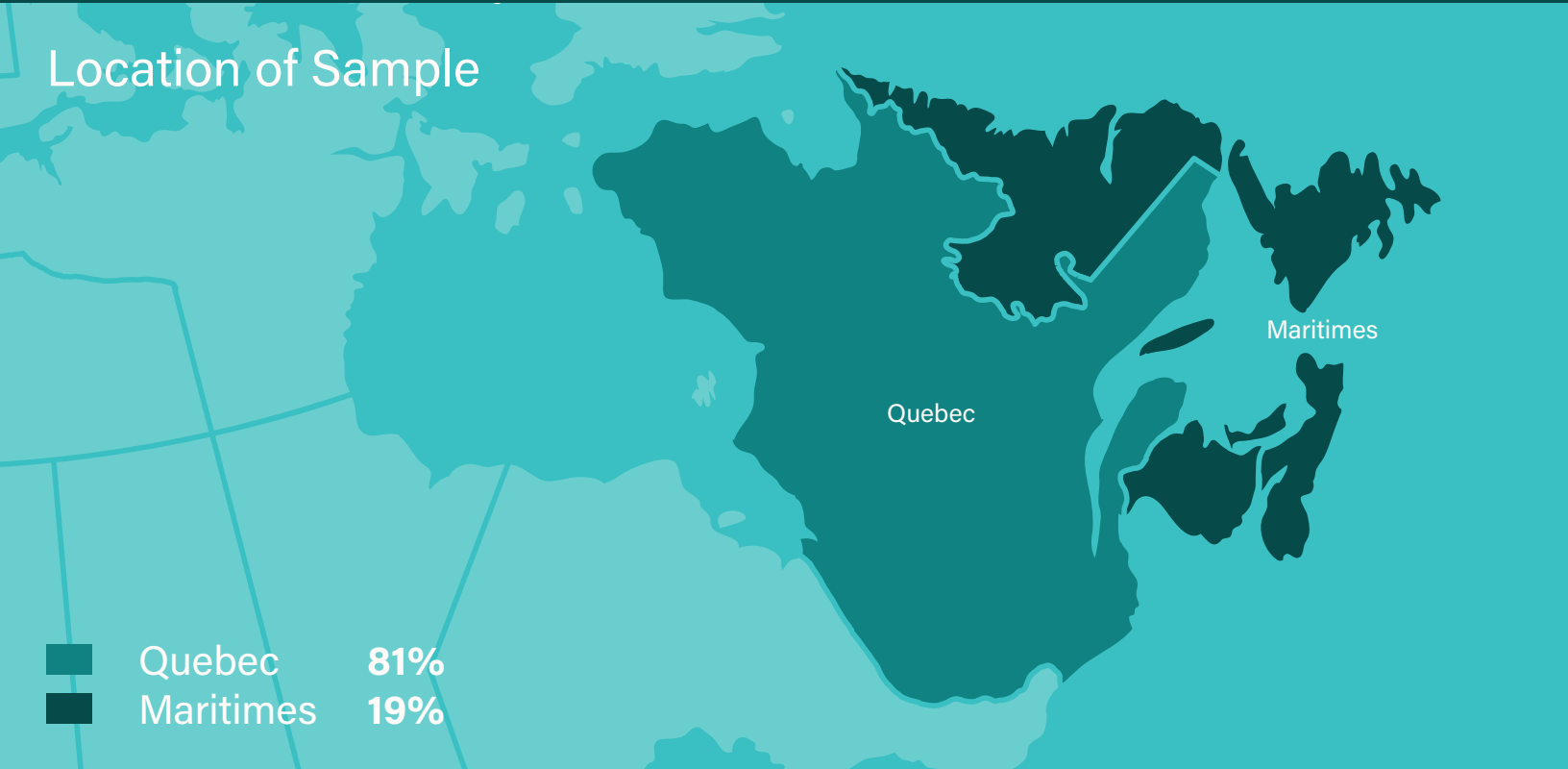
Eastern Canada's gender pay gap is **19%**, compared to the national average of **5%**.

Methodology

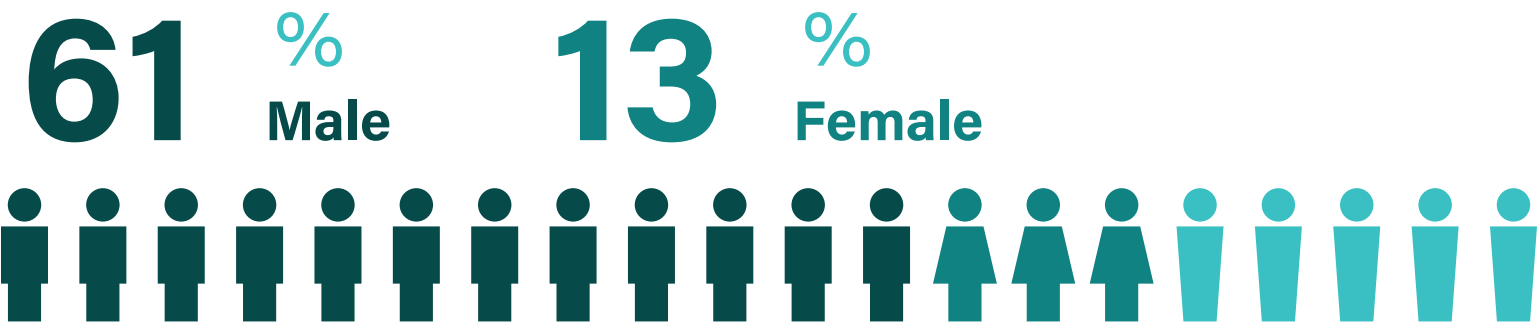
This survey was conducted via **Survey Monkey** collecting responses from Canadian Sales Representatives in late 2023.

A sample size of **214** professionals across Quebec and the Maritimes graciously provided their responses to contribute to this insightful data.

Location of Sample

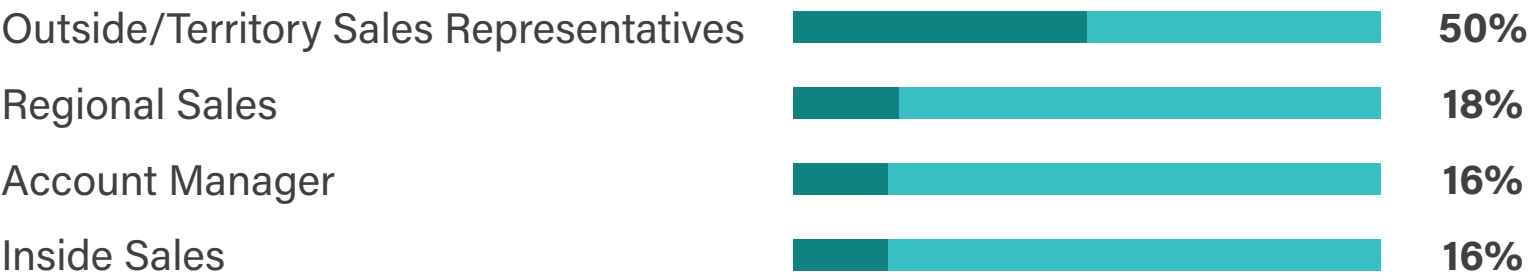


Gender of Respondents



Remaining respondents selected “prefer not to say”, “Other”, or skipped this question.

Job Titles of Respondents

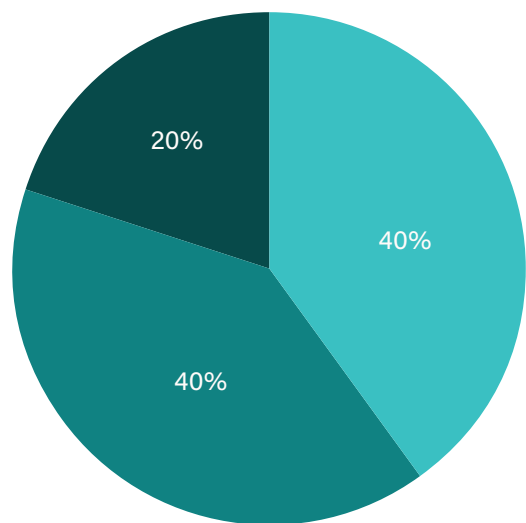


Median Compensation by Job Title

Position	Region	Base Salary	Commission	Total	Difference from 2022
Outside Sales	Quebec	\$77,500	\$28,000	\$105,000	-8%
	Maritimes	\$65,000	\$18,500	\$83,500	-8%
Regional Manager	Quebec	\$100,000	\$34,000	\$134,000	9%
	Maritimes	\$84,500	\$16,000	\$100,500	N/A
Account Manager	Quebec	\$100,000	\$23,500	\$123,500	4%
	Maritimes	N/A	N/A	N/A	N/A
Inside Sales	Quebec	\$56,000	\$6,000	\$62,000	1%
	Maritimes	\$51,500	\$6,000	\$57,500	6%



Do you get a car/car allowance?



* Excluding Inside Sales Representatives.

- Car Provided
- Car Allowance
- Neither

Median Car Allowance by Position

Account Manager



\$810

Regional Sales



\$854

Outside/Territory Sales Representatives



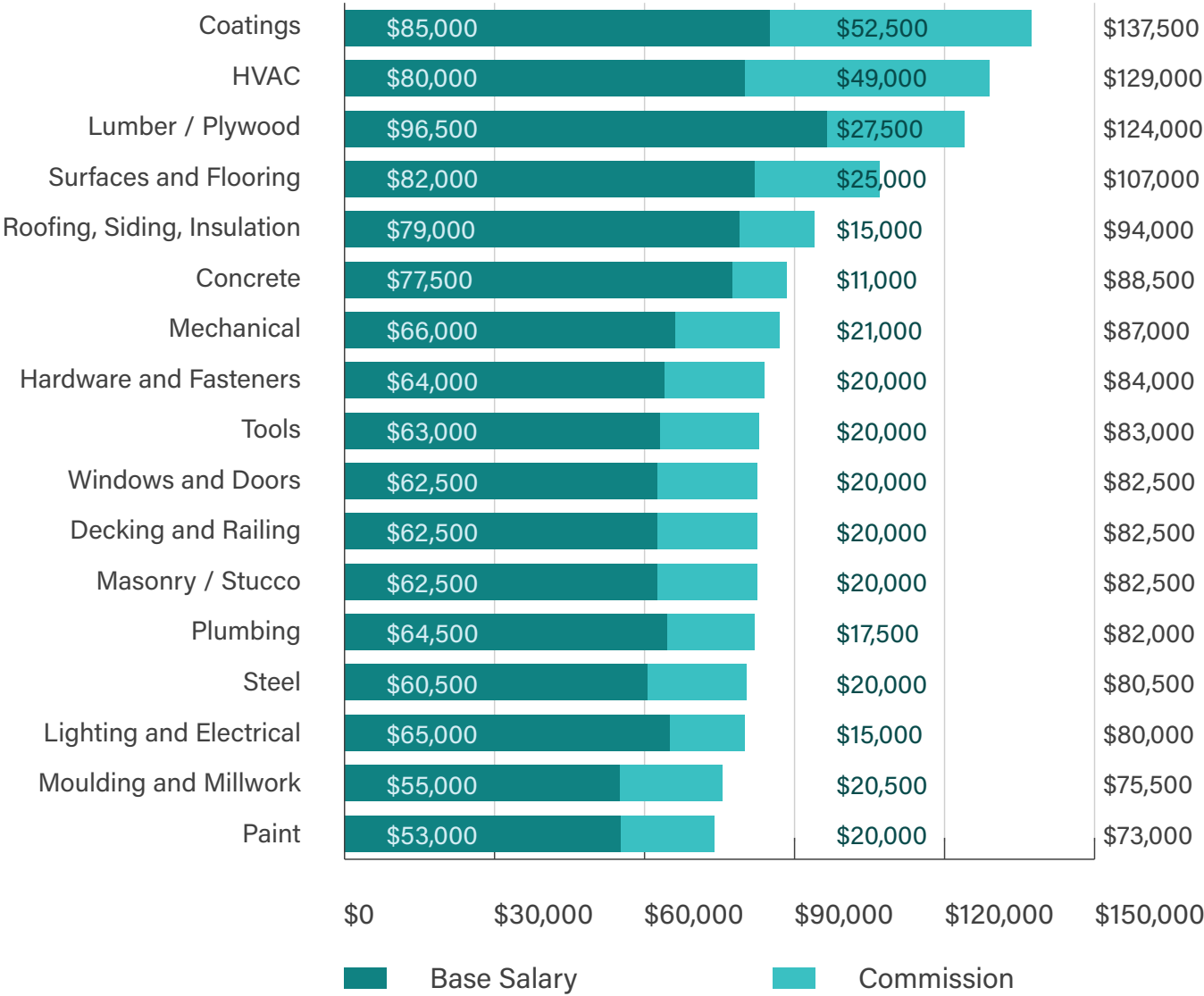
\$775

Median Car Allowance by Travel Required & Compensation

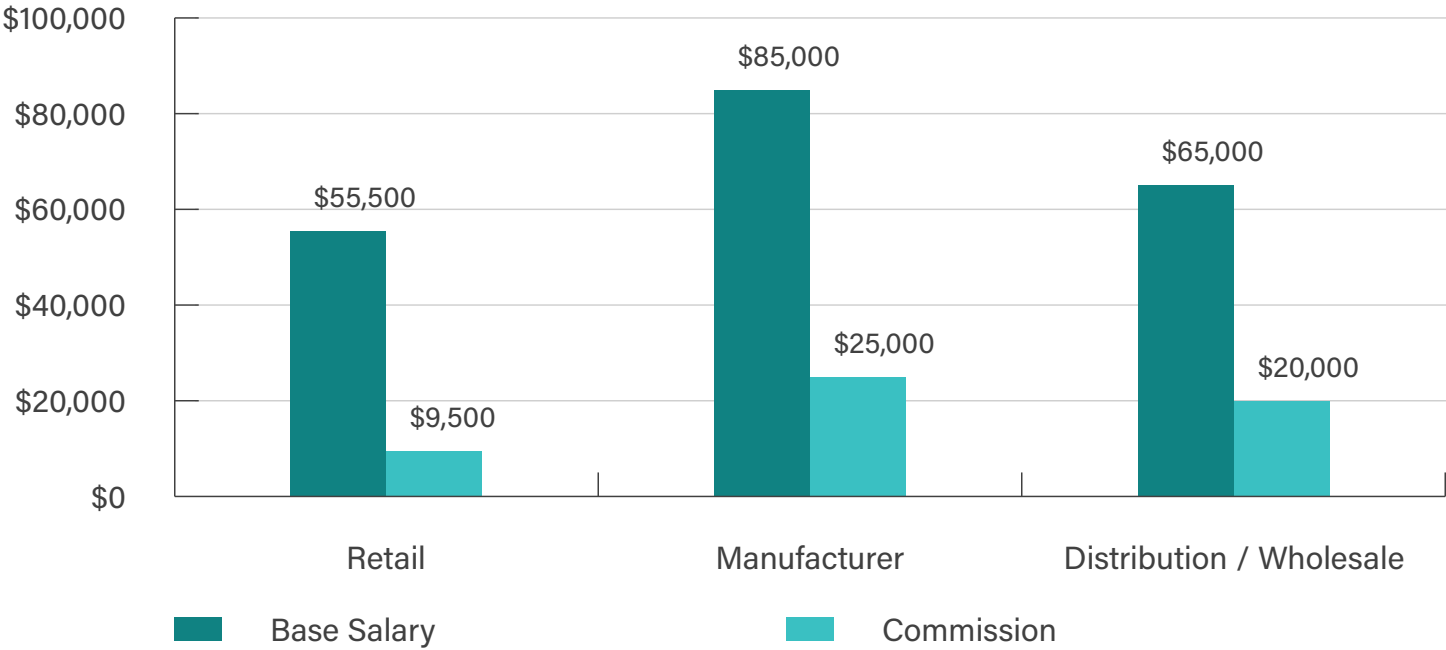
Travel Required	Car Allowance	Median Compensation
No Travel	\$0	\$66,000
Less than 5%	\$742	\$81,000
5-20%	\$787	\$125,500
20-30%	\$801	\$114,000
30-50%	\$840	\$100,500
+50%	\$753	\$110,000



Median Compensation Based on What you Sell



Median Compensation by Sector




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.





* Excludes inside sales representatives.

Takeaway Facts

- 

The region saw a 24% decrease in Median Commission paid to Outside Sales Representatives since 2022, whilst Base Salaries only grew 8%.
- 

21% of respondents are dissatisfied or very dissatisfied with their current compensation package.
- 

The 3% of respondents that selected commission-only as their pay structure reported a median total compensation of \$215,000.
- 

The median RRSP contribution match by employer is 4%.





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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 **Karine Gagnon** at kgagnon@dmcrecruitment.com and/or **Alexandra Mather** at amather@dmcrecruitment.com.

See how **Eastern Canada** compares to the rest of Canada.

Get notified when the national report is published [here](#).



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