

# Sales Representatives

**Building Materials**  
Salary Report

**Canada**  
National Results



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MATERIALS  
CONSTRUCTION

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



# Welcome to our Salary Report

Reflecting on my own decade-long journey in the building materials industry, I can't stress enough how crucial it is for both employers and employees to grasp the nuances of salary trends and compensation benchmarks. It's not just about numbers; it's about making savvy decisions that shape careers and businesses.

Our latest report is more than just a compilation of statistics. It's a testament to the collaborative effort of dedicated sales professionals who generously shared their insights, offering us a window into the real-time pulse of our industry. From salaries to bonuses, emerging trends in benefits, and even areas where building materials falls short as an industry compared to other sectors, this report is a treasure trove of invaluable information.

What makes this year's report particularly valuable is our ability to compare it against data from two years ago. Having conducted a similar survey in 2022, we're now in a unique position to publish with a fair degree of certainty, the evolution of our industry's compensation landscape over a 24-month period.

A few key points that stand out to me, and I think will interest you as well are;

- The gender pay gap in Ontario – Female Sales Reps now report earnings of +9% above their male peers.
- The gender pay gap grew significantly in Western Canada – Men now report earning +22% more than their female peers.
- Respondents with no secondary education report earning the same or more than their peers who have completed University or College programs.

Whether you're an employer seeking to retain or attract top talent, or a professional aiming to negotiate a competitive package, the aim of this salary report is to serve as a resource for navigating the intricacies of compensation in the ever-evolving building material sector.

I love talking about all things building materials, succession planning, top-grading, and recruitment. If you would like any additional commentary or information, please reach out.



A handwritten signature in dark ink that reads "Alex Mather". The signature is fluid and cursive, with the first name "Alex" and last name "Mather" clearly distinguishable.

*Alexandra Mather, Partner - Building Materials*

# Introduction

DMC Recruitment is proud to present our 2024 Salary Report focused exclusively on Sales Professionals in the Building Materials industry across Canada.

For further details and insights, please contact our LBM Partners, **Alexandra Mather** at [amather@dmcrecruitment.com](mailto:amather@dmcrecruitment.com) and/or **Stephen Borer** at [sborer@dmcrecruitment.com](mailto:sborer@dmcrecruitment.com).

## Key Findings



National Gender Pay Gap shrinks **9%** since 2022 and settles at **5%** in favor of males in 2024.

Based on our responses by Outside, Territory, & A&D Sales representatives.



Total Compensation (Base Salary & Commission/ Bonuses) is up approximately **12%** in 2 years.

2022

2024

**\$66,000 + \$26,500**

**\$75,000 + \$30,000**

Base Salary + Commission

Base Salary + Commission

Based on our responses by Outside, Territory, & A&D Sales representatives.



Respondents with a **100%** commission pay structure earned more and are more satisfied. \*

<b>\$130,000</b> 100% Commission	<b>\$103,500</b> Base Salary + Commission
<b>61% Satisfied</b>	<b>54% Satisfied</b>

\* Satisfaction is measured by respondents who selected very satisfied or satisfied.

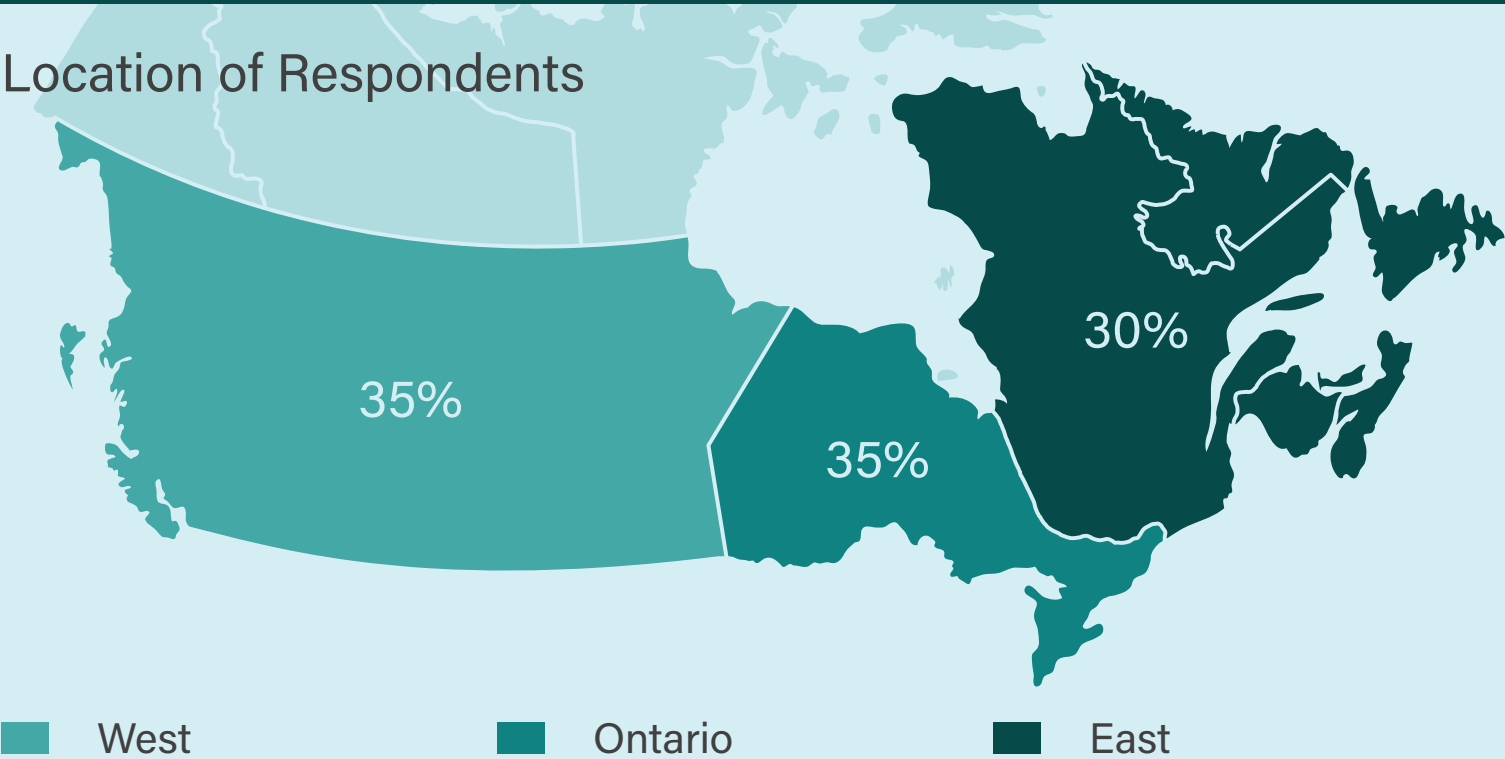


# Methodology

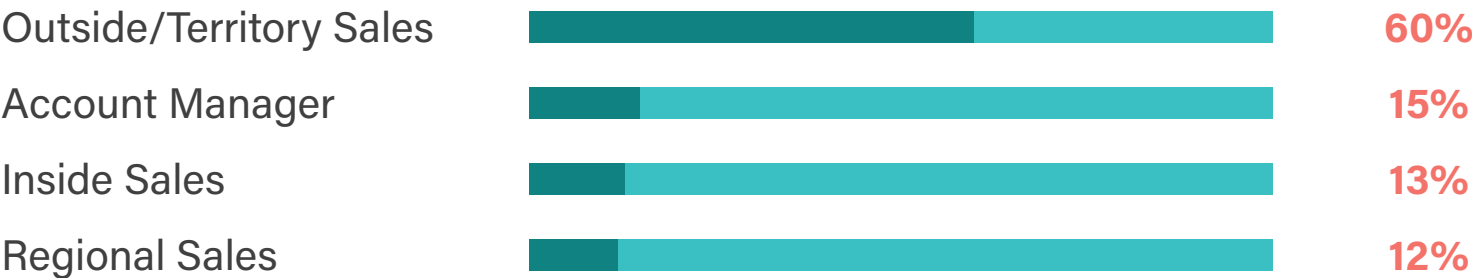
This survey was conducted via **Survey Monkey** collecting responses from Canadian Sales Representatives in late 2023.

A Sample size of **980** professionals across Canada graciously provided their responses to contribute to this insightful data.

## Location of Respondents



## Job Titles of Respondents



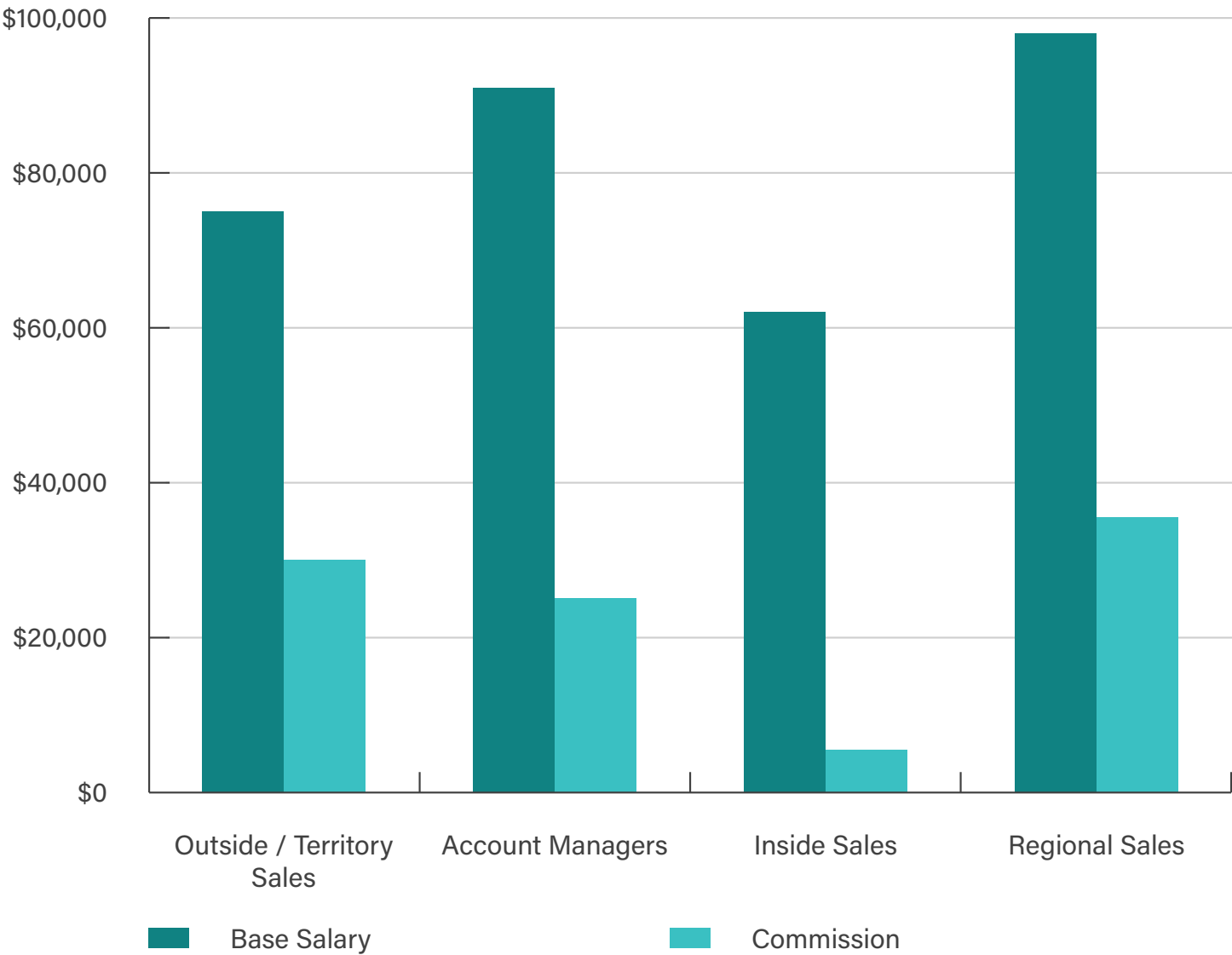
## Gender of Respondents



\* Remaining 4% selected Other or Prefer not to say.

# Median Total Compensation

Job Title	Base Salary	Commission	Total Compensation	% Changed since 2022
Outside / Territory Sales	\$75,000	\$30,000	\$105,000	+ 12%
Account Managers	\$91,000	\$25,000	\$116,000	+ 3%
Inside Sales	\$62,000	\$5,500	\$67,500	+ 8%
Regional Sales	\$98,000	\$35,500	\$133,500	+ 10%



Respondents without post-secondary education earn 2% more than those with a post-secondary education.

# Median Compensation by Region

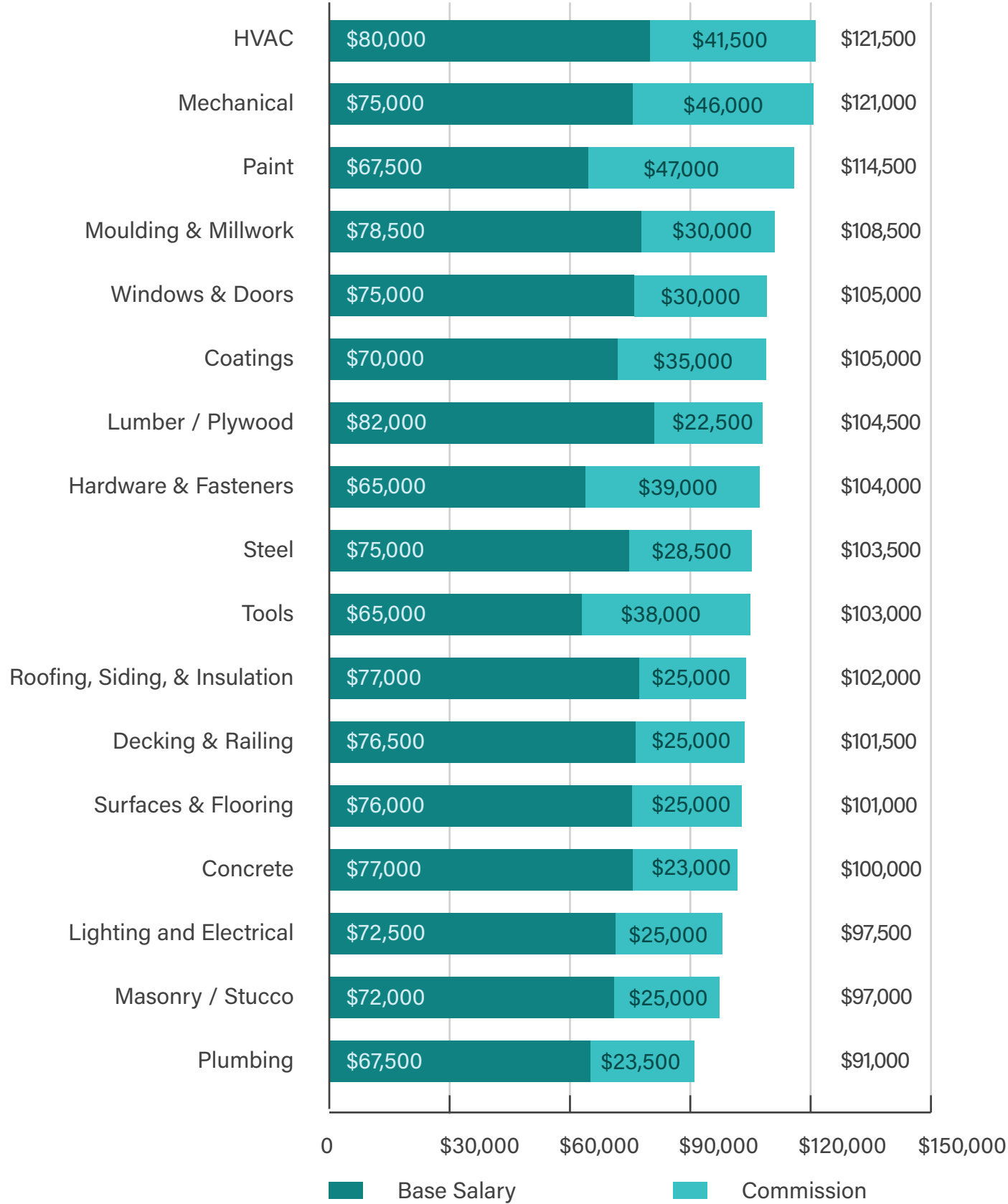
Region	Base Salary	Commission	Total Compensation	% Changed since 2022
West	\$75,000	\$36,000	\$111,000	+ 18%
Ontario	\$76,000	\$30,000	\$106,000	+ 14%
East	\$75,000	\$22,000	\$97,000	- 2%

\*Data includes those working in outside or territory/regional sales roles including A&D Specification





# Median Compensation Based on Product Category Sold

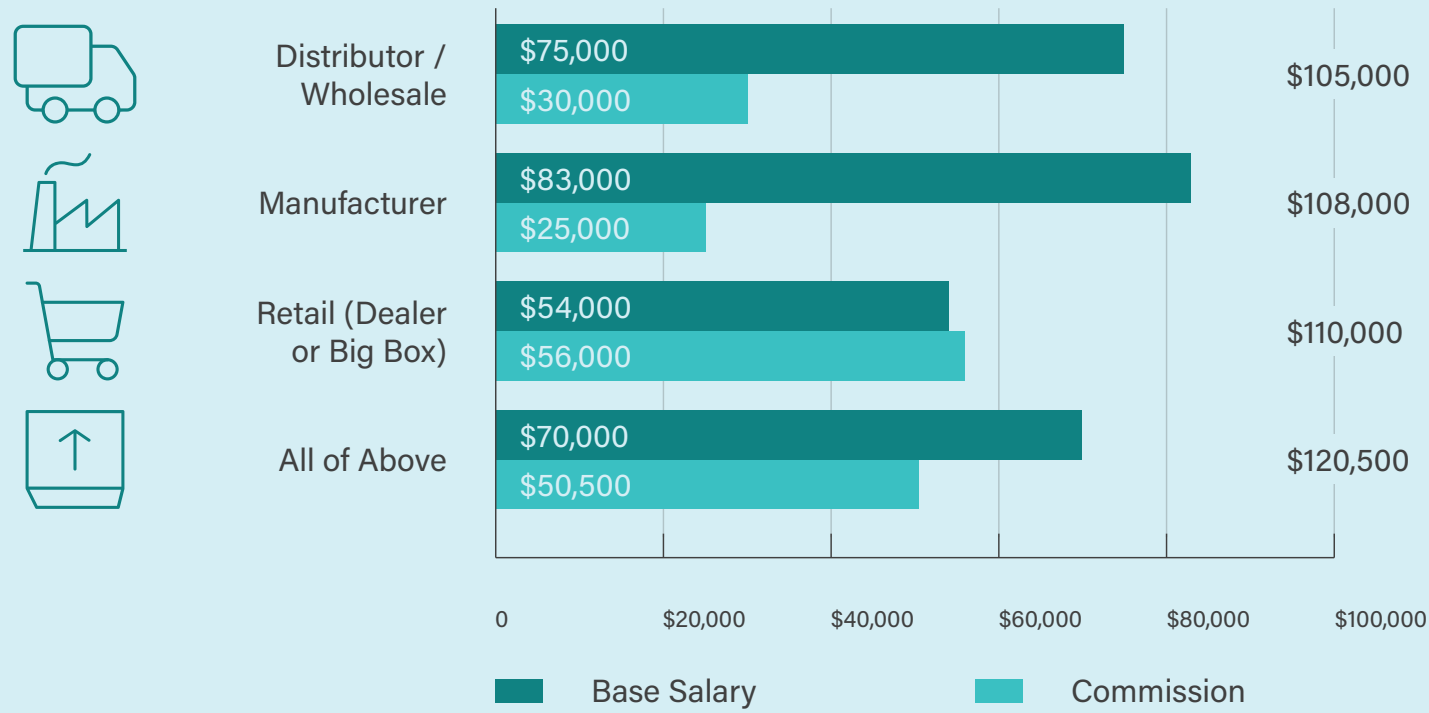


\*Data includes those working in outside or territory/regional sales roles including A&D Specification Sales

HVAC Sales Representatives' median compensation grew 30% since 2022

# Median Compensation by Sector

Respondents shared notable variations in compensation across sectors within the building materials industry. Distributor/wholesale professionals reported the lowest median compensation while recording a 14% increase since 2022. Manufacturing roles boasted a high base salary but comparatively low commission earnings. Interestingly, retail professionals earned significantly higher commission earnings with the lowest base salary.



\*Data includes those working in outside or territory/regional sales roles including A&D Specification Sales

## Car Allowance



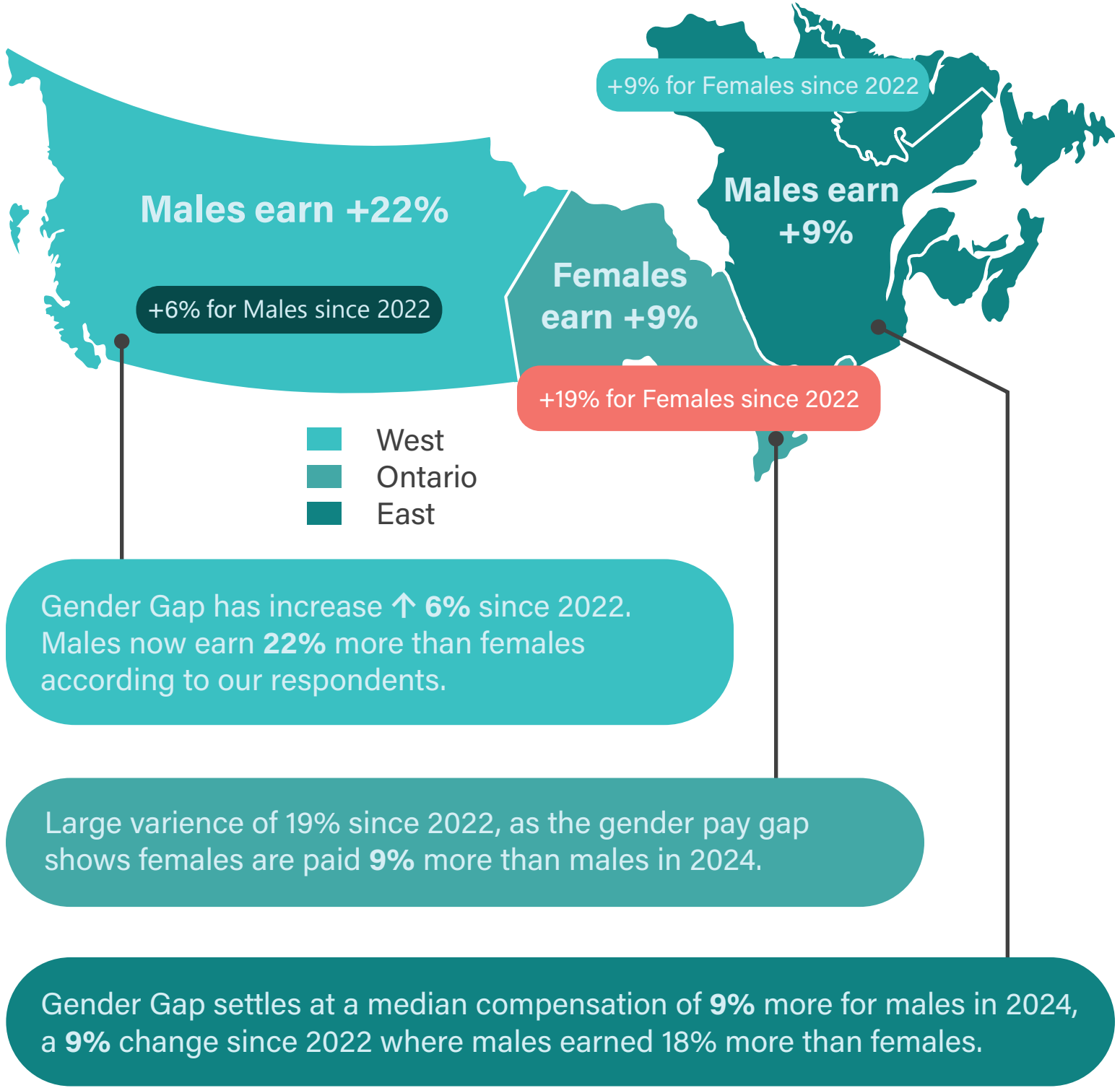
Region	% that receive a Car	% that receive Car Allowance	Car Allowance
East	37%	38%	\$818
West	30%	51%	\$702
Ontario	33%	43%	\$702
Nationwide	35%	47%	\$724

\*Data includes those working in outside or territory/regional sales roles including A&D Specification Sales



Mean National average RRSP contribution by Employer is 3.53%.

# Gender Pay Gap 2022 - 2024



## Canada

Nationwide, males earn 5% more than females in the building materials industry. In 2022, males earned 14% more than females





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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 or insights, feel welcome to contact our LBM partners, **Alexandra Mathers** at [anther@dmcrecruitment.com](mailto:anther@dmcrecruitment.com), and **Stephen Borer** at [sborer@dmcrecruitment.com](mailto:sborer@dmcrecruitment.com).





We are committed to strengthening our dedication and partnership to the building materials industry, and we have proudly worked with the LBMAO, WRLA, & Bien Fait Ici Associations to gather and present these current insights.





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