

2025

HOMEBUILDING COMPENSATION REPORT

SCI saw inflation play a bigger part in base pay raises while bonuses were more muted in 2024. It was a very stable and sane market with big firms getting bigger and private builders working hard to compete. We've seen an uptick in layoffs in Q1 2025 but most firms appear to be on solid ground..

The numbers in this report reflect compensation collected between April 2024 and April 2025 for candidates working within companies or divisions delivering over 75 closings per year. The variance between markets should be no greater than 15%.

The figures are based on the middle 70% for each position with the upper 15% and lower 15% removed to provide more relevant information. Over 30 samples per role were used to ensure a proper bell curve.

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Position (Revenues)	Base Salary	Incentives (% of Base)
Regional President/COO (>\$100M)	\$312,000 - \$465,000	135% - 305%
Division President (>\$50M)	\$255,000 - \$325,000	155% - 244%
Division President (<\$50M)	\$212,000 - \$252,000	116% - 188%
Chief Financial Officer (>\$50M)	\$218,000 - \$348,000	44% - 78%
Chief Financial Officer (<\$50M)	\$194,000 - \$236,000	38% - 45%
Controller (>\$50M)	\$192,000 - \$228,000	28% - 58%
Controller (<\$50M)	\$142,000 - \$186,000	26% - 44%
Vice President of Construction (>\$50M)	\$193,000 - \$212,000	33% - 68%
Vice President of Construction (<\$50M)	\$138,000 - \$173,000	28% - 54%
Vice President of Sales & Marketing (>\$50M)	\$187,000 - \$227,000	75% - 100%
Vice President of Sales & Marketing (<\$50M)	\$122,000 - \$177,000	66% - 96%
Vice President/Director of Land Development	\$154,000 - \$195,000	38% - 44%
Land Development Manager	\$113,000 - \$144,000	18% - 36%
Site Acquisition Manager	\$124,000 - \$186,000	41% - 78%
General Sales Manager	\$94,000 - \$135,000	54% - 90%
Marketing Manager	\$82,000 - \$144,000	20% - 35%
Purchasing Director	\$125,000 - \$178,000	35% - 45%
Production/Area Construction Manager	\$98,000 - \$142,000	33% - 55%