

Sales Representatives

Building Materials

SALARY REPORT



2024

**WESTERN
CANADA**

British Columbia
Alberta

Saskatchewan
Manitoba



Introduction

DMC Recruitment Group, in partnership with the Western Retail Lumber Association, 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, **Stephen Borer** at sborer@dmcrecruitment.com and/or **Alex Mather** at amather@dmcrecruitment.com.

Key Findings

#1

Total Compensation (Base salary & Commission) is up approximately 16% in 2 years.

2022	2024
\$65,000 + \$23,000	\$75,000 + \$30,000

Using data from **2022 Building Materials Salary Report**.

#2

Over 50% of salespeople are accountable for more than \$4 million in revenue.

#3

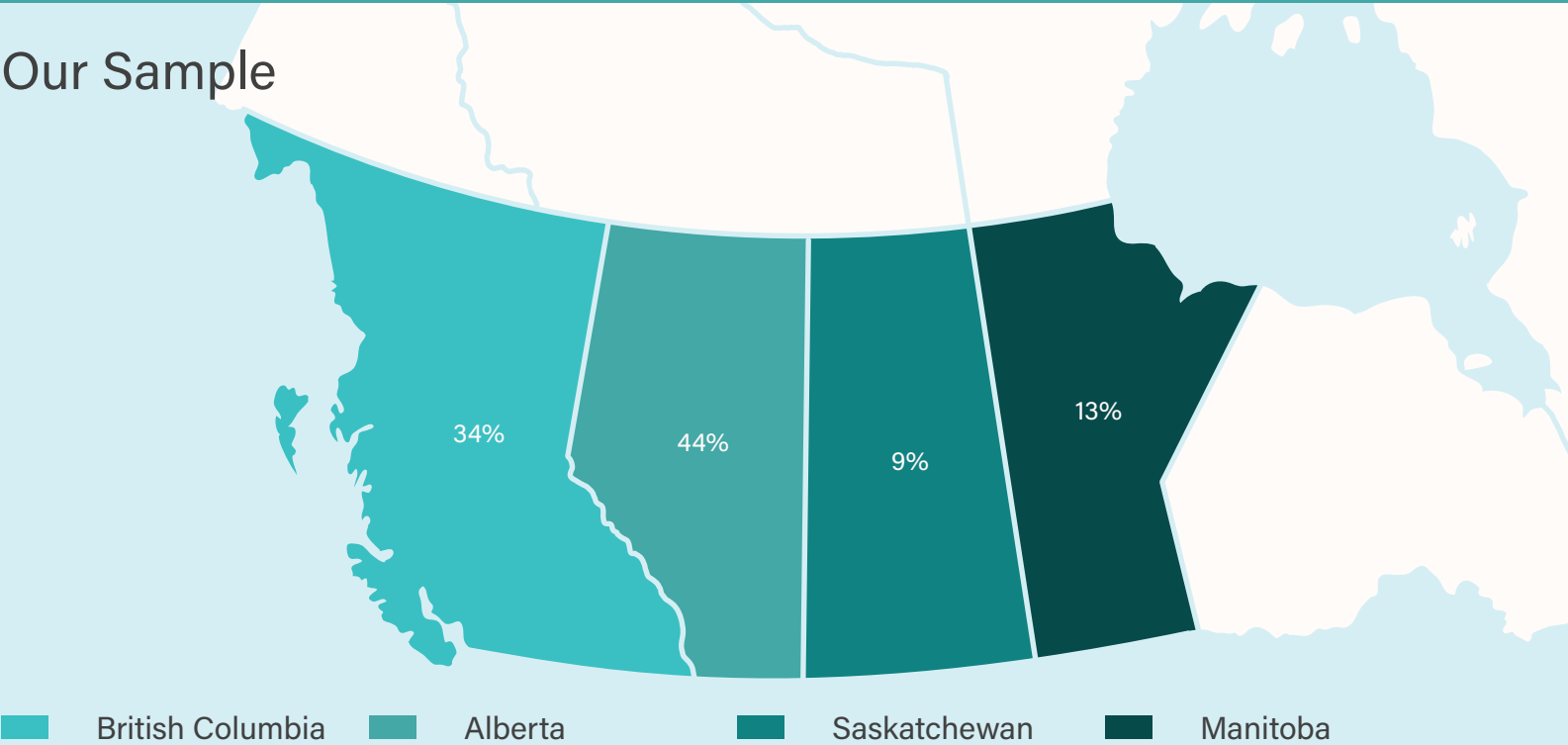
Gender pay gap has grown by 6%, as females are being paid 24% less than males.

Methodology

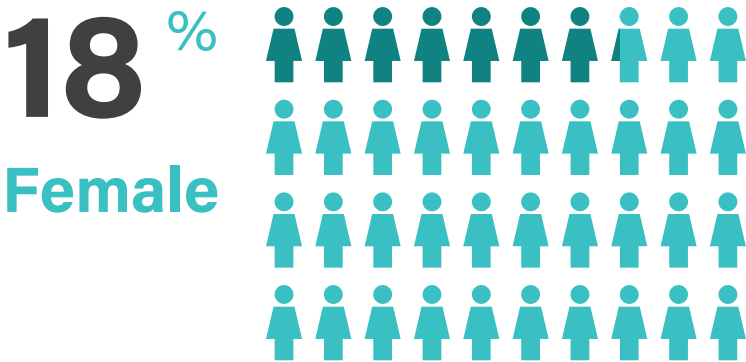
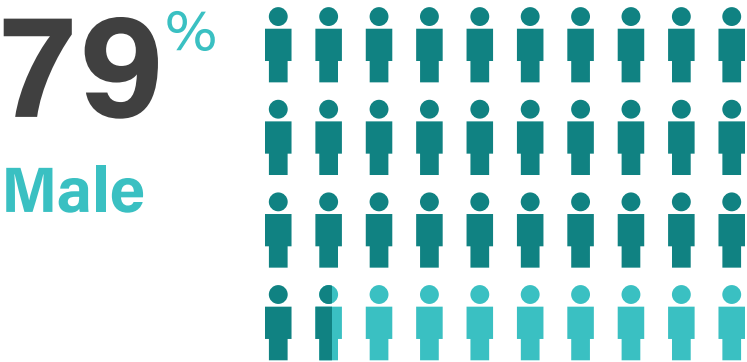
This survey was conducted via **Survey Monkey** collecting responses from Canadian Sales Representatives in late 2023.

A sample size of 258 professionals across Manitoba to BC who graciously provided their responses to contribute to this insightful data.

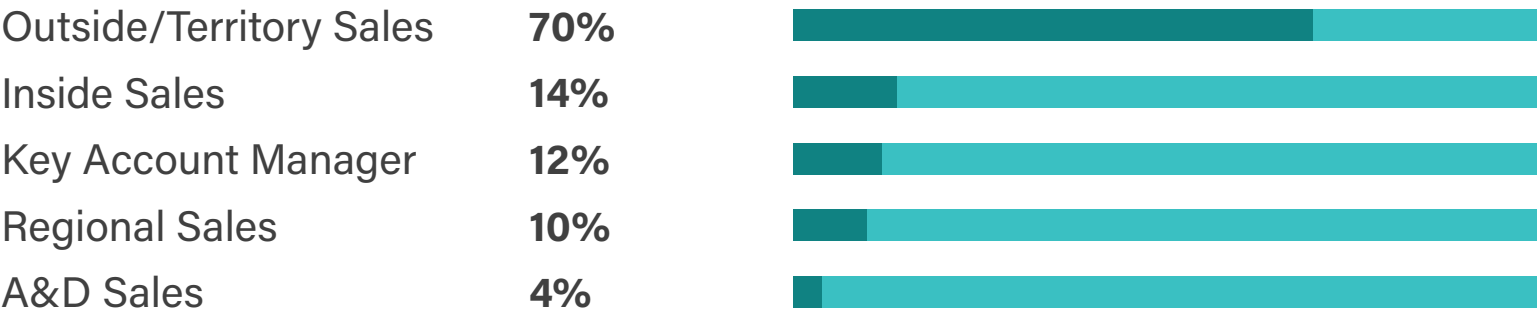
Our Sample



Gender Split



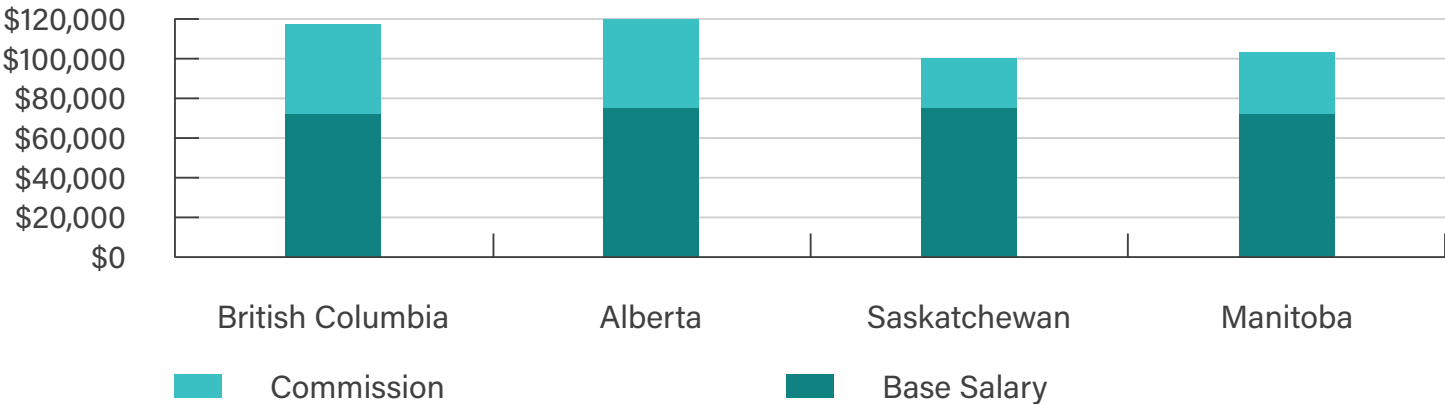
Position Split



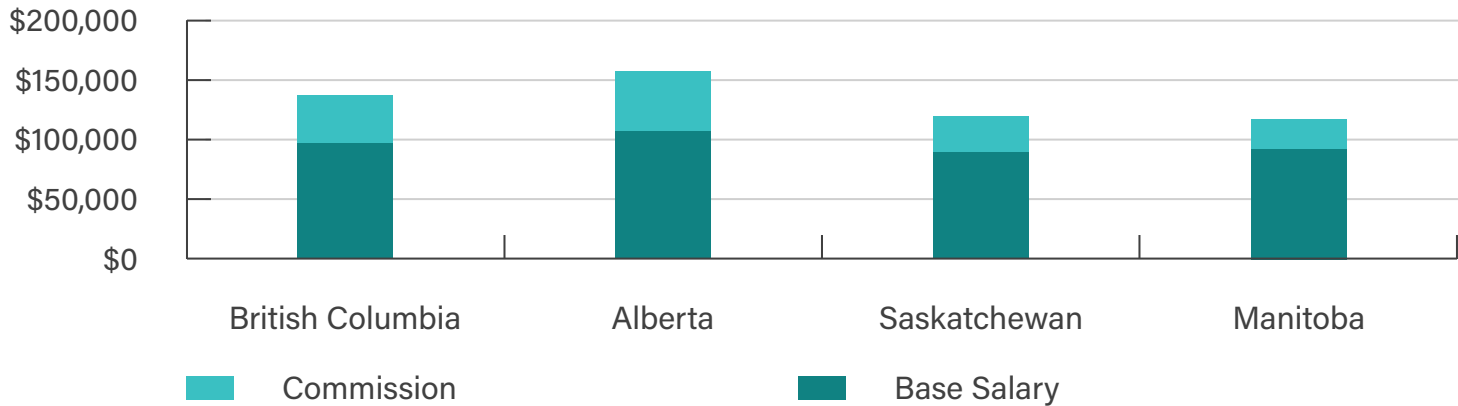
Median Compensation - Compensation by Job Title

Position	Location	Base Salary	Commission	Total	% of Change since 2022
Outside/Territory Sales	BC	\$72,000	\$45,000	\$117,000	↑ 16%
	AB	\$75,000	\$44,500	\$119,500	↑ 24%
	SK	\$75,000	\$25,000	\$100,000	↑ 20%
	MB	\$72,000	\$31,000	\$103,000	↑ 8%
Regional Sales	BC	\$97,500	\$40,000	\$137,500	↑ 13%
	AB	\$107,500	\$50,000	\$157,500	↑ 16%
	SK	\$90,000	\$30,000	\$120,000	↓ 20%
	MB	\$92,000	\$25,000	\$117,000	↓ 11%
Key Account Manager	BC	\$90,000	\$23,000	\$113,000	↑ 1%
	AB	\$77,000	\$25,000	\$102,000	↓ 7%
	SK	\$96,000	\$40,000	\$136,000	↑ 26%
	MB	\$70,000	\$20,000	\$90,000	↓ 9%
Inside Sales	BC	\$73,000	\$8,000	\$81,000	↑ 17%
	AB	\$72,000	\$6,000	\$78,000	↑ 10%
	SK	\$49,500	\$2,000	\$51,500	↓ 20%
	MB	\$69,000	\$10,000	\$79,000	↑ 28%
A&D Sales	BC	\$90,000	\$13,000	\$103,000	↑ 17%
	AB	\$87,500	\$12,000	\$99,500	↑ 28%
	SK	N/A	N/A	N/A	N/A
	MB	\$72,500	\$12,500	\$85,000	↑ 1%

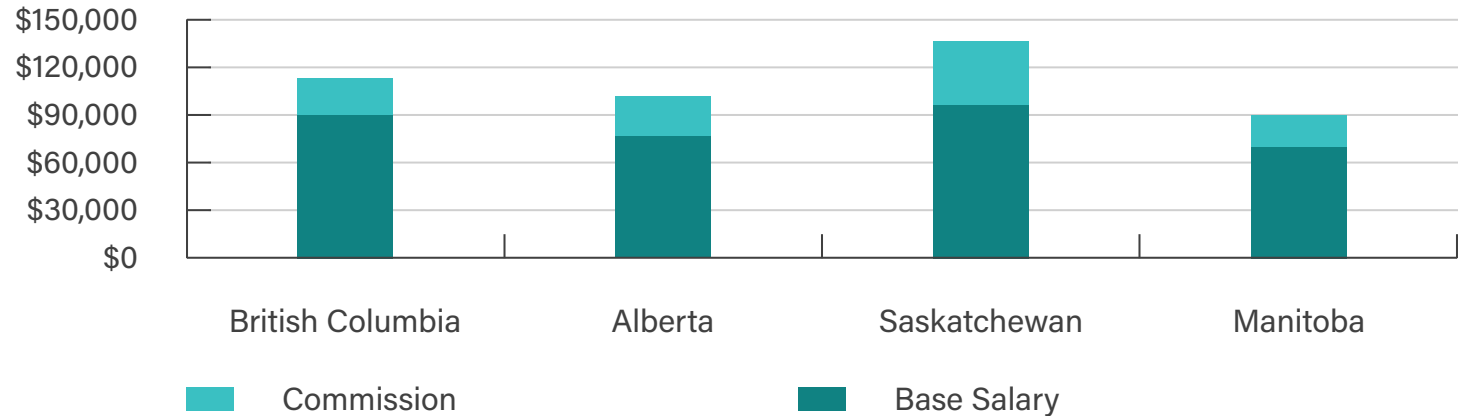
Outside/Territory Sales



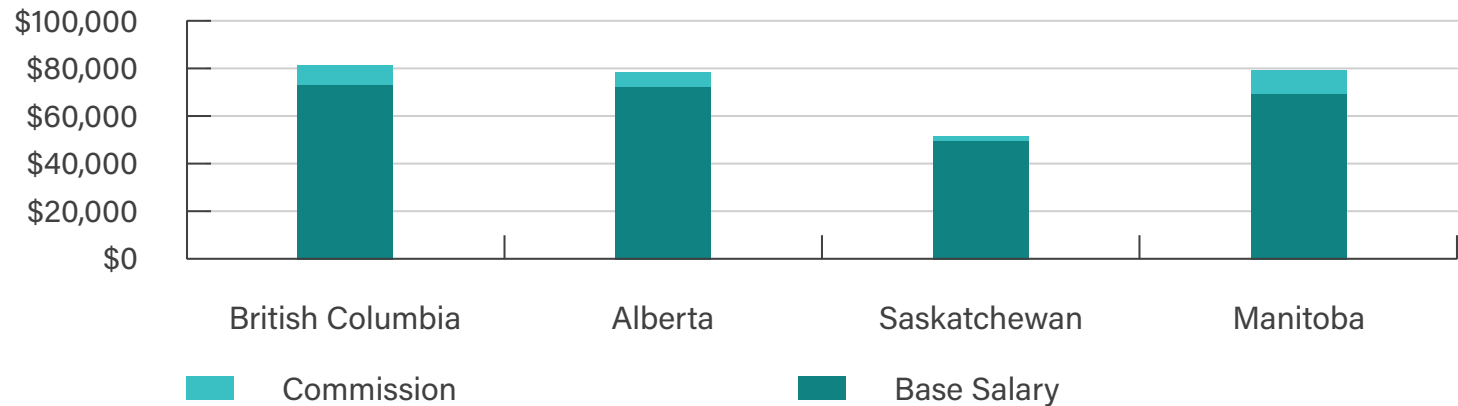
Regional Sales



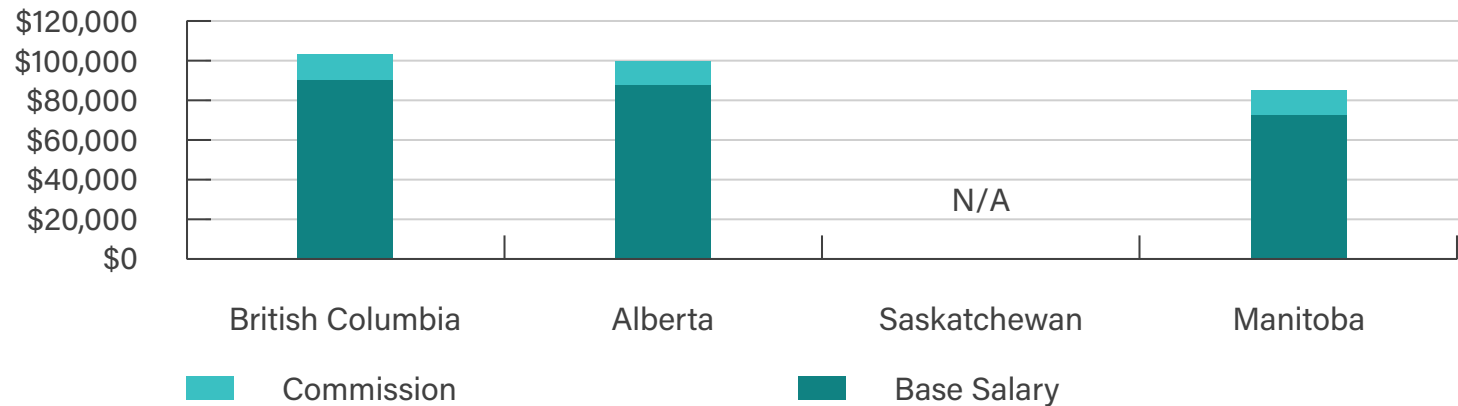
Key Account Manager



Inside Sales

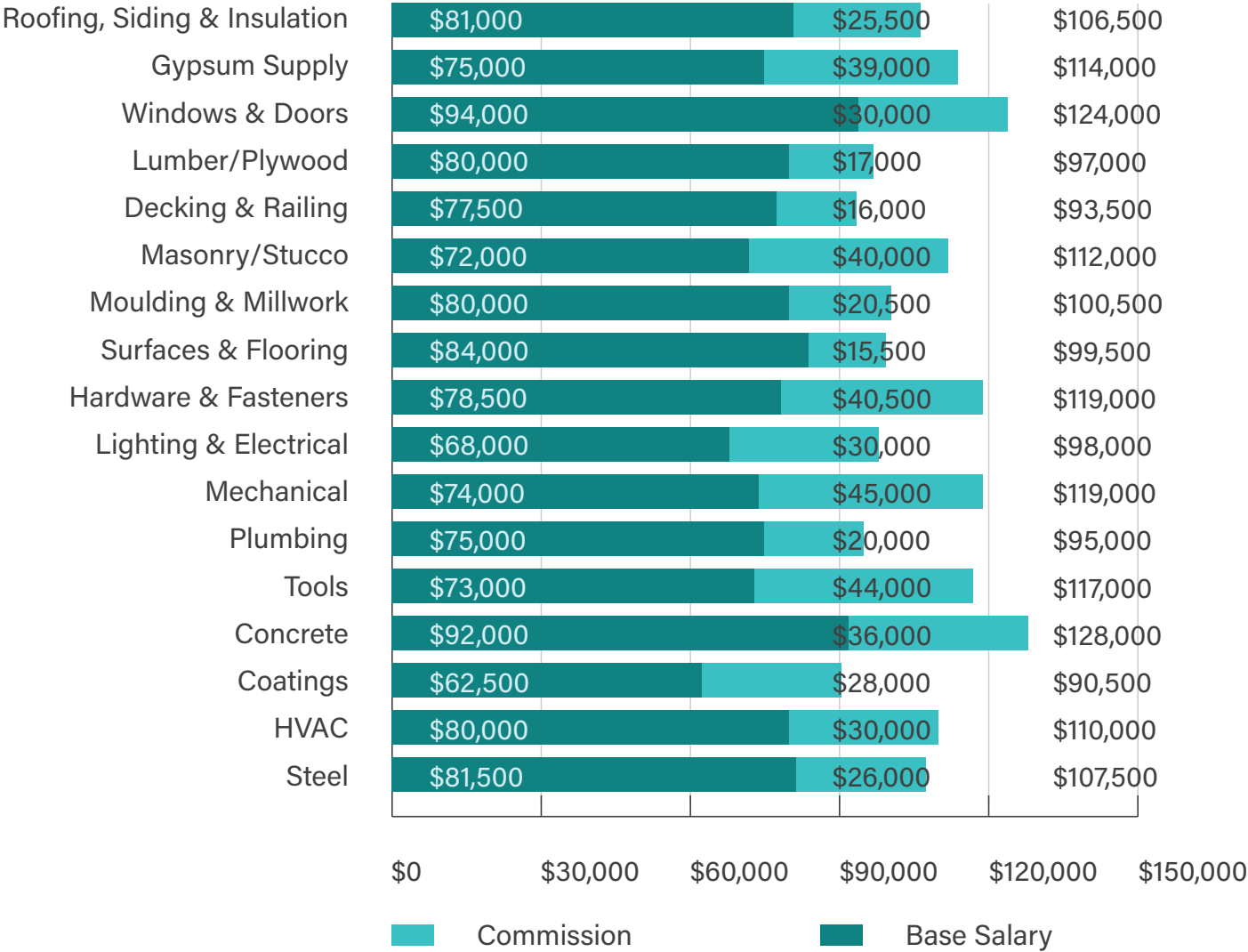


A&D Sales



Compensation by Product Category

What do you Sell?



Takeaway Facts

- ▶ Of the **48%** that receive a car allowance, the median allowance is \$702/month.
- ▶ Mean RRSP employer contribution match is **3.88%**.
- ▶ Respondents with a post-secondary education are paid **7%** more than those without.
- ▶ Only **3%** of respondents are **100%** commission salespeople, but their median earning is **35%** more than those earning a base & commission.
- ▶ **20%** of the total respondents were female, however females made up **67%** of A&D salespeople.

What's Changed since 2022?

We conducted a similar salary survey in 2022 and these are the key differences within the industry in the last 2 years.



Car allowance only up 1% while sales representatives are traveling over 5% more.

2022	Base Salary	Commission	Total	Difference from Regional Median
Regional Median	\$65,000	\$23,000	\$88,000	N/A
Female	\$64,000	\$13,000	\$77,000	- 12%
Male	\$67,000	\$26,000	\$93,000	+ 6%

2024	Base Salary	Commission	Total	Difference from Regional Median
Regional Median	\$75,000	\$30,000	\$105,000	N/A
Female	\$71,000	\$15,000	\$86,000	- 18%
Male	\$76,000	\$35,000	\$111,000	+ 6%

British Columbia

↑ 12.8%



Alberta

↑ 14.2%



Saskatchewan

↑ 1%



Manitoba

↑ 3.4%





The median total compensation in the West is **4%** higher than the national median! [Click Here](#) to get notified when the National Report is published.



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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 LBM Partners, **Stephen Borer** at sborer@dmcrecruitment.com and/or **Alex Mather** at amather@dmcrecruitment.com.



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