



# 2025

## SALES DIRECTORS BUILDING MATERIALS



### SALARY REPORT CANADA



**DESIGN  
MATERIALS  
CONSTRUCTION**

RECRUITMENT GROUP

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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 actively working in Canada.

For further details and insights, please contact Alex Mather, Partner, Building Materials at [amather@dmcrecruitment.com](mailto:amather@dmcrecruitment.com)

## Key Findings

### Surprising Shift in the Gender Pay

Our data suggests that female Sales Directors in Canada earn **3.5% more** than males, reversing the historical pay gap favoring males.

**\$194,430**



**\$201,630**



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

### Compensation in Quebec & the Maritimes Falling Short

Compensation data in Quebec and the Maritimes lags **over 20% behind the national average.**

National Mean

**\$201,330**



Quebec & Maritimes  
Mean

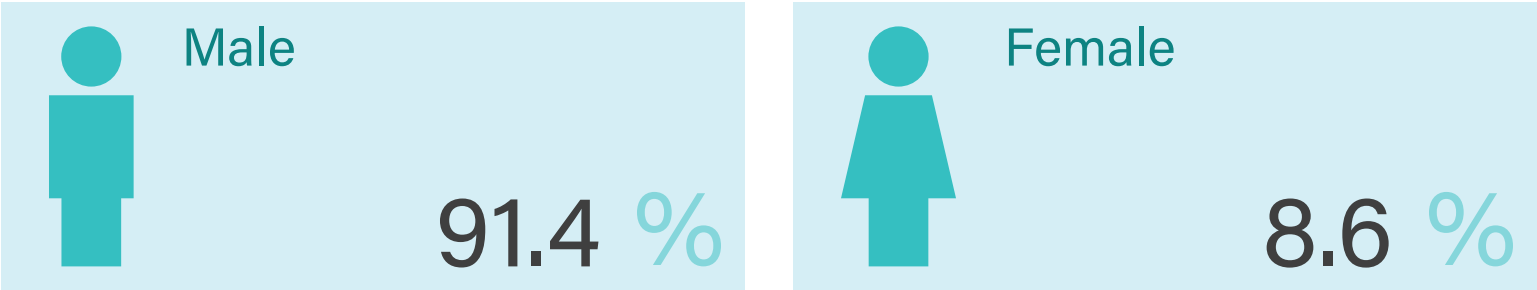
**\$158,470**

# Canadian Data Insights

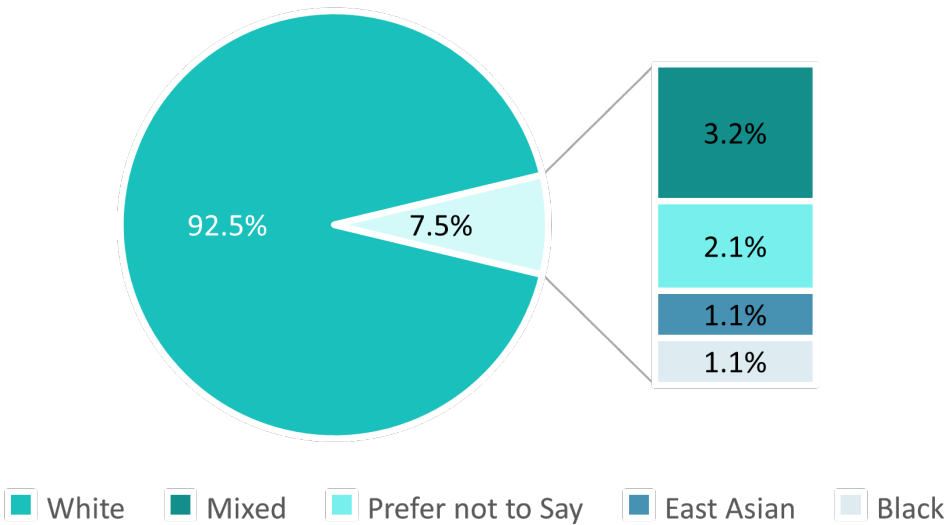
## Methodology & Sample Data

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

### Respondents' Gender



### Ethnicity



\* No respondents selected the Indigenous, Métis, Inuit, Middle Eastern, or Latin American options.

### Location of Respondents



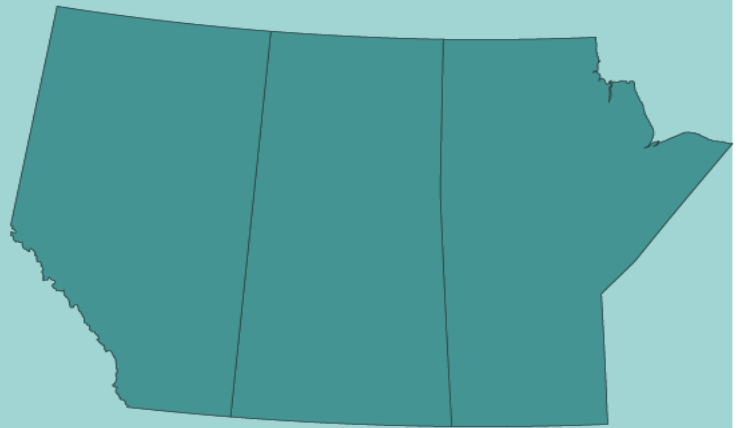
# Regional Comparison

## British Columbia



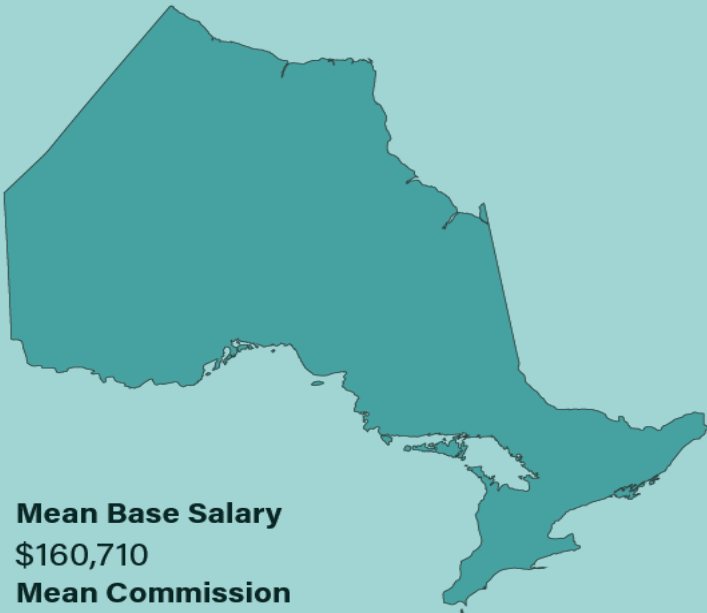
**Mean Base Salary**  
\$168,050  
**Mean Commission**  
\$65,880  
**Approx. Cost of Living**  
\$3,300 per Month

## Prairies



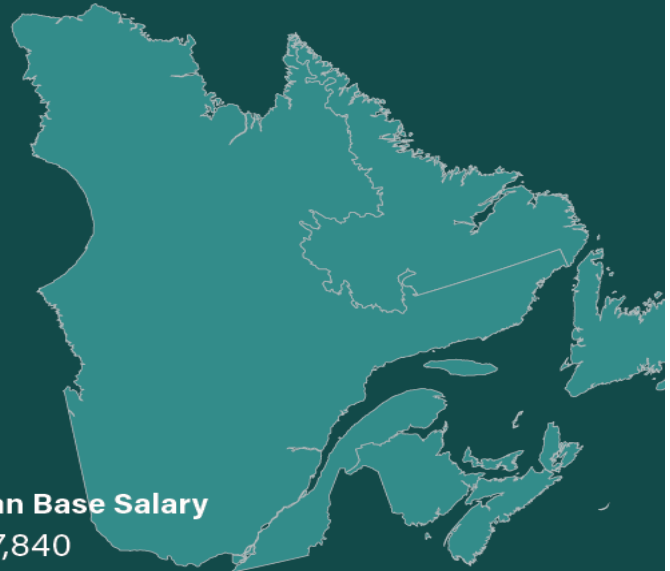
**Mean Base Salary**  
\$149,180  
**Mean Commission**  
\$71,200  
**Approx. Cost of Living**  
\$2,967 per Month

## Ontario



**Mean Base Salary**  
\$160,710  
**Mean Commission**  
\$45,600  
**Approx. Cost of Living**  
\$3,200 per Month

## Quebec & Maritimes



**Mean Base Salary**  
\$117,840  
**Mean Commission**  
\$40,630  
**Approx. Cost of Living**  
\$2,850 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.

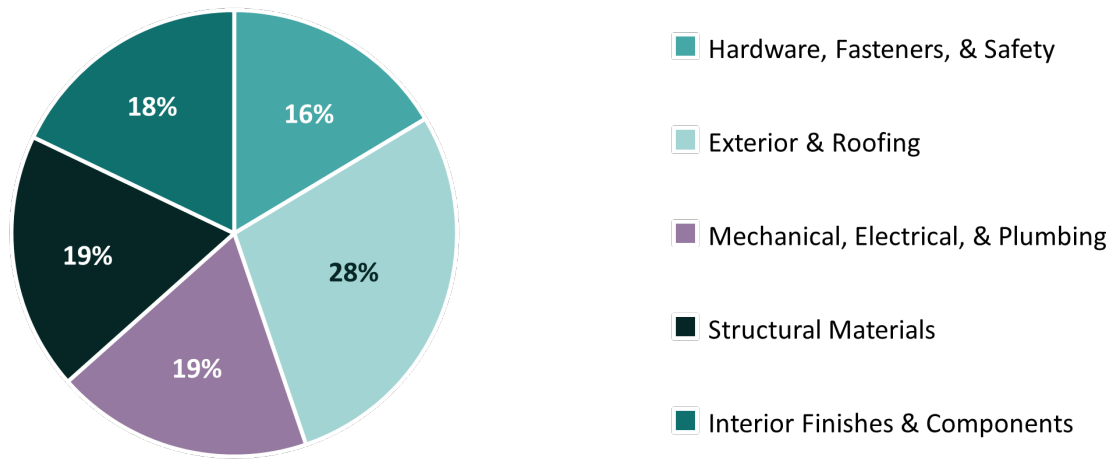
Sources: [statcan.gc.ca](https://statcan.gc.ca), [numbeo.com/cost-of-living](https://numbeo.com/cost-of-living), [expatistan.com/cost-of-living](https://expatistan.com/cost-of-living), and [livingin-canada.com](https://livingin-canada.com)

# Salary Distribution Across Product Categories

Respondents indicated the product categories they sell

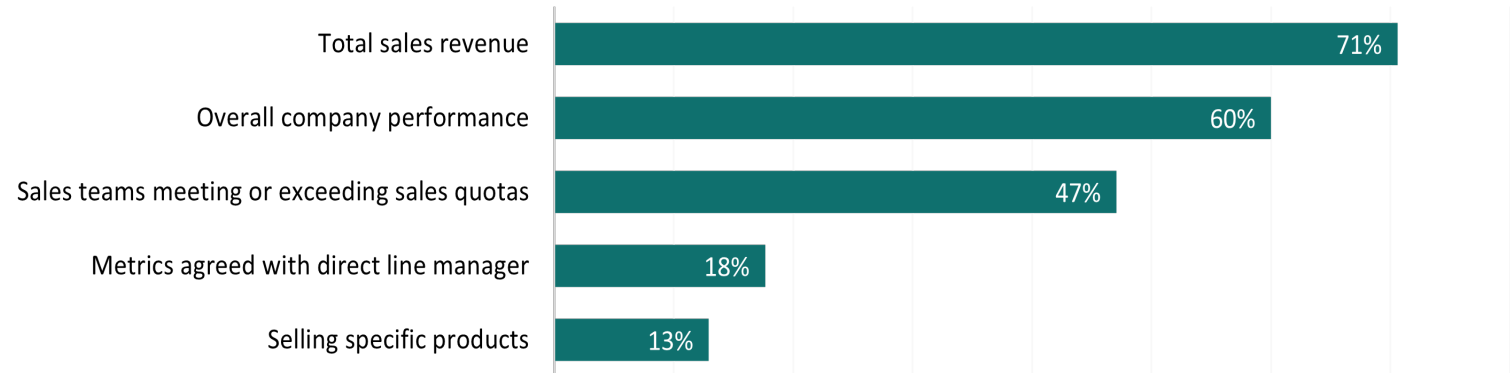


Percentage of respondents by product category



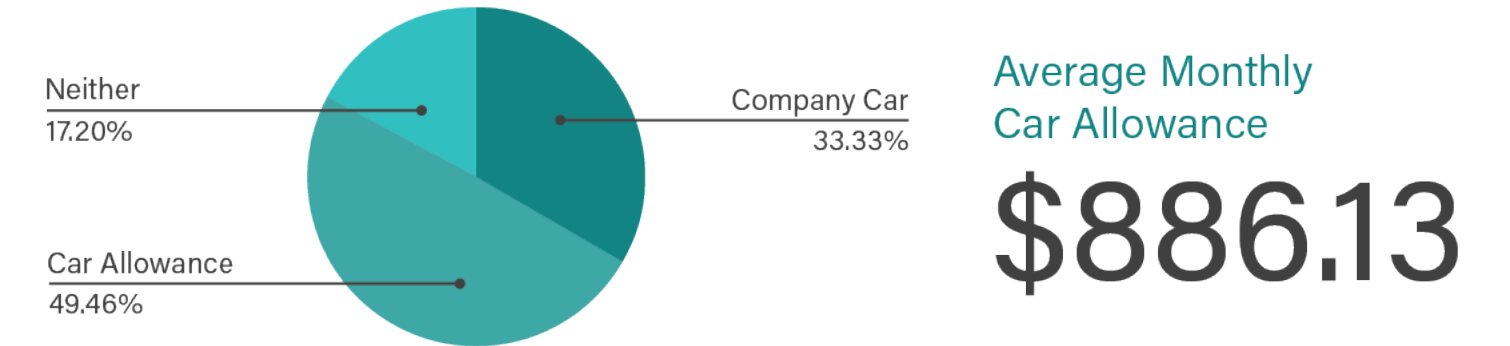
# Performance Metrics

Respondents selected the relevant metrics that affect their performance pay



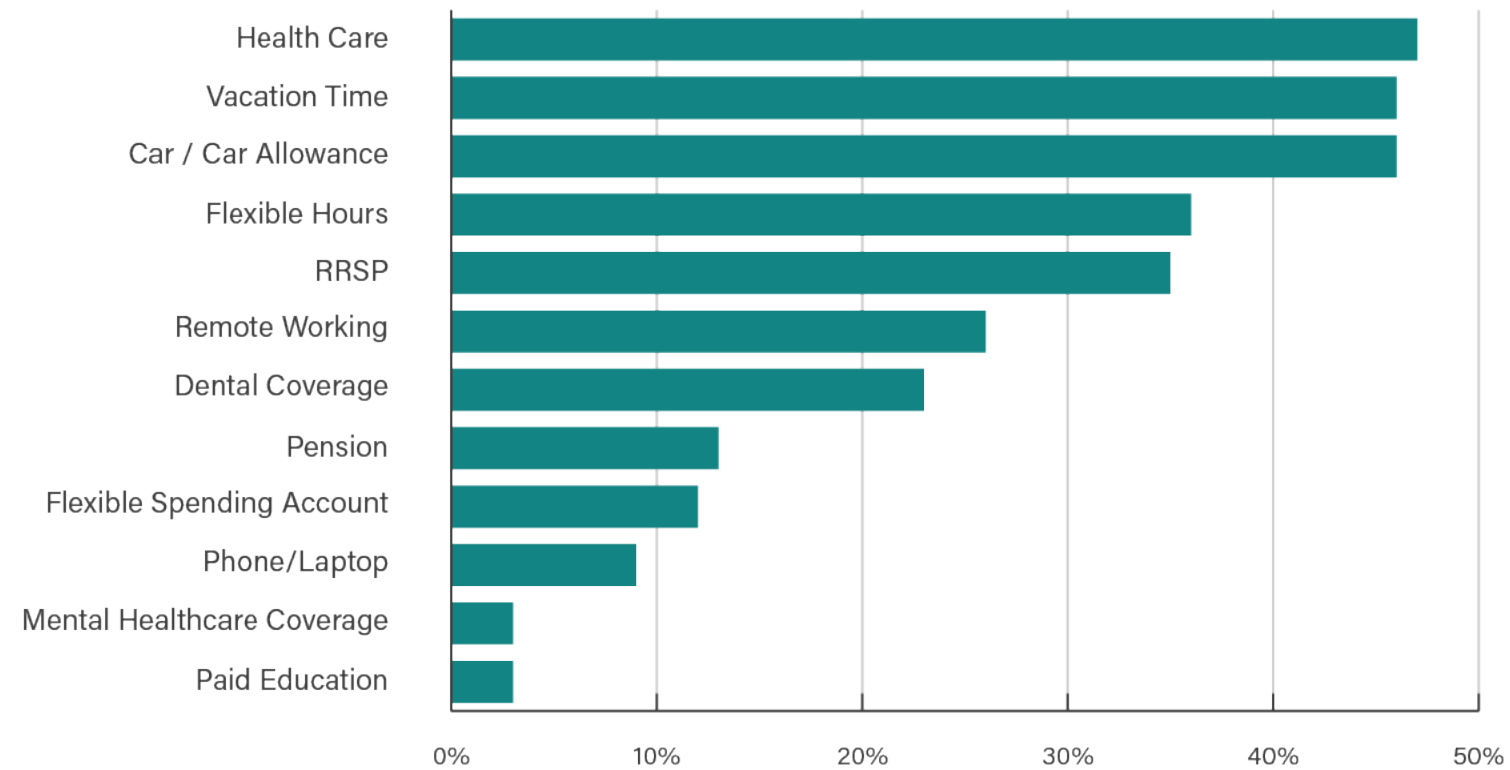
# Car Allowance Stats

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



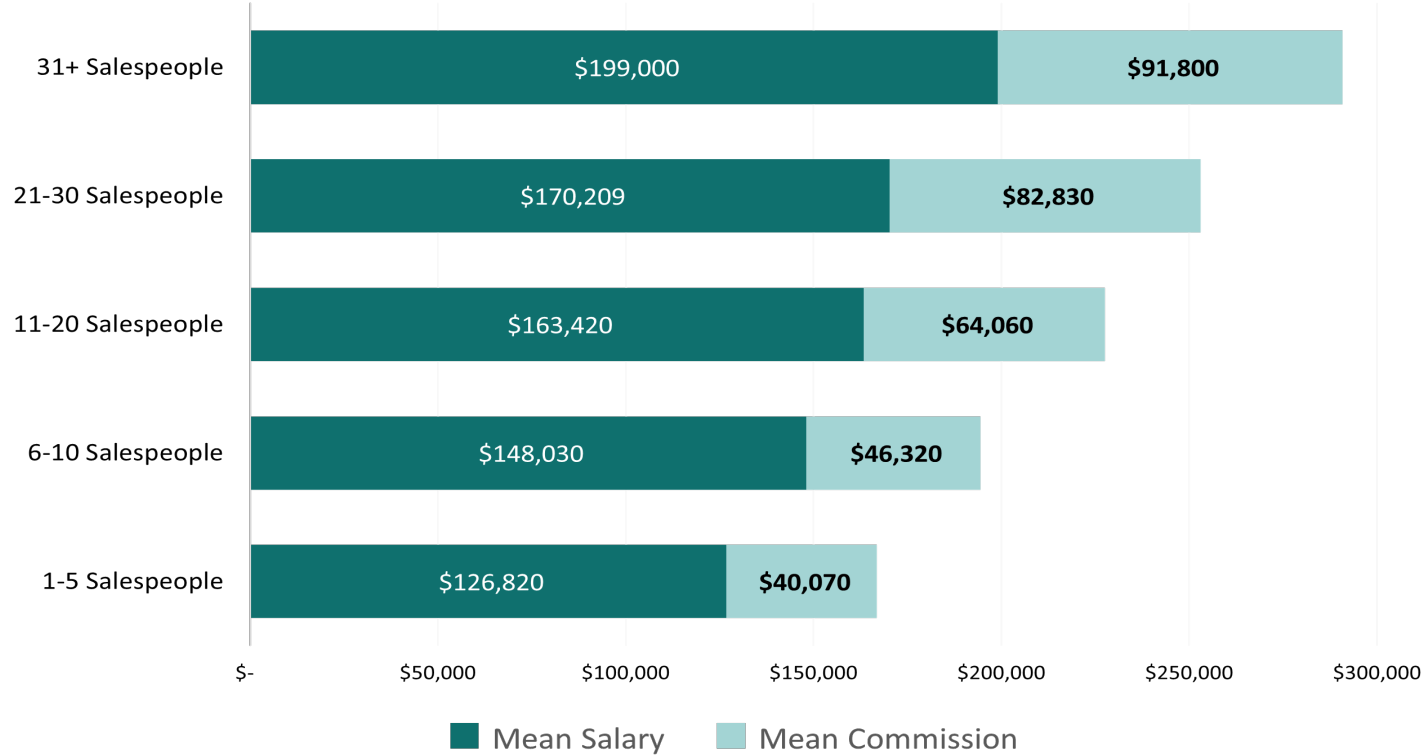
# Preferred Benefits

Respondents selected their top 3 valued benefits



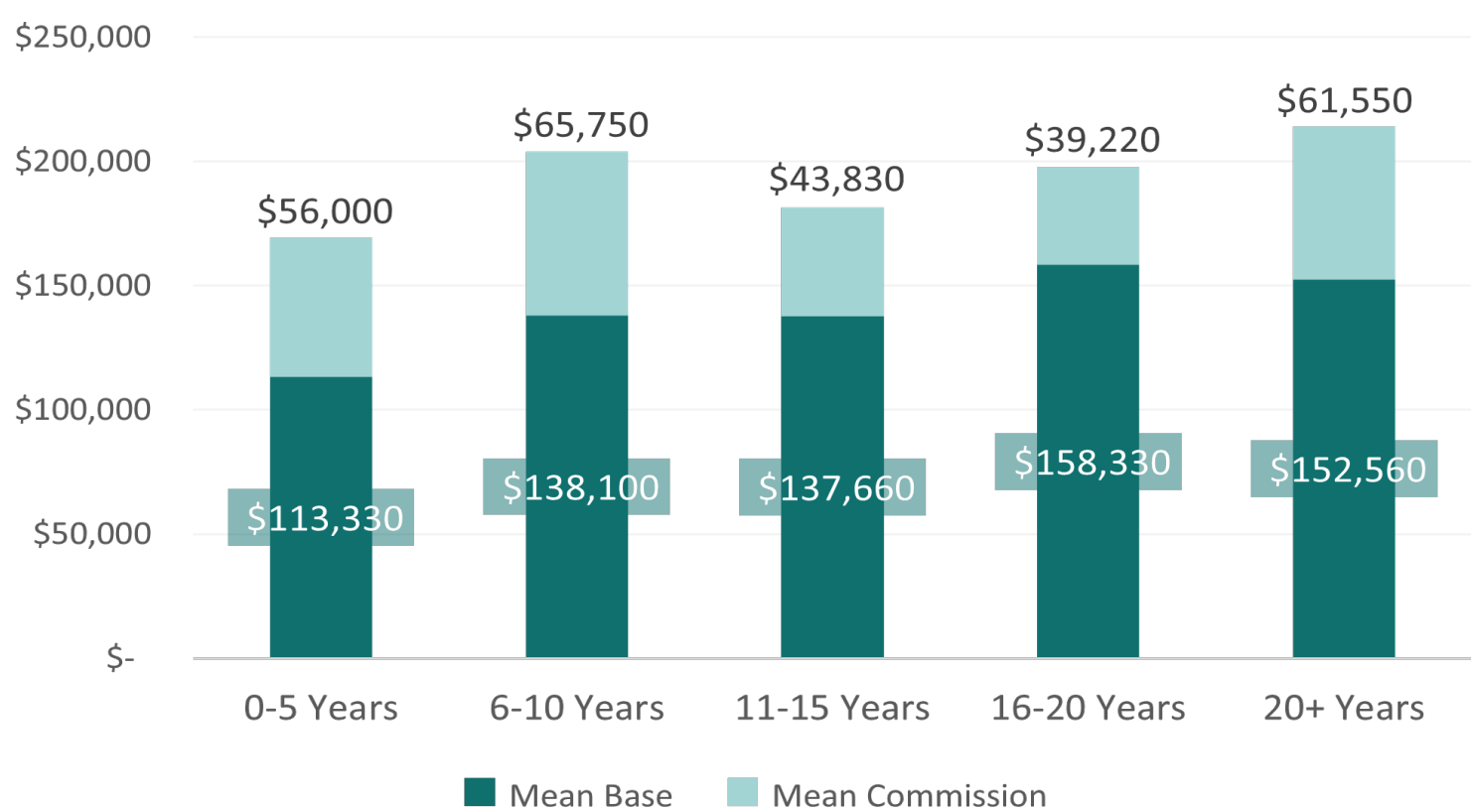
# Compensation by Sales Team Size

Respondents were asked about the size of sales teams they lead



# Earnings Breakdown by Tenure in Building Materials

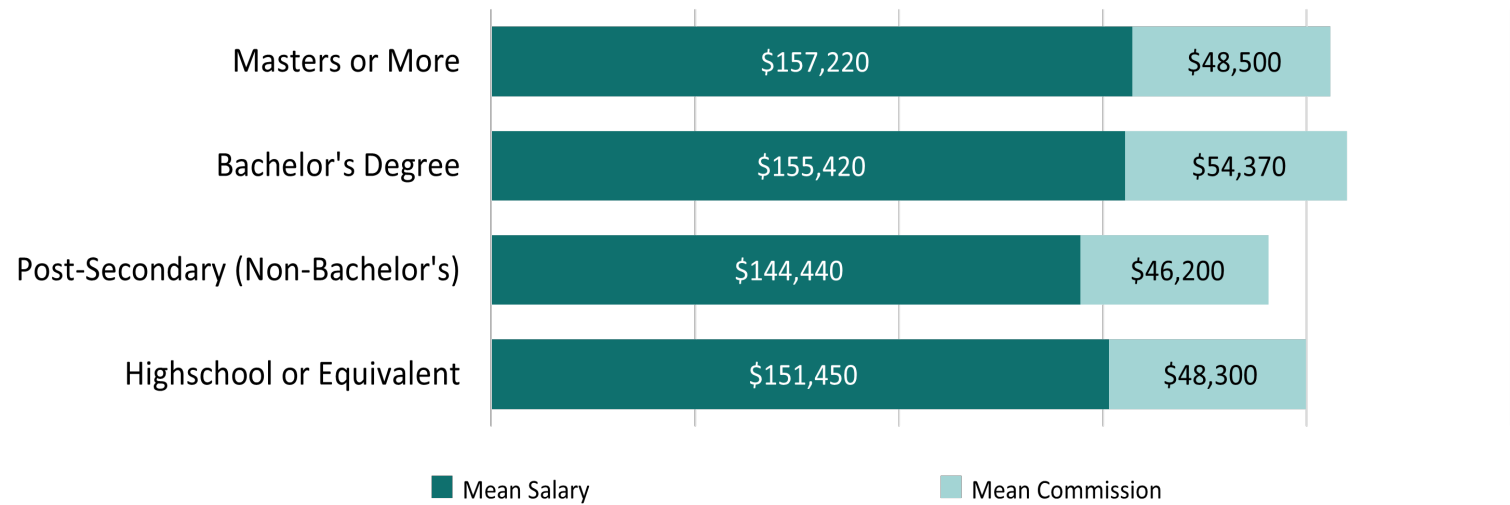
Respondents were asked how long they've worked in the building materials industry





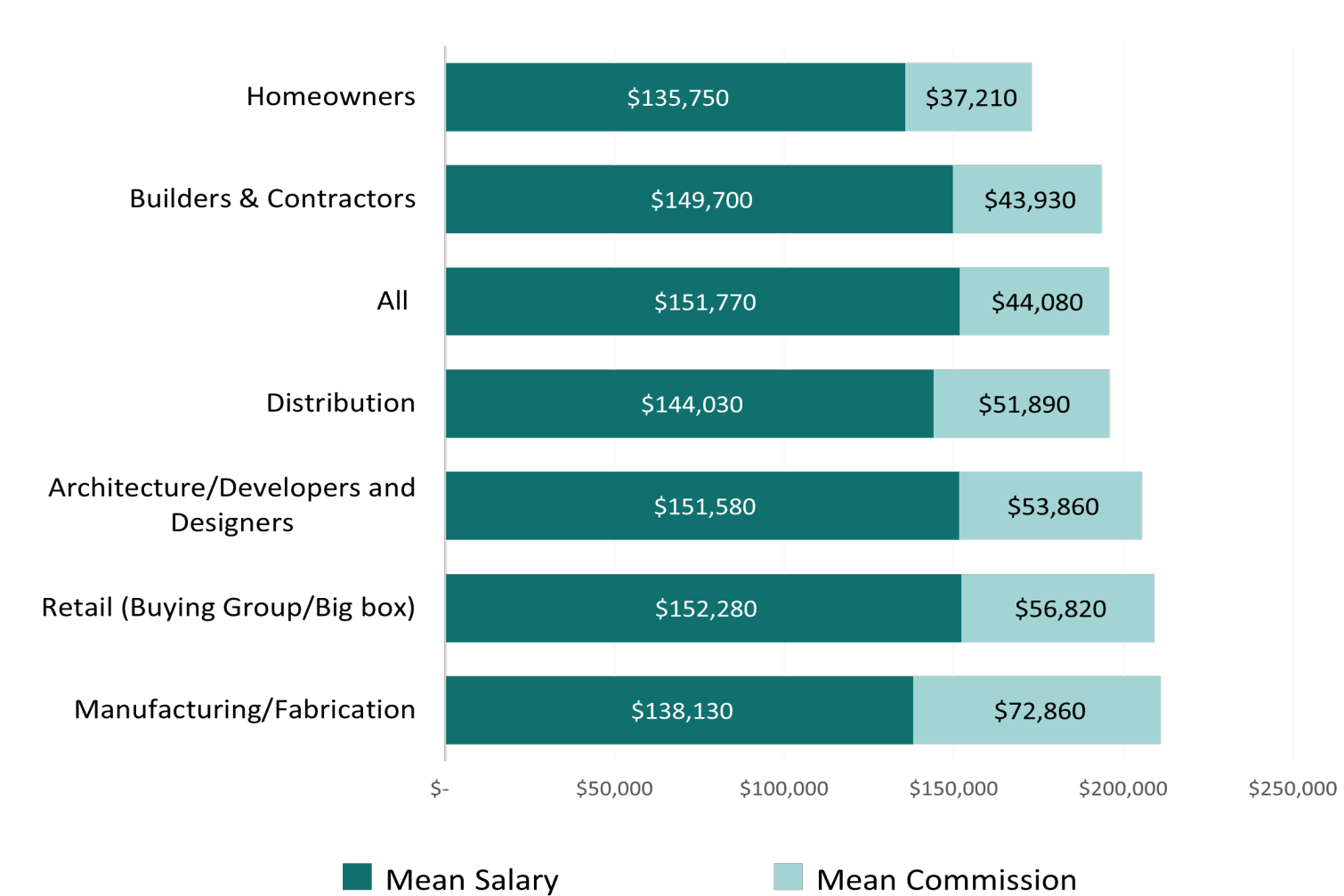
# Education-Based Compensation Patterns

Respondents selected their highest level of completed education



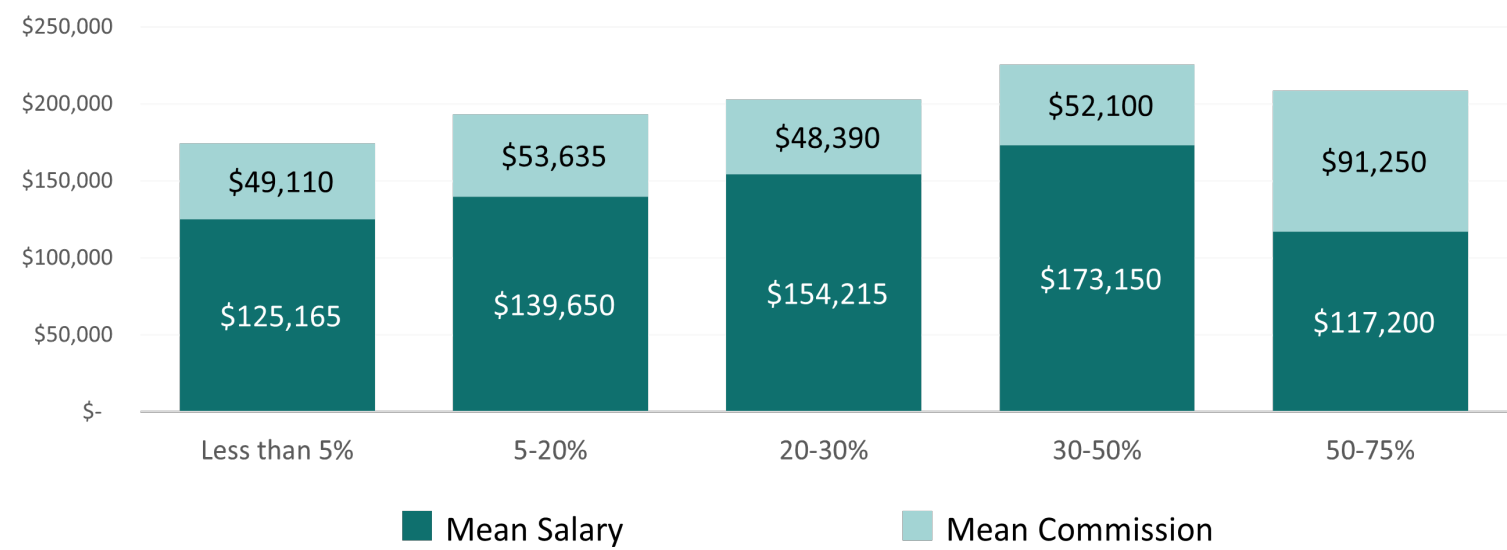
# Compensation by Sales Channels

Respondents selected the sales channels they sell into



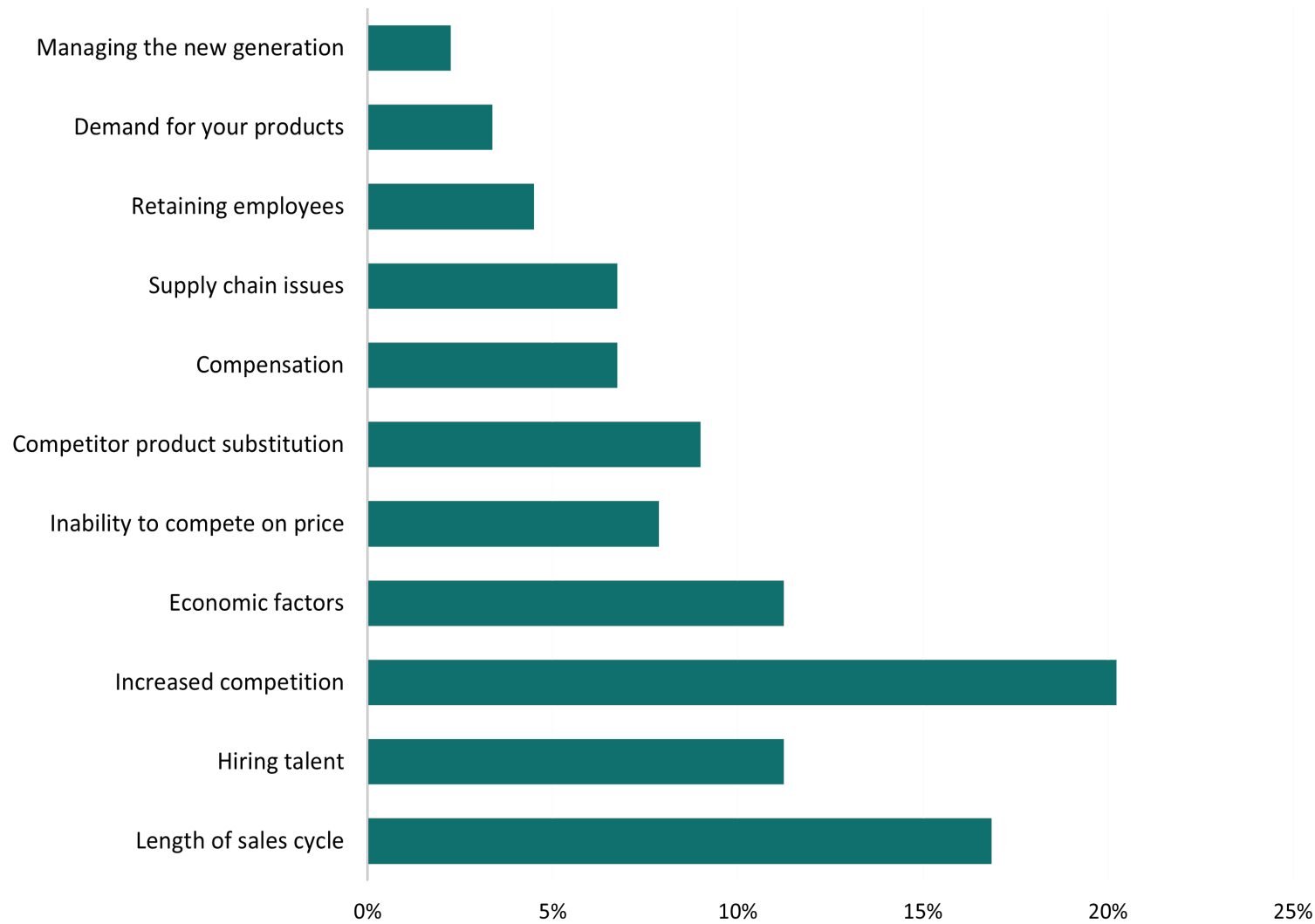
# Salary Distribution Across Travel Requirements

Respondents selected the amount of travel required in their role



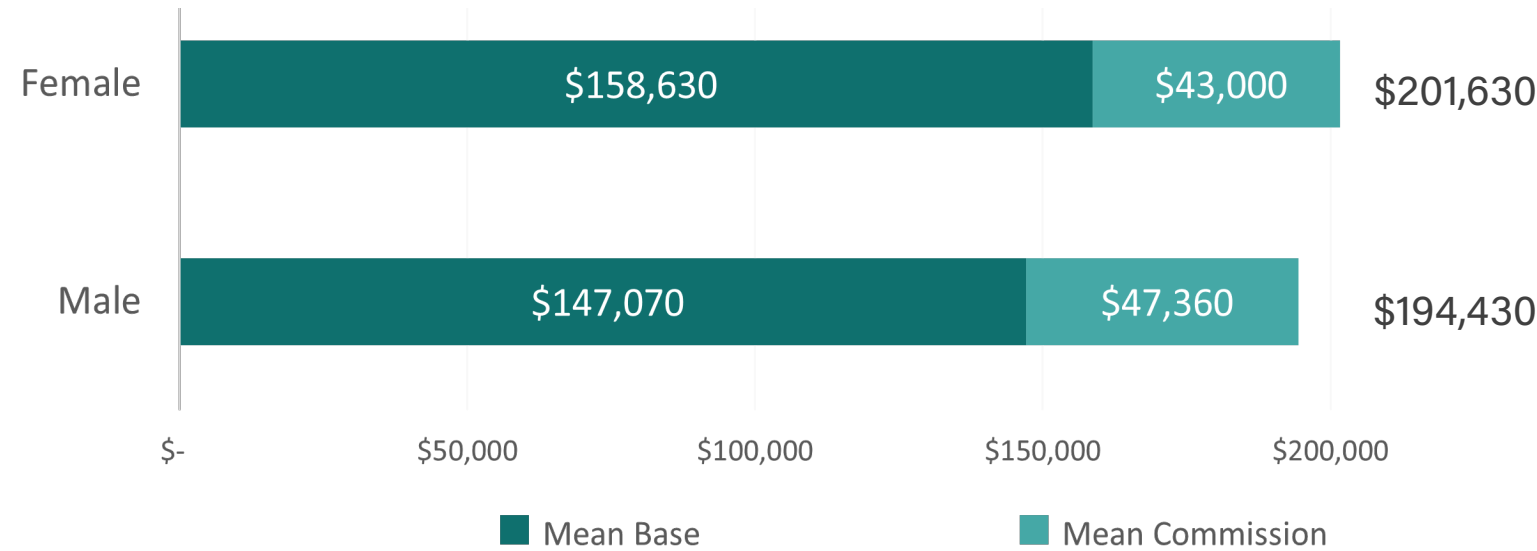
# Greatest Challenges

Respondents selected the greatest challenges they face as sales leaders in Building Materials



# Salary Differences by Gender

Respondents selected the gender that best describes them



\* 0% of respondents selected "Prefer Not to Say" or other options.

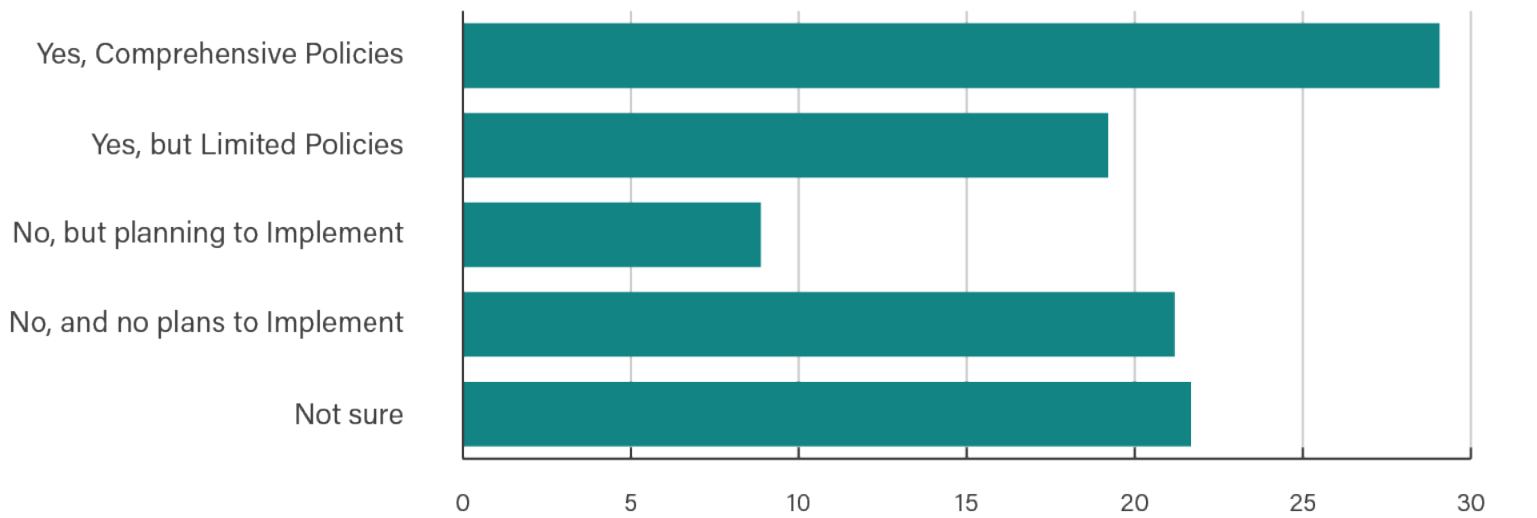
## Tenure

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



# National Comparison



Mean Base  
**\$148,060**  
Mean Commission  
**\$53,270**

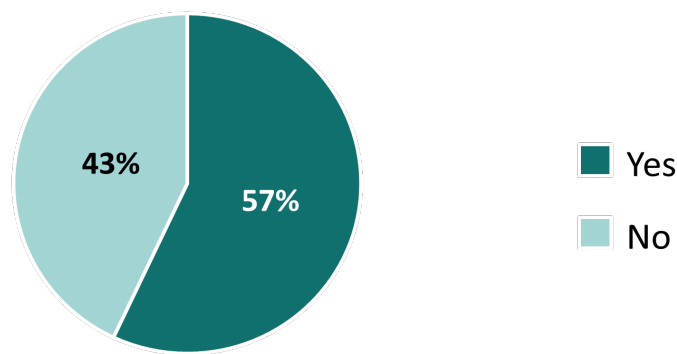
## Responsibilities for Sales Leaders

Respondents selected responsibilities that apply to their current role.

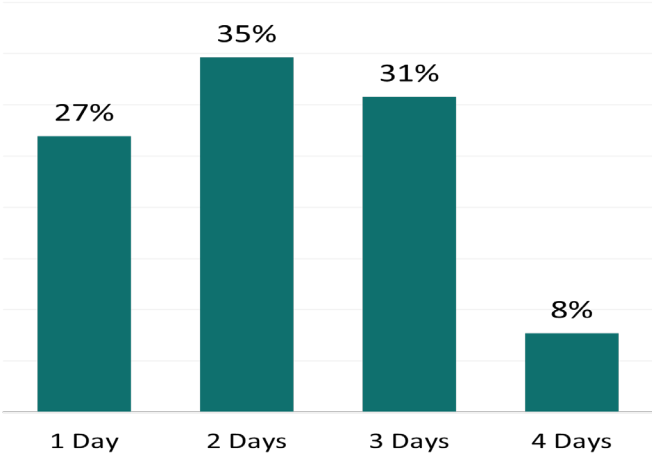


# Internal Promotion to Sales Director

Respondents selected if they were promoted internally to their current role

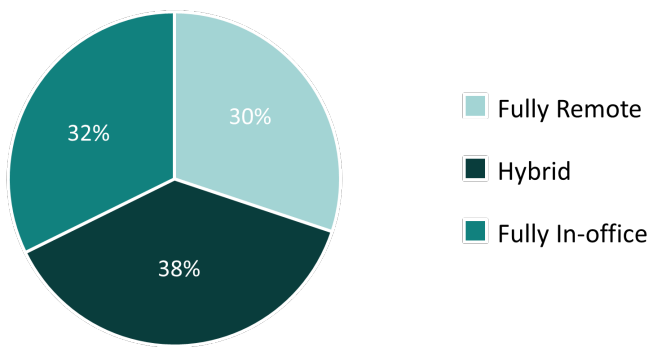


## How Many Days Are You Required to Work From the Office



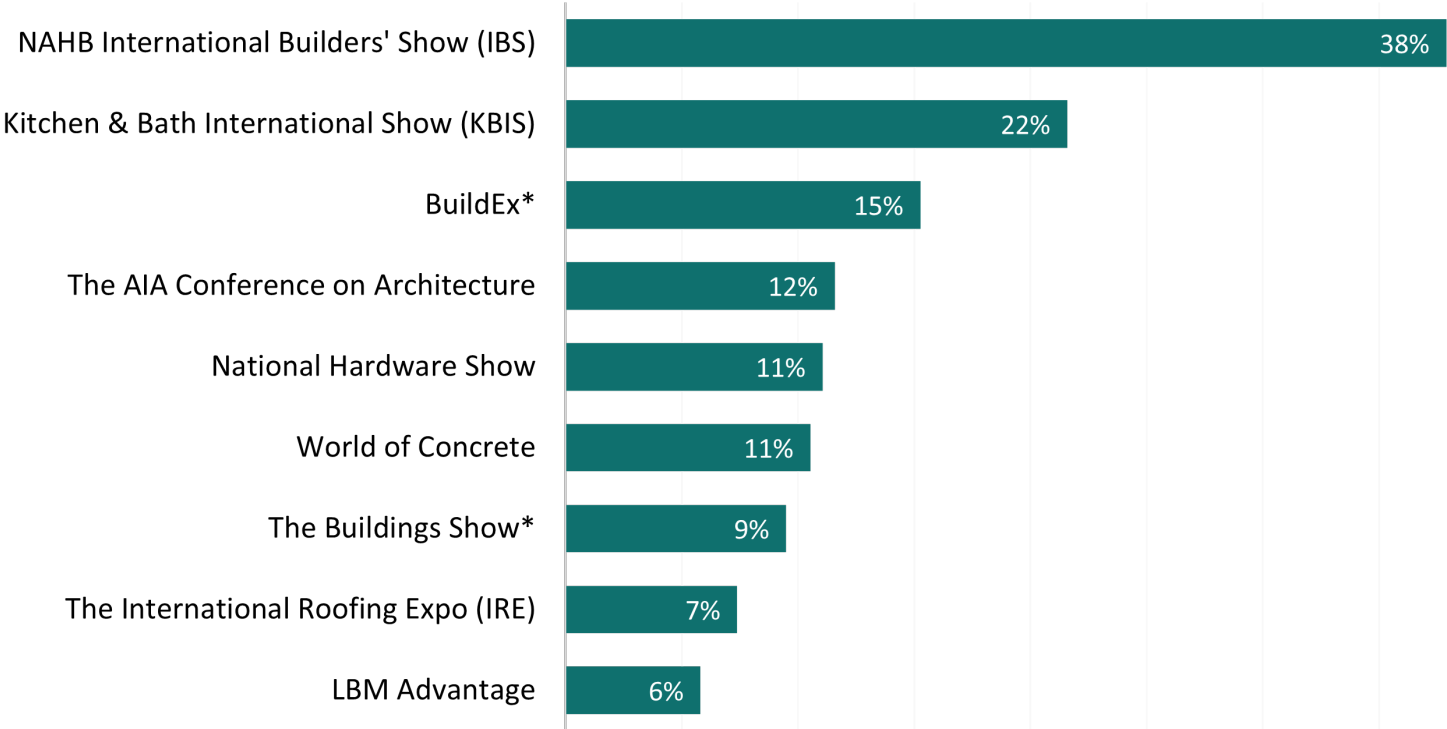
Reponses from respondents with hybrid work environments

## Where Do You Work?



## 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 dives into compensation trends for Sales Directors in the building materials industry, and the findings are eye-opening.

**A Reversed Gender Pay Gap:** Female Sales Directors are earning **3.5% more** than their male counterparts—a surprising and encouraging shift from historical trends that favor males. Comparatively, our data in the United States suggests female Sales Directors are paid nearly **30% less** than males.

**Low Pay in Quebec and the Maritimes:** The mean total compensation is more than **20% below** the national average. Even accounting for their lower cost of living, this discrepancy raises concerns about whether wages are keeping pace with the market and how it could affect talent acquisition and retention.

To everyone who took the time to complete this survey— thank you.

Your insights are what make this report possible. Together, we're bringing transparency to compensation, sparking conversations, and driving progress in our industry.

For those with questions or looking for further insights on this data, we're always happy to discuss compensation trends or talent acquisition. As specialist Recruiters in building materials, we appreciate giving back and supporting the industry's growth.



Alex Mather, Partner of Building Materials

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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**

## Searching for Premier Talent to Drive Success?

**Let's Connect**

*Prefer to call? Reach out to us at 1 (888) 504 2788*



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