

# 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](mailto:amather@dmcrecruitment.com) and/or **Stephen Borer** at [sborer@dmcrecruitment.com](mailto: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
<b>\$66,000 + \$25,500</b>	<b>\$76,000 + \$30,000</b>
Base Salary + Commission/Bonus	Base Salary + Commission/Bonus
<small>* Includes Outside/Territory &amp; A&amp;D Sales Representatives</small>	

#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

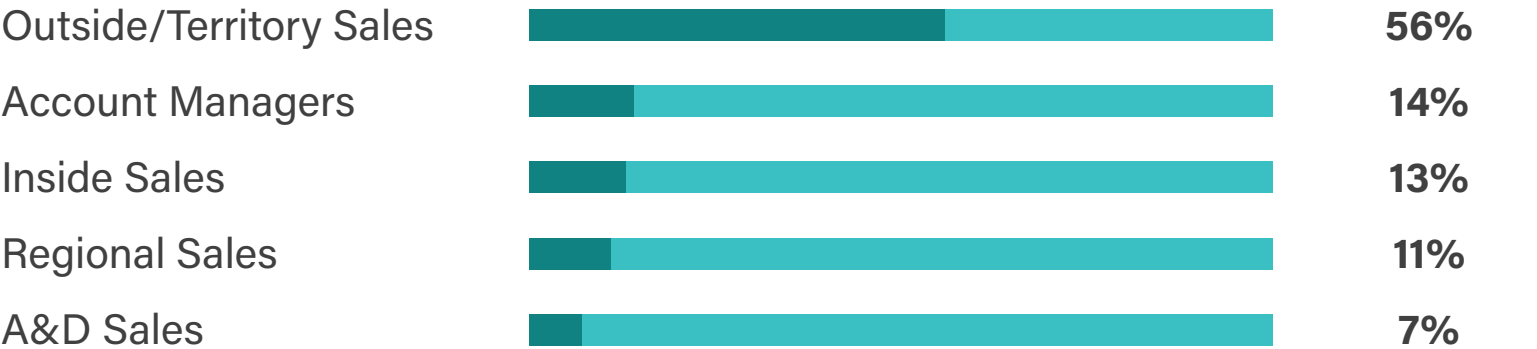


## Gender Split



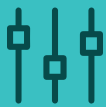
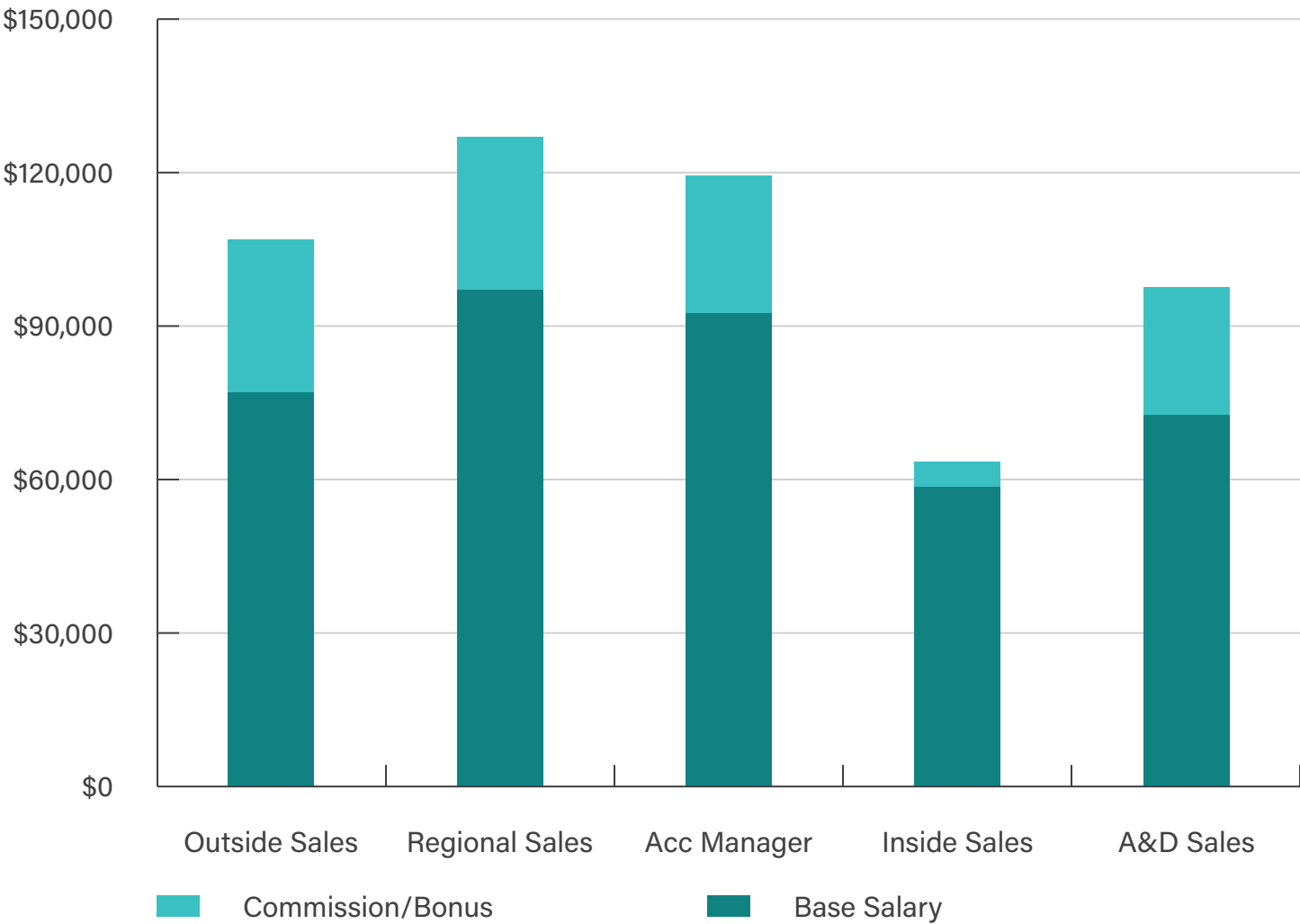
\* Remaining respondents selected "prefer not to say".

## Position Split of All Respondents



# Median Total Compensation

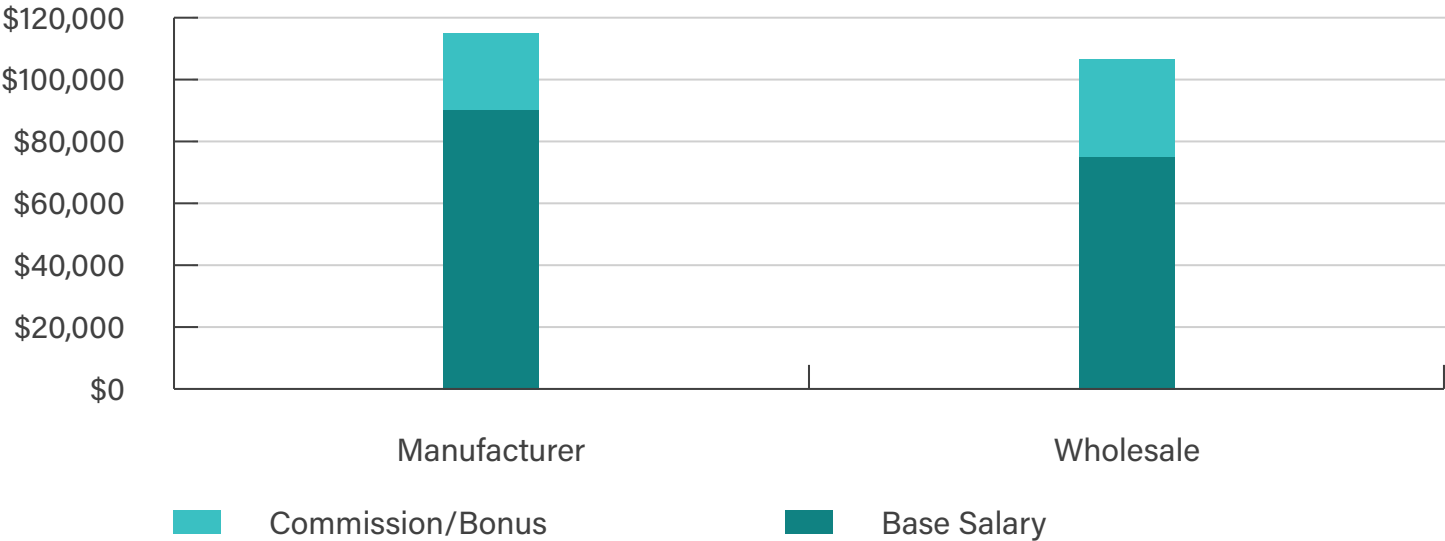
	Base Salary	Commission/ Bonus	Total	% of Change since 2022
Outside Sales	\$77,000	\$30,000	\$107,000	↑ 9%
Regional Sales	\$97,000	\$30,000	\$127,000	↑ 21%
Account Manager	\$92,500	\$27,000	\$119,500	↑ 7%
Inside Sales	\$58,500	\$5,000	\$63,500	↑ 4%
A&D Sales	\$72,500	\$25,000	\$97,500	↑ 8%



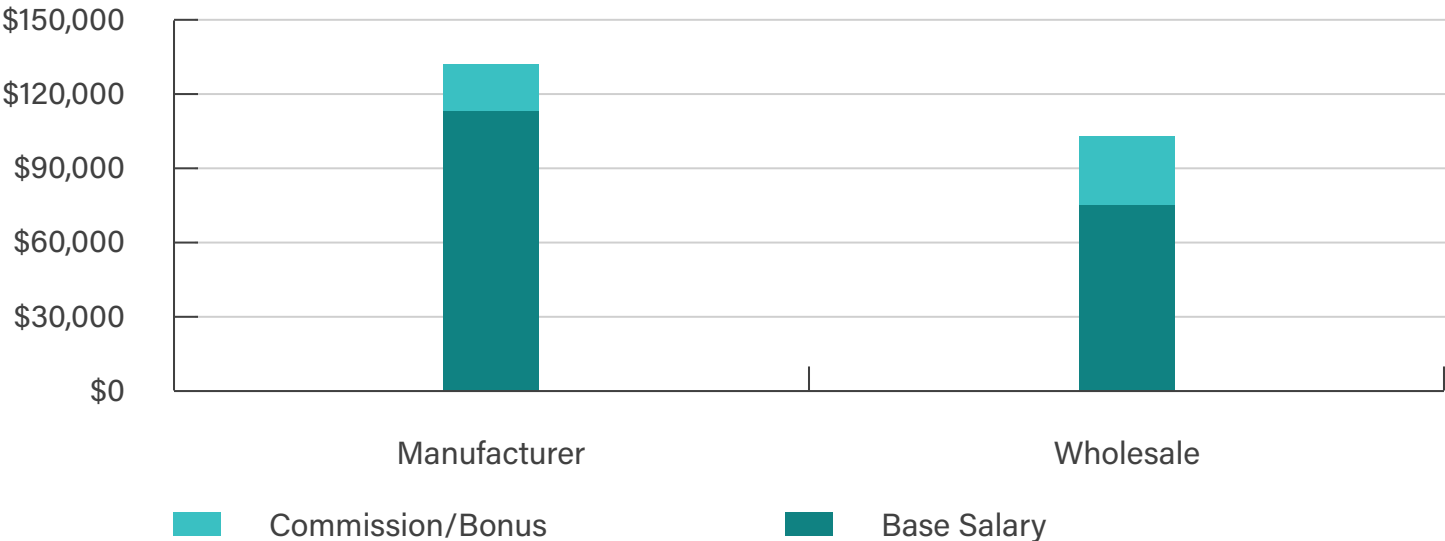
Respondents without post-secondary education on average earned 15% more than those with post-secondary education!

# Median Total Compensation - By Position & Sector

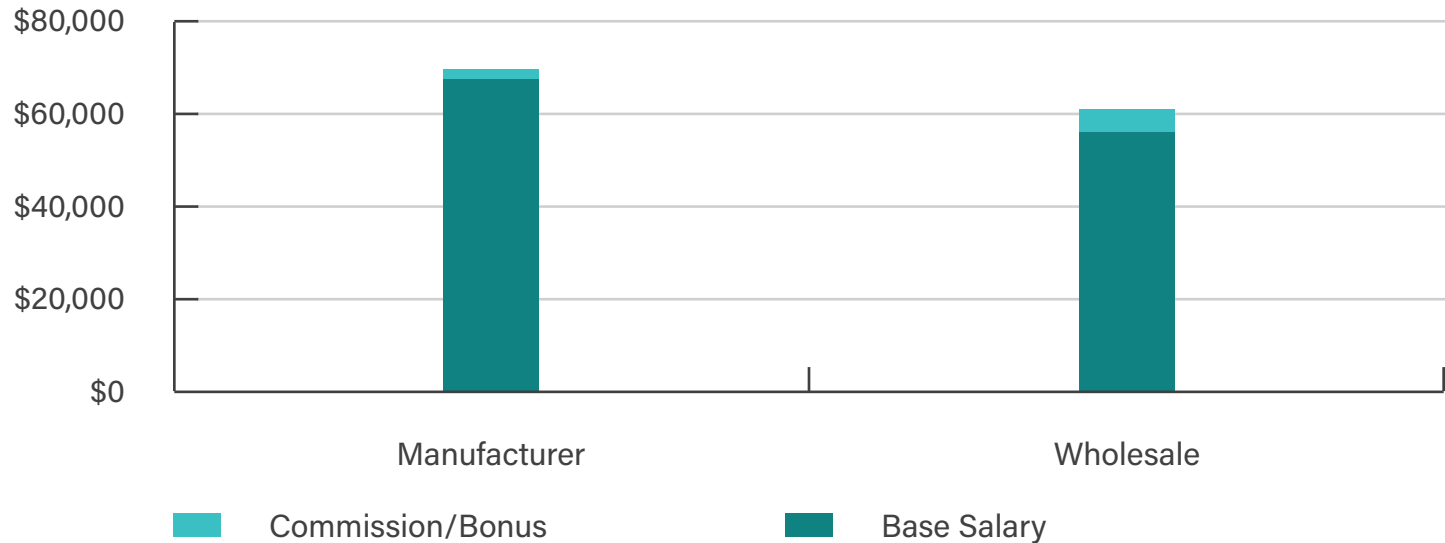
## Outside Sales



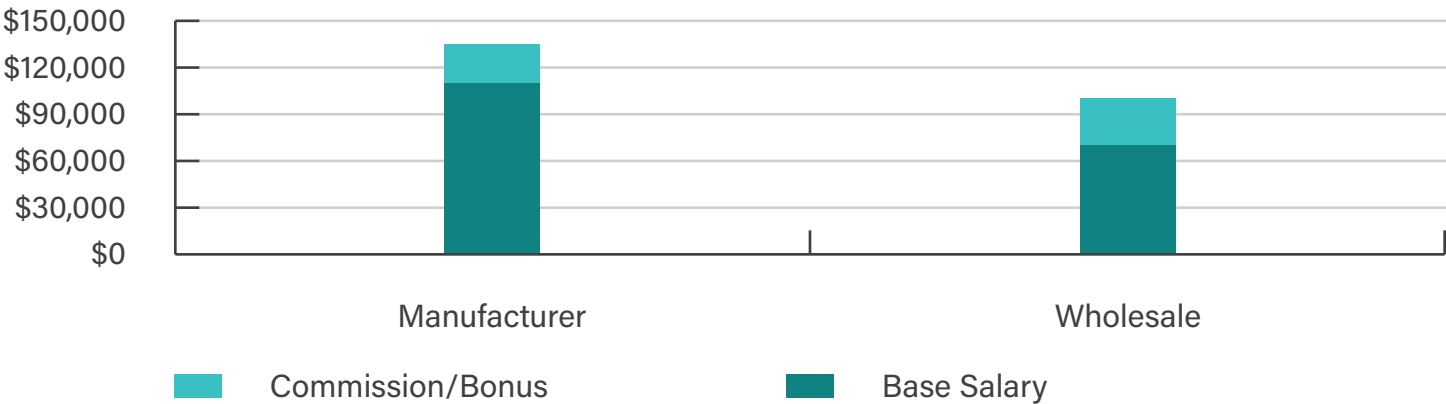
## Account Managers



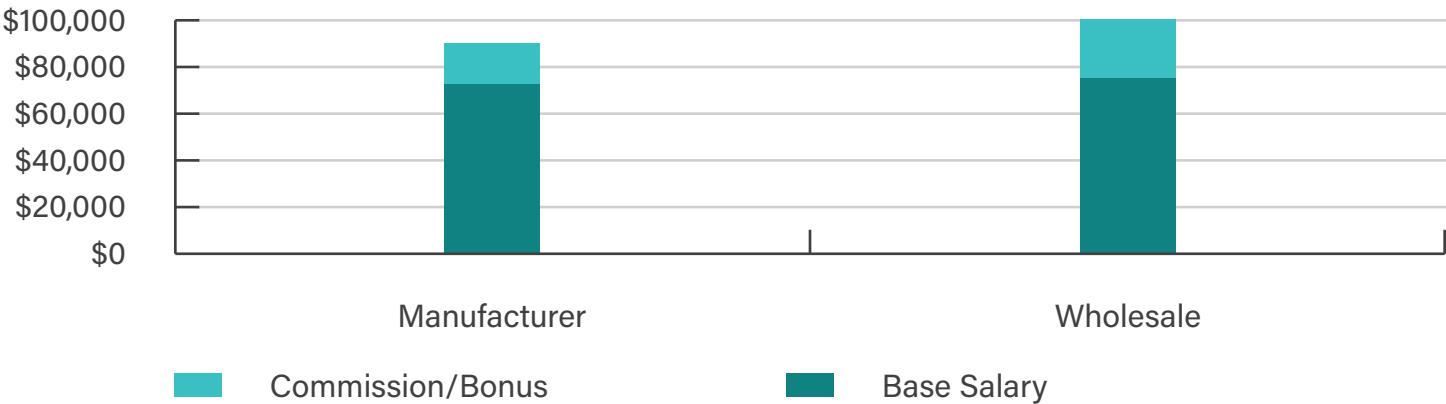
## Inside Sales



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%

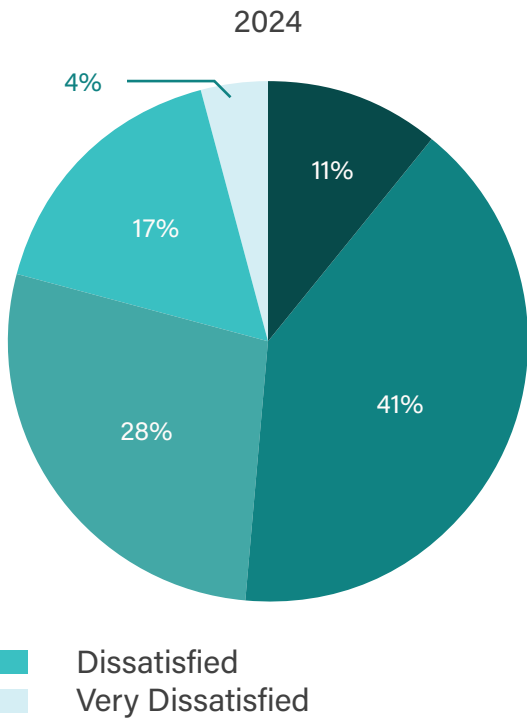
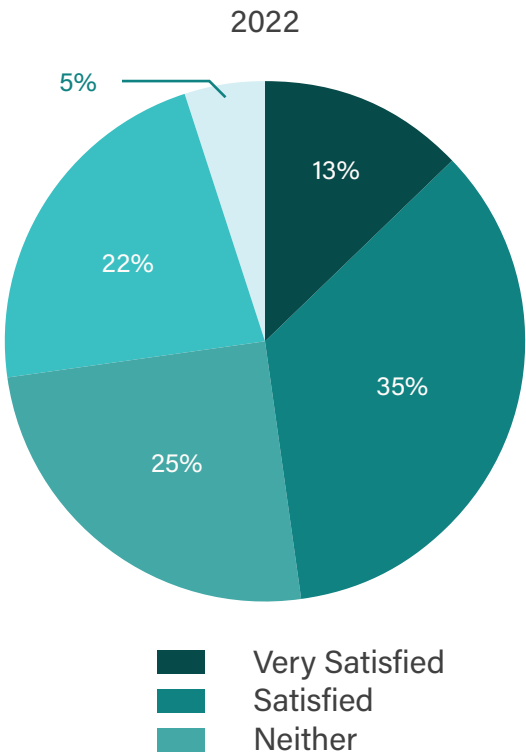
# Car Allowance by Position

	% 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

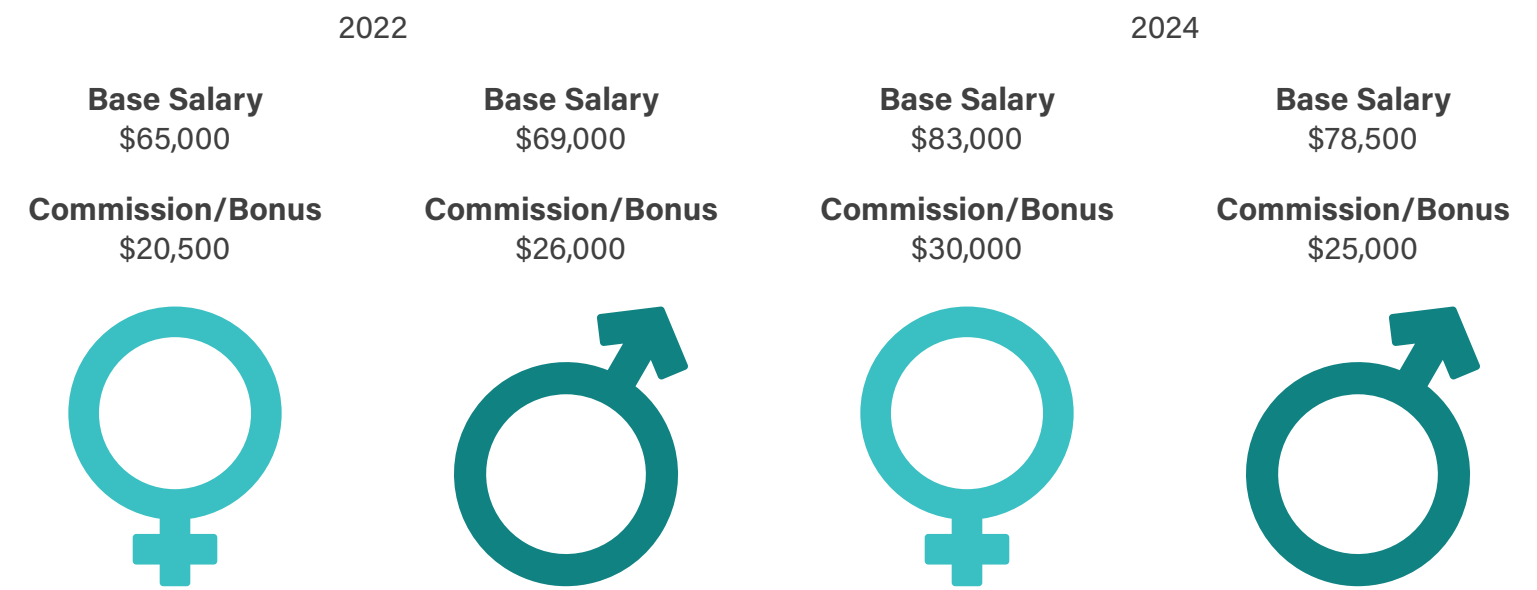
Dissatisfied  
Very Dissatisfied

% 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.




	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

RECRUITMENT GROUP

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@dmcrecruitment.com](mailto:amather@dmcrecruitment.com) and/or **Stephen Borer** at [sborer@dmcrecruitment.com](mailto:sborer@dmcrecruitment.com).



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