



# **The Home Builder Compensation Survey Results for Online Sales**

**May 2024**

**Compiled By: Sara Williams**

# RESPONSES

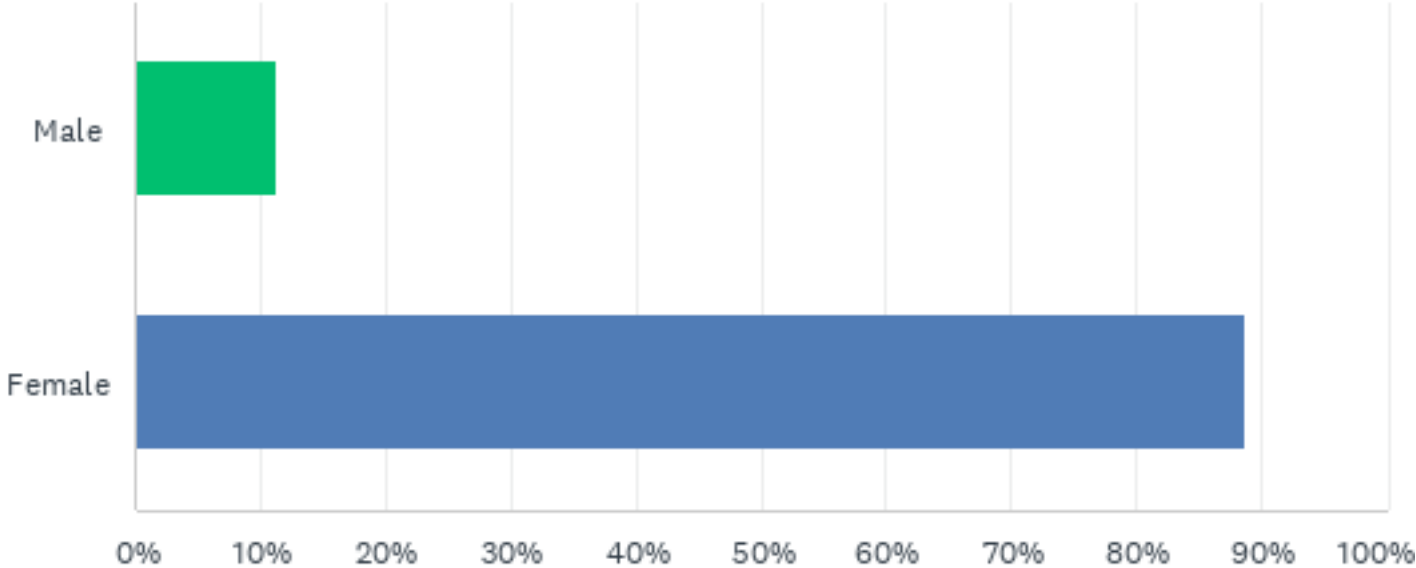
## 91 Total Responses

OSC role responses: **44** (this report is a summary of just OSC responses)

Complete Responses: 91

# Q1: Gender: How do you identify?

Answered: 44 Skipped: 0



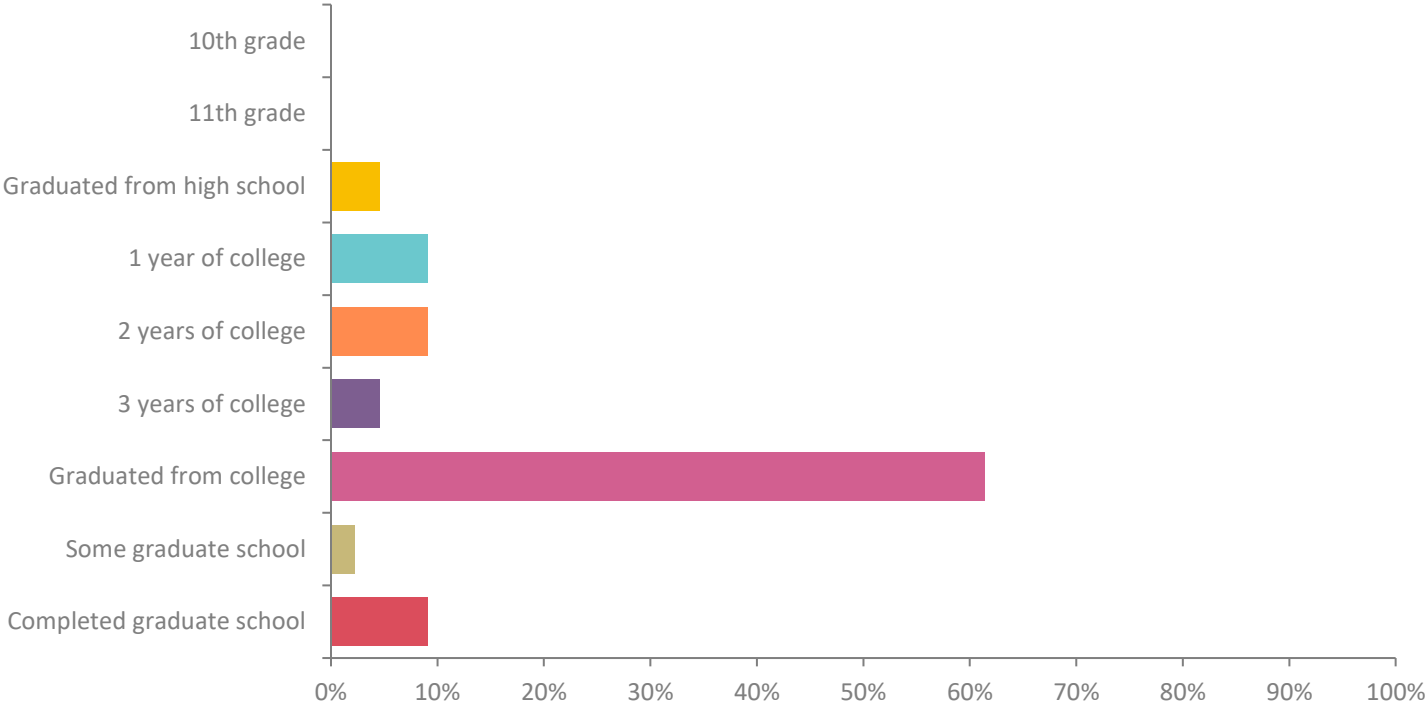
# Q1: Gender: How do you identify?

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Male	11.36%	5
Female	88.64%	39
Total Respondents: 44		

# Q2: What is the highest level of education you have completed?

Answered: 44 Skipped: 0



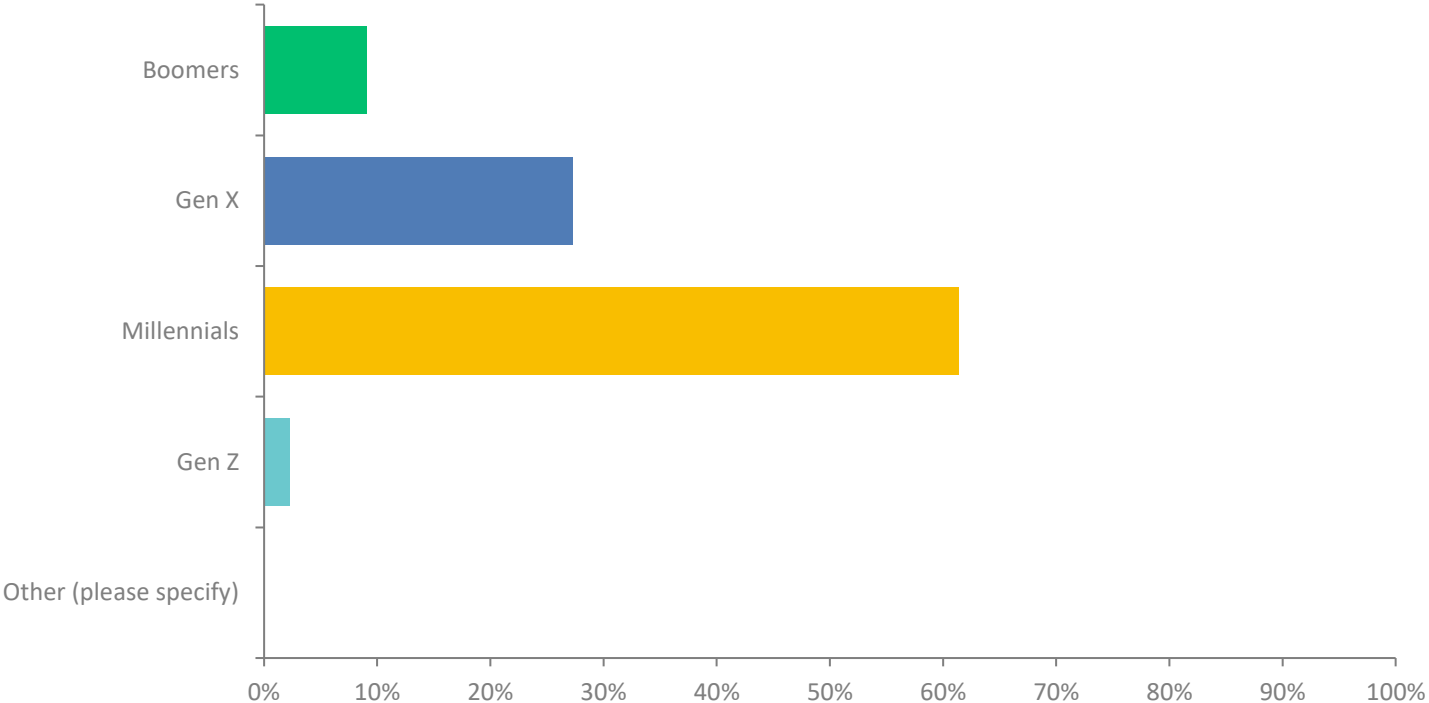
## Q2: What is the highest level of education you have completed?

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
10th grade	0%	0
11th grade	0%	0
Graduated from high school	4.55%	2
1 year of college	9.09%	4
2 years of college	9.09%	4
3 years of college	4.55%	2
Graduated from college	61.36%	27
Some graduate school	2.27%	1
Completed graduate school	9.09%	4
TOTAL		44

# Q3: What generation do you identify with?

Answered: 44 Skipped: 0



### Q3: What generation do you identify with?

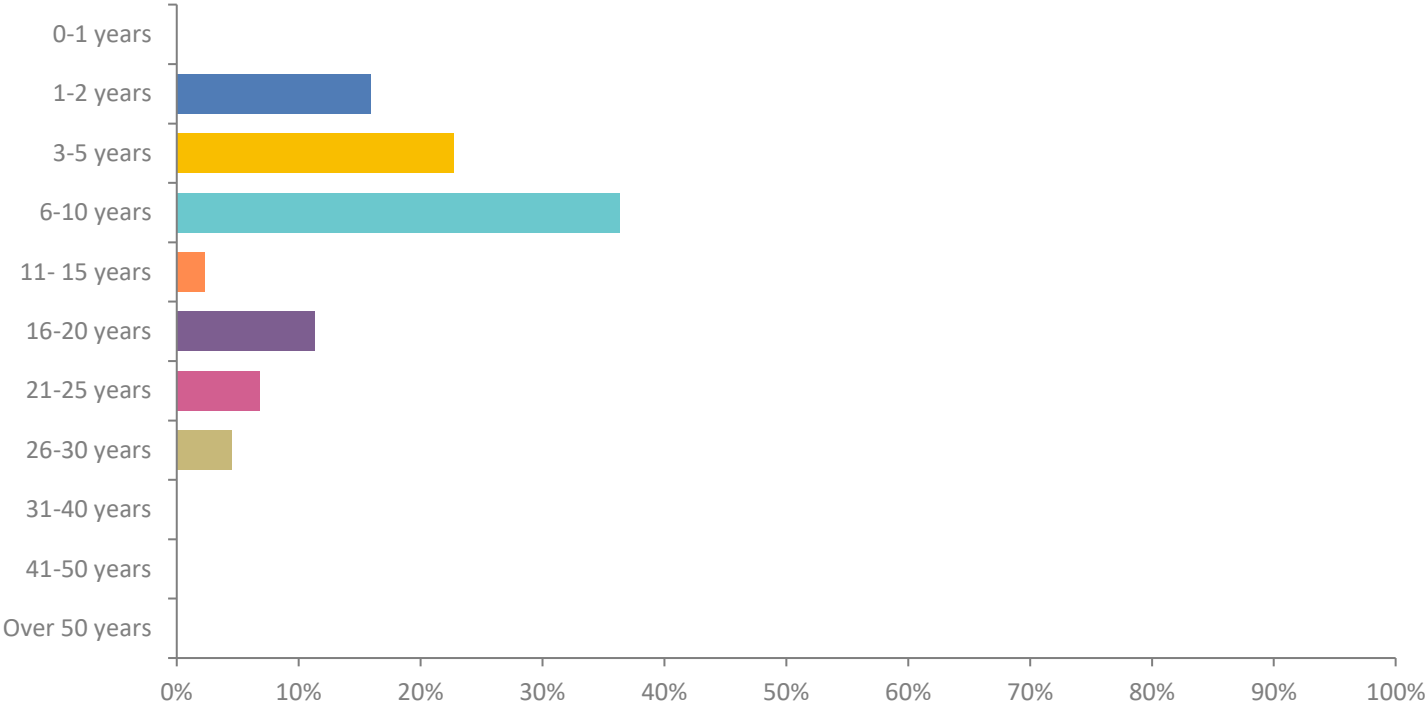
Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Boomers	9.09%	4
Gen X	27.27%	12
Millennials	61.36%	27
Gen Z	2.27%	1
Other (please specify)	0%	0
TOTAL		44



# Q4: How long have you worked in the new home industry (in years)?

Answered: 44 Skipped: 0



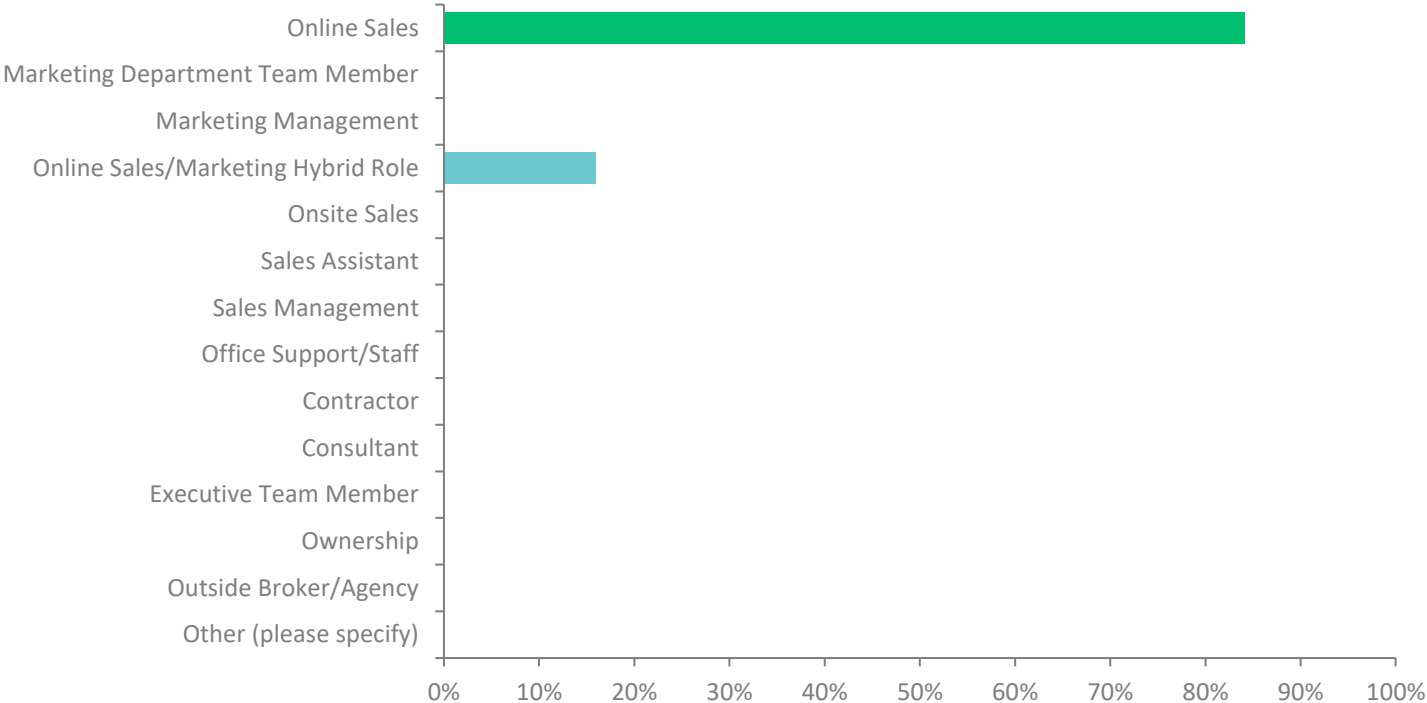
## Q4: How long have you worked in the new home industry (in years)?

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
0-1 years	0%	0
1-2 years	15.91%	7
3-5 years	22.73%	10
6-10 years	36.36%	16
11- 15 years	2.27%	1
16-20 years	11.36%	5
21-25 years	6.82%	3
26-30 years	4.55%	2
31-40 years	0%	0
41-50 years	0%	0
Over 50 years	0%	0
TOTAL		44

# Q5: What is your role for your home builder?

Answered: 44 Skipped: 0



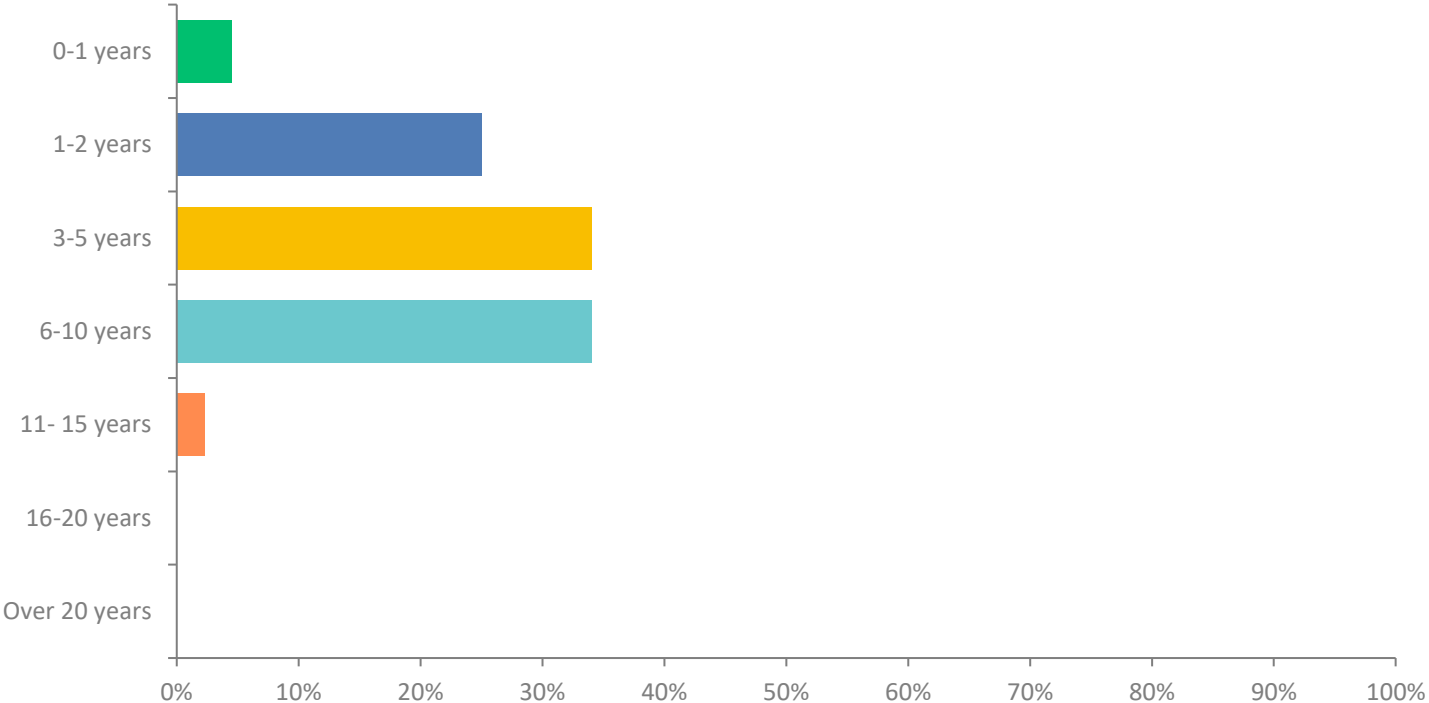
# Q5: What is your role for your home builder?

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Online Sales	84.09%	37
Marketing Department Team Member	0%	0
Marketing Management	0%	0
Online Sales/Marketing Hybrid Role	15.91%	7
Onsite Sales	0%	0
Sales Assistant	0%	0
Sales Management	0%	0
Office Support/Staff	0%	0
Contractor	0%	0
Consultant	0%	0
Executive Team Member	0%	0
Ownership	0%	0
Outside Broker/Agency	0%	0
Other (please specify)	0%	0
TOTAL		44

# Q6: How long have you been in your current role? (in years)

Answered: 44 Skipped: 0



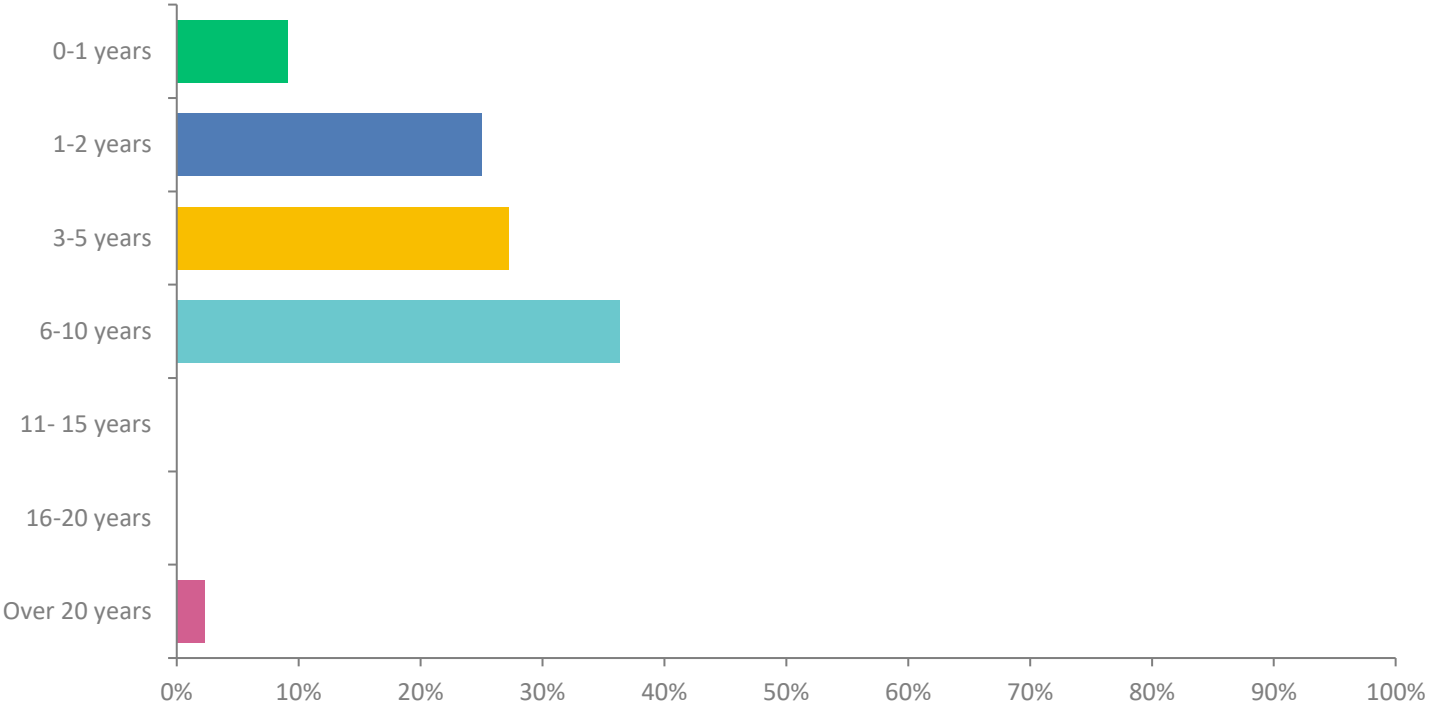
## Q6: How long have you been in your current role? (in years)

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
0-1 years	4.55%	2
1-2 years	25.00%	11
3-5 years	34.09%	15
6-10 years	34.09%	15
11- 15 years	2.27%	1
16-20 years	0%	0
Over 20 years	0%	0
TOTAL		44

# Q7: How long have you worked for your current home builder (in years)?

Answered: 44 Skipped: 0



# Q7: How long have you worked for your current home builder (in years)?

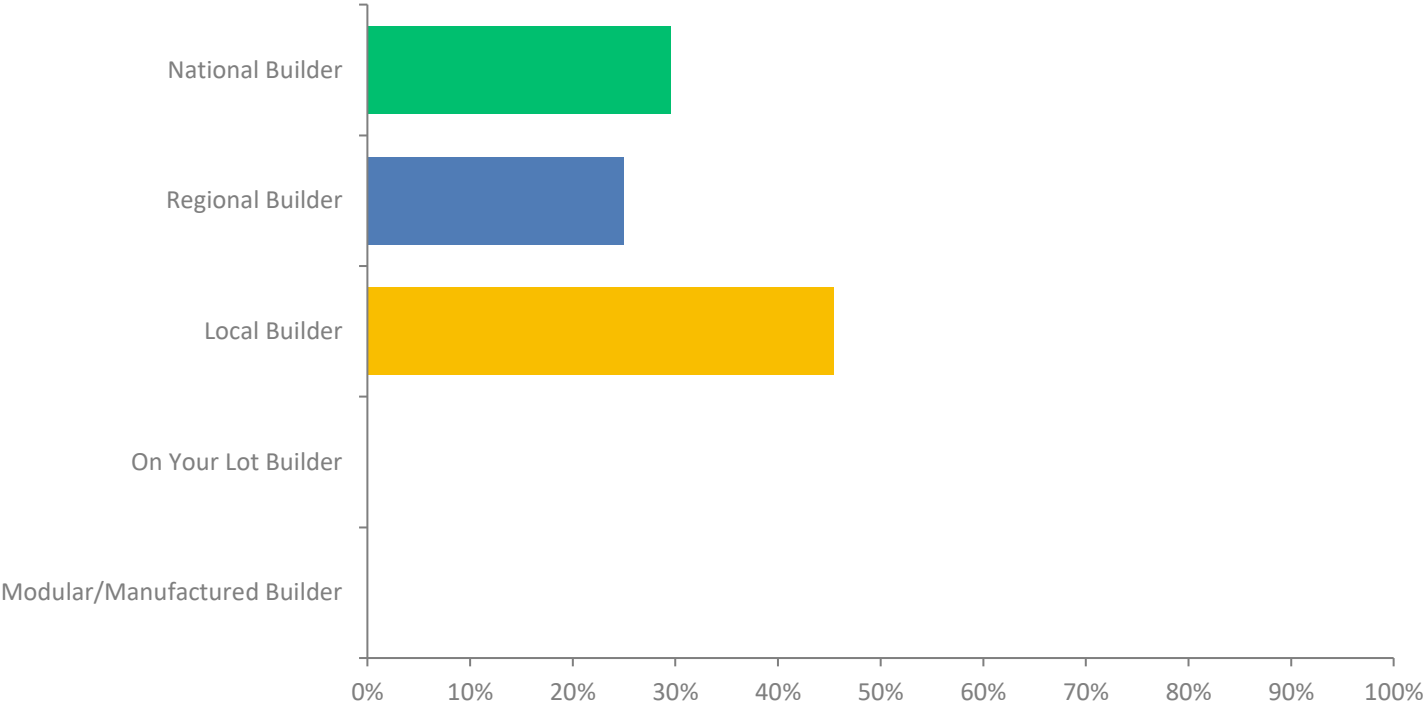
Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
0-1 years	9.09%	4
1-2 years	25.00%	11
3-5 years	27.27%	12
6-10 years	36.36%	16
11- 15 years	0%	0
16-20 years	0%	0
Over 20 years	2.27%	1
TOTAL		44



# Q8: How would you describe your builder?

Answered: 44 Skipped: 0



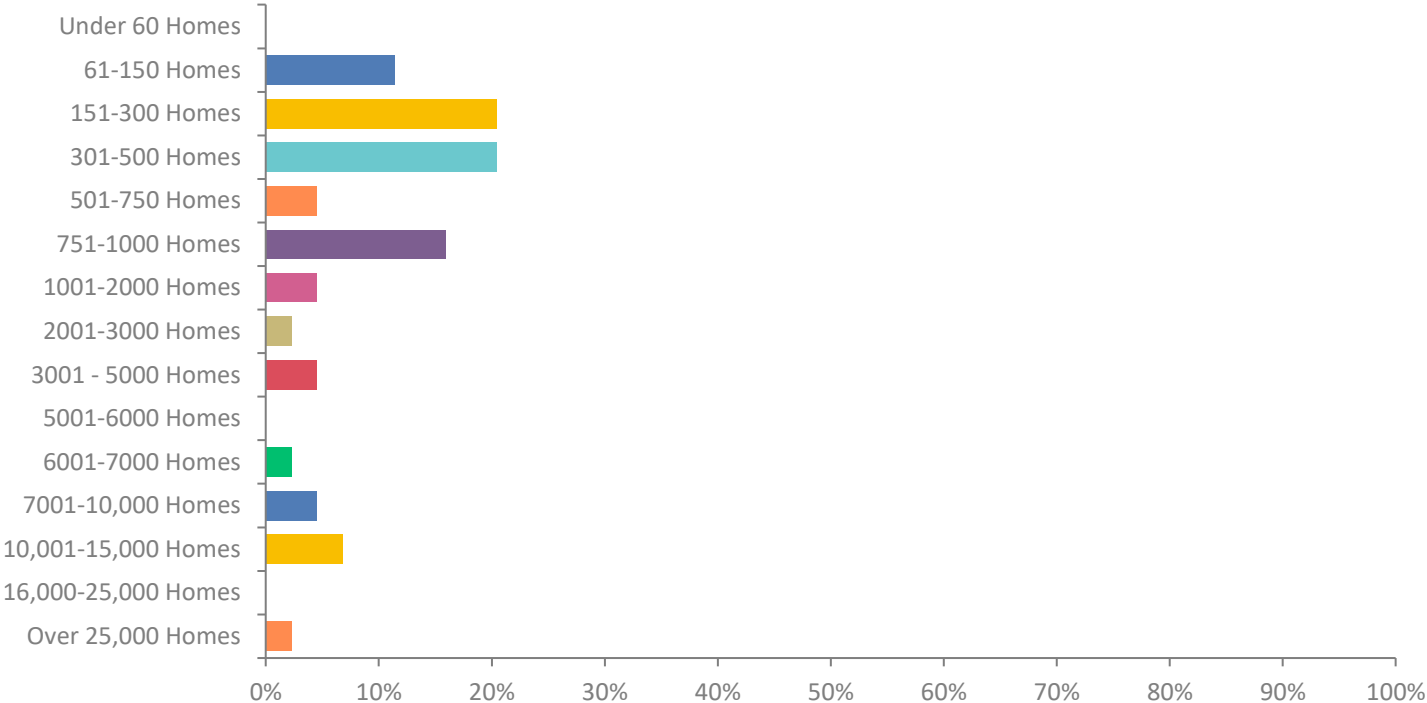
# Q8: How would you describe your builder?

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
National Builder	29.55%	13
Regional Builder	25.00%	11
Local Builder	45.45%	20
On Your Lot Builder	0%	0
Modular/Manufactured Builder	0%	0
TOTAL		44

# Q9: How many homes a year does your builder close? (across the country)

Answered: 44   Skipped: 0



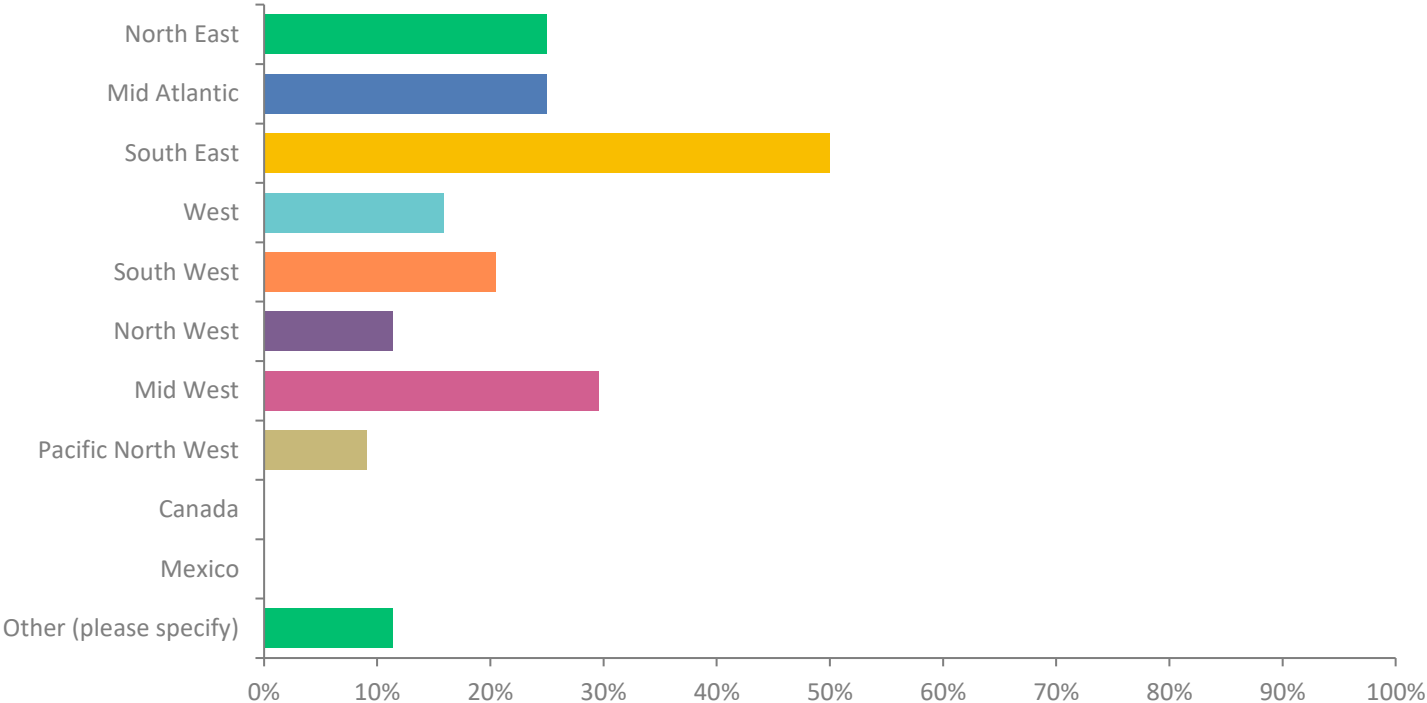
## Q9: How many homes a year does your builder close? (across the country)

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Under 60 Homes	0%	0
61-150 Homes	11.36%	5
151-300 Homes	20.45%	9
301-500 Homes	20.45%	9
501-750 Homes	4.55%	2
751-1000 Homes	15.91%	7
1001-2000 Homes	4.55%	2
2001-3000 Homes	2.27%	1
3001 - 5000 Homes	4.55%	2
5001-6000 Homes	0%	0
6001-7000 Homes	2.27%	1
7001-10,000 Homes	4.55%	2
10,001-15,000 Homes	6.82%	3
16,000-25,000 Homes	0%	0
Over 25,000 Homes	2.27%	1
TOTAL		44

# Q10: What part of the country does your home builder serve? (pick all that apply)

Answered: 44 Skipped: 0



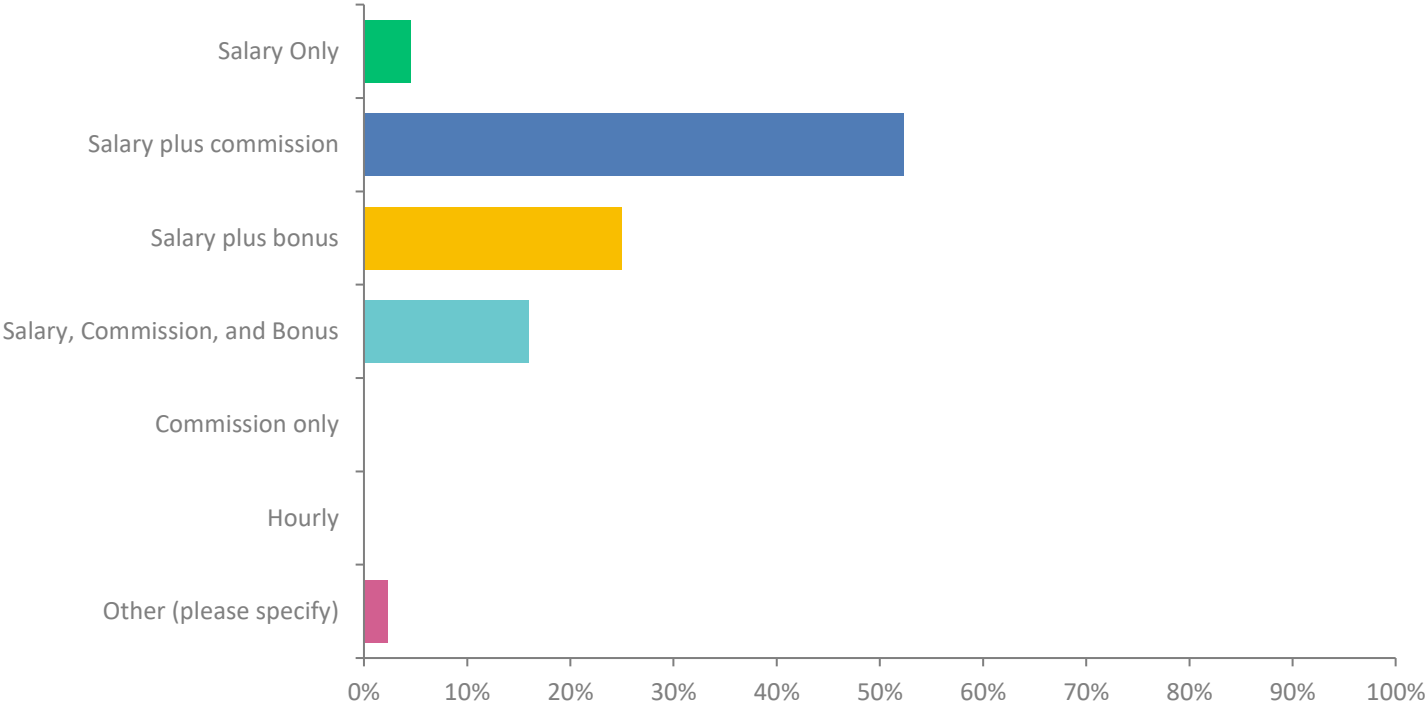
# Q10: What part of the country does your home builder serve? (pick all that apply)

Answered: 44 Skipped: 0

ANSWER CHOICES	RESPONSES	
North East	25.00%	11
Mid Atlantic	25.00%	11
South East	50.0%	22
West	15.91%	7
South West	20.45%	9
North West	11.36%	5
Mid West	29.55%	13
Pacific North West	9.09%	4
Canada	0%	0
Mexico	0%	0
Other (please specify)	11.36%	5
TOTAL		87

# Q11: How do you get paid?

Answered: 44 Skipped: 0



# Q11: How do you get paid?

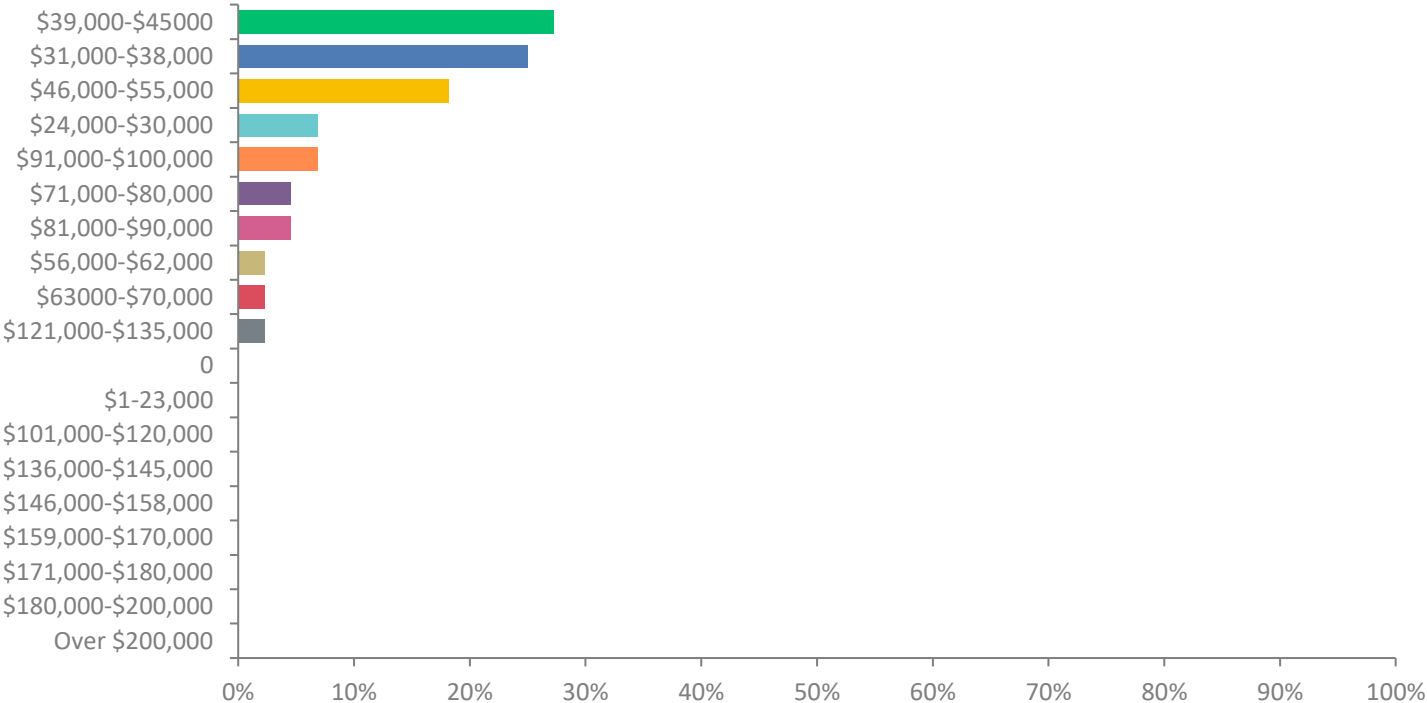
Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Salary Only	4.55%	2
Salary plus commission	52.27%	23
Salary plus bonus	25.00%	11
Salary, Commission, and Bonus	15.91%	7
Commission only	0%	0
Hourly	0%	0
Other (please specify)	2.27%	1
TOTAL		44



# Q12: What is your Base Salary? (in thousands US Dollars) Select zero if you don't get paid a salary.

Answered: 44 Skipped: 0



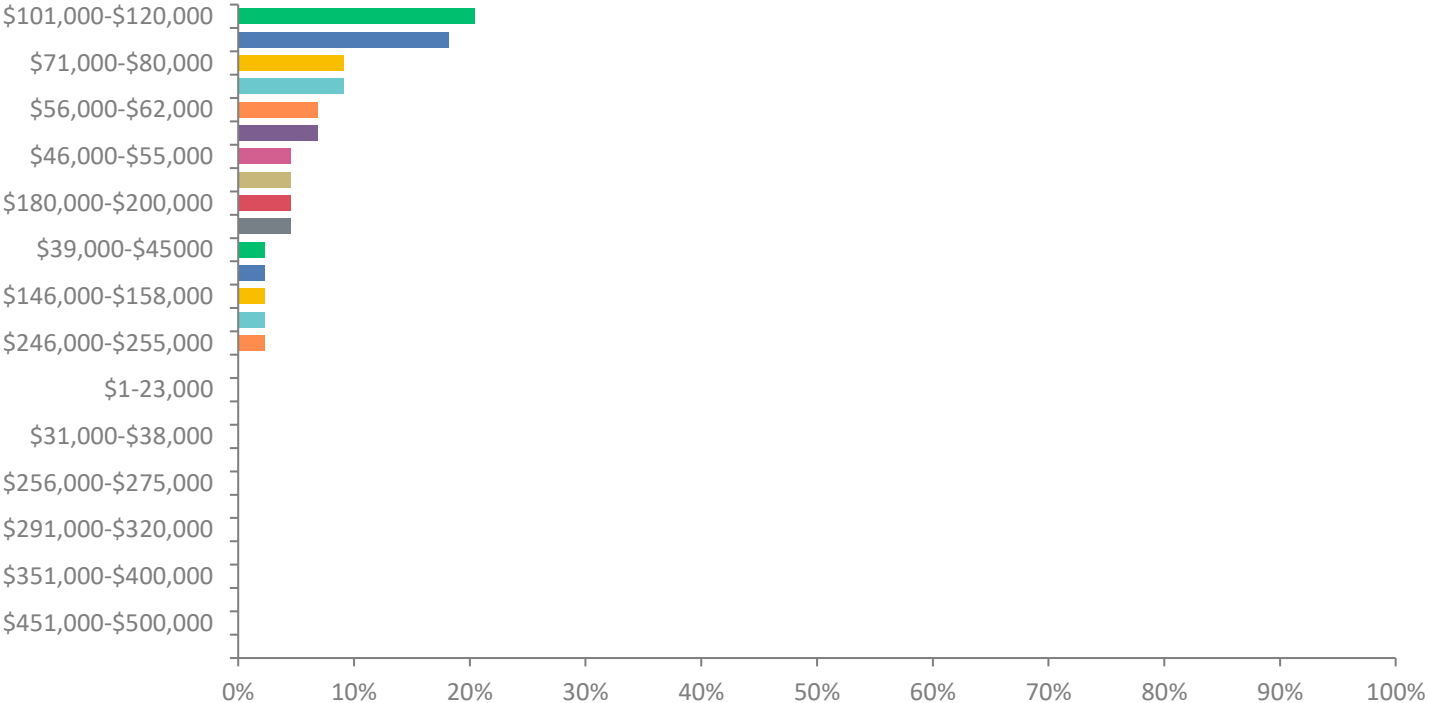
# Q12: What is your Base Salary? (in thousands US Dollars) Select zero if you don't get paid a salary.

Answered: 44    Skipped: 0

ANSWER CHOICES	RESPONSES	
\$39,000-\$45000	27.27%	12
\$31,000-\$38,000	25.00%	11
\$46,000-\$55,000	18.18%	8
\$24,000-\$30,000	6.82%	3
\$91,000-\$100,000	6.82%	3
\$71,000-\$80,000	4.55%	2
\$81,000-\$90,000	4.55%	2
\$56,000-\$62,000	2.27%	1
\$63000-\$70,000	2.27%	1
\$121,000-\$135,000	2.27%	1
0	0%	0
\$1-23,000	0%	0
\$101,000-\$120,000	0%	0
\$136,000-\$145,000	0%	0
\$146,000-\$158,000	0%	0
\$159,000-\$170,000	0%	0
\$171,000-\$180,000	0%	0
\$180,000-\$200,000	0%	0
Over \$200,000	0%	0
TOTAL		44

**Q13: What is your yearly GROSS income from working with your company? Please include commission, bonus, salary, etc. (in thousands US Dollars).**

Answered: 44 Skipped: 0



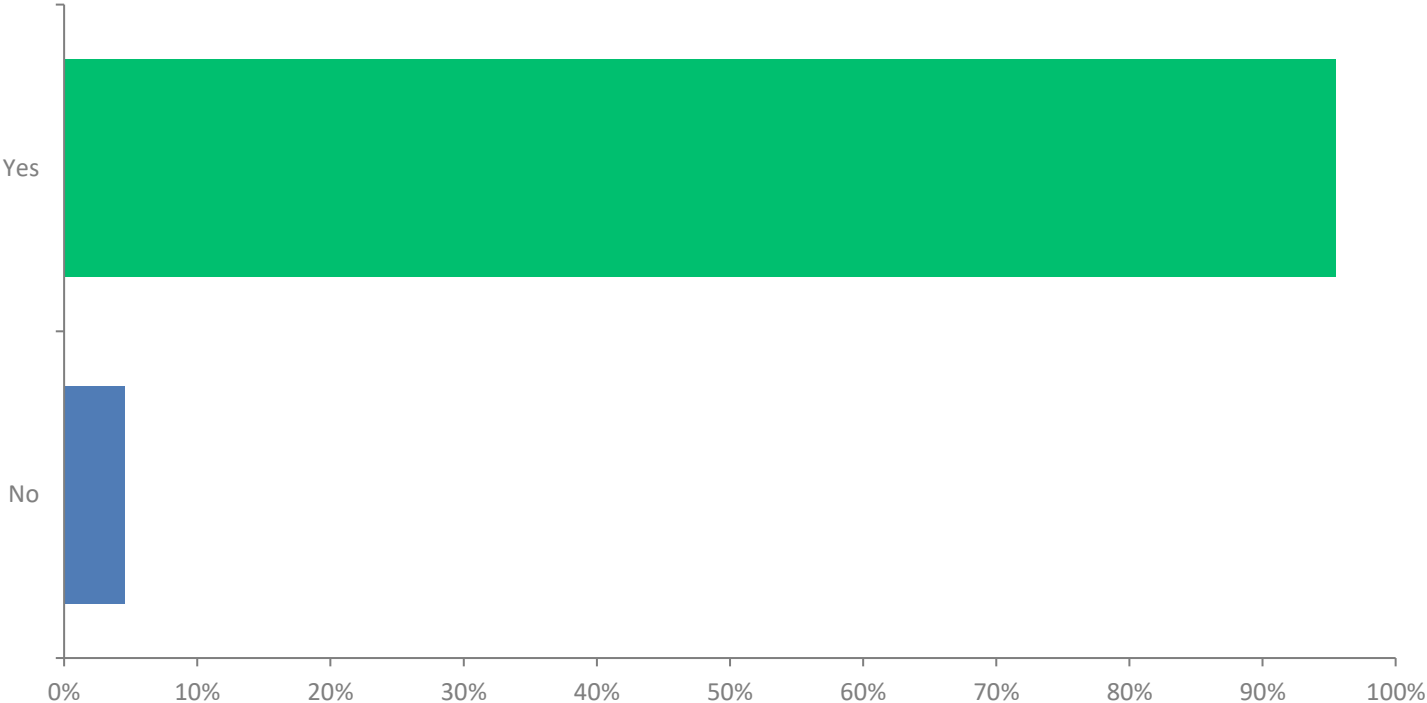
# Q13: What is your yearly GROSS income from working with your company? Please include commission, bonus, salary, etc. (in thousands US Dollars).

Answered: 44    Skipped: 0

ANSWER CHOICES	RESPONSES	
\$101,000-\$120,000	20.45%	9
\$81,000-\$90,000	18.18%	8
\$71,000-\$80,000	9.09%	4
\$121,000-\$135,000	9.09%	4
\$56,000-\$62,000	6.82%	3
\$136,000-\$145,000	6.82%	3
\$46,000-\$55,000	4.55%	2
\$91,000-\$100,000	4.55%	2
\$180,000-\$200,000	4.55%	2
\$201,000- \$245,000	4.55%	2
\$39,000-\$45000	2.27%	1
\$63000-\$70,000	2.27%	1
\$146,000-\$158,000	2.27%	1
\$171,000-\$180,000	2.27%	1
\$246,000-\$255,000	2.27%	1
\$351,000-\$400,000	0%	0
\$401,000-\$450,000	0%	0
\$451,000-\$500,000	0%	0
Over \$500,000	0%	0
TOTAL	44	

# Q14: Do you receive health benefits?

Answered: 44 Skipped: 0



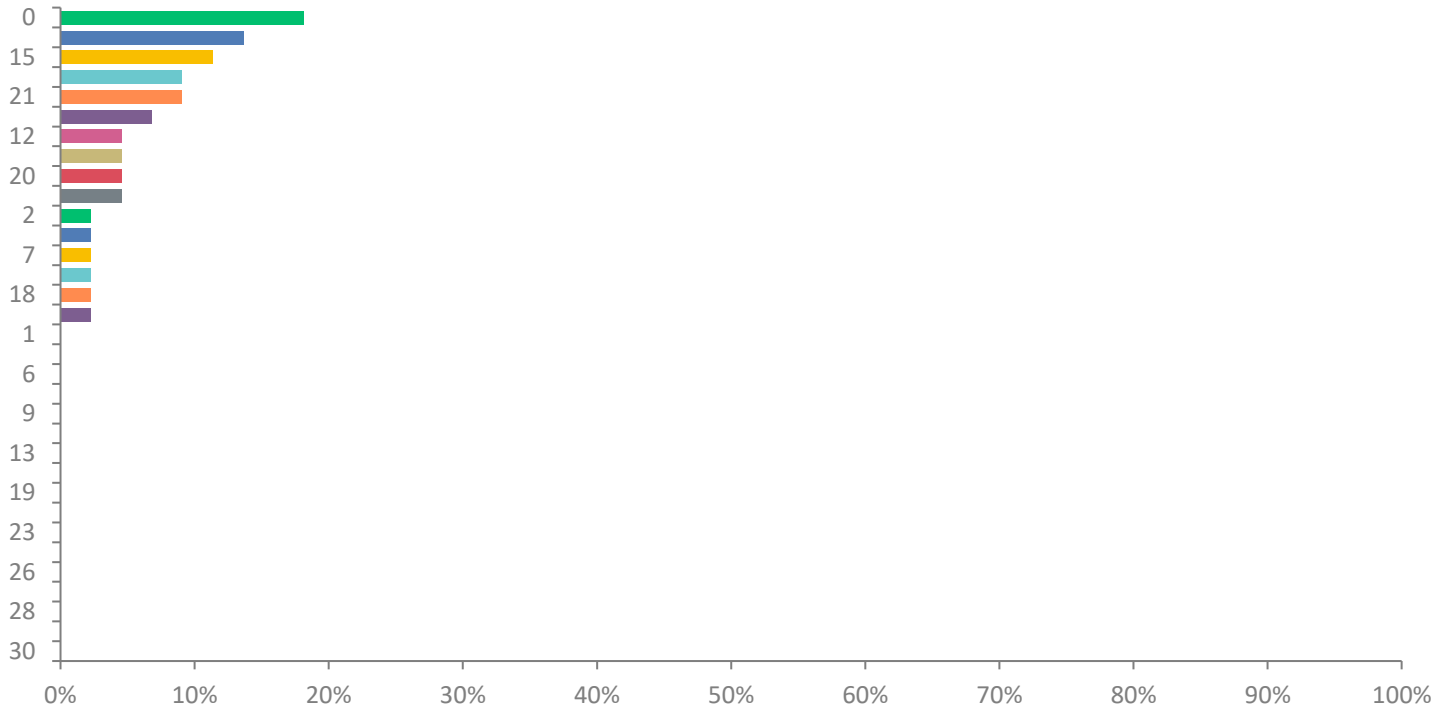
# Q14: Do you receive health benefits?

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	95.45%	42
No	4.55%	2
TOTAL		44

# Q15: How many sick or PTO days do you receive (vacation days will be asked about in a later question)?

Answered: 44 Skipped: 0



# Q15: How many sick or PTO days do you receive (vacation days will be asked about in a later question)?

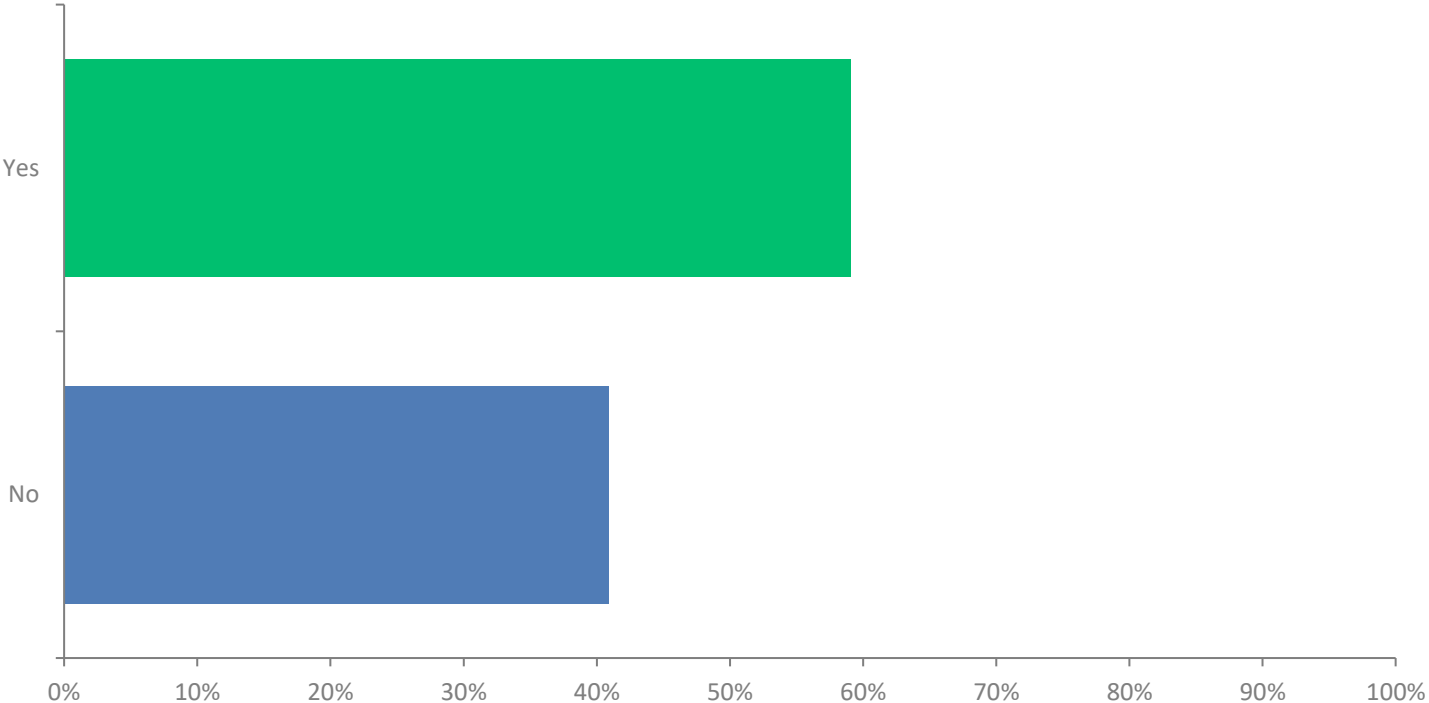
Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
0	18.18%	8
10	13.64%	6
15	11.36%	5
5	9.09%	4
21	9.09%	4
Unlimited	6.82%	3
12	4.55%	2
14	4.55%	2
20	4.55%	2
Over 30	4.55%	2
2	2.27%	1
3	2.27%	1
7	2.27%	1
16	2.27%	1
18	2.27%	1
24	2.27%	1
TOTAL		44



# Q16: Do you receive PAID maternal, paternal, or family leave?

Answered: 44 Skipped: 0



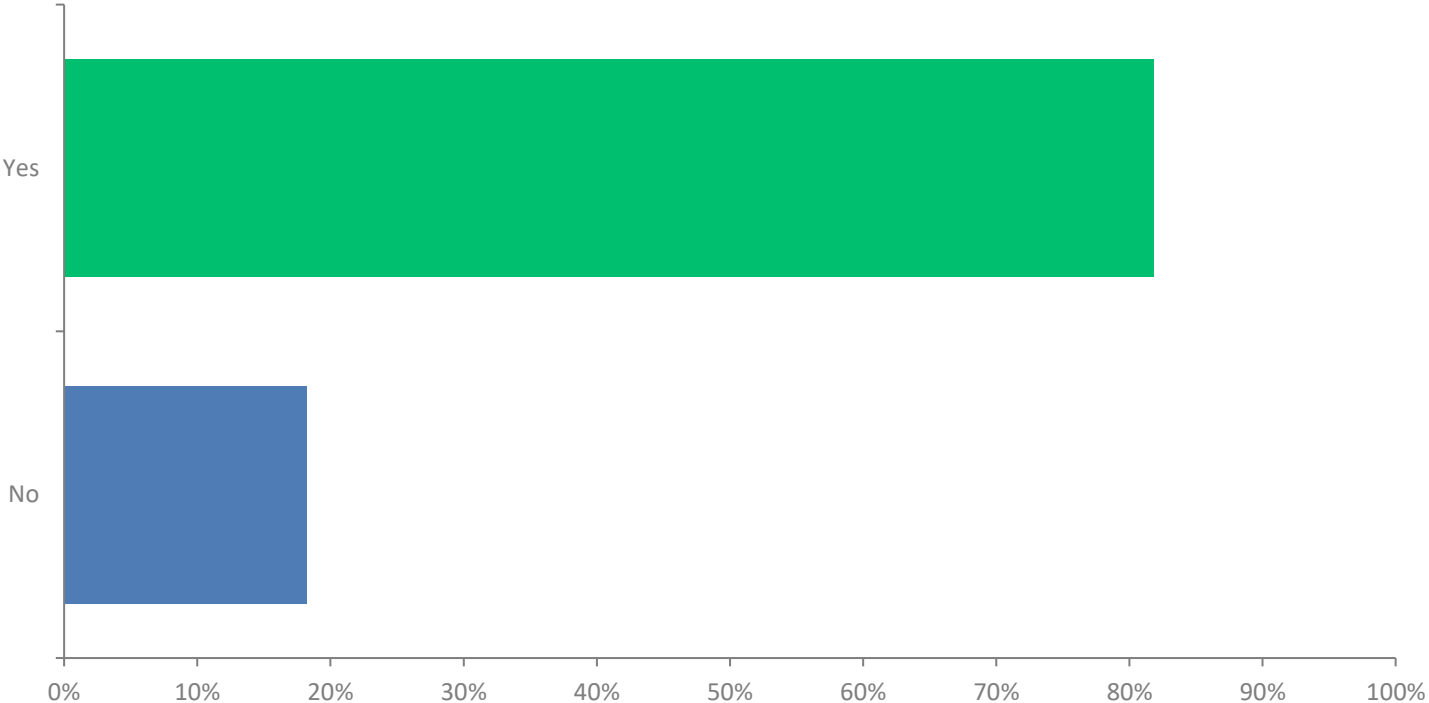
# Q16: Do you receive PAID maternal, paternal, or family leave?

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	59.09%	26
No	40.91%	18
TOTAL		44

**Q17: Are you compensated for your cell phone in any way (given a phone, pay a portion of the bill, etc)?**

Answered: 44 Skipped: 0



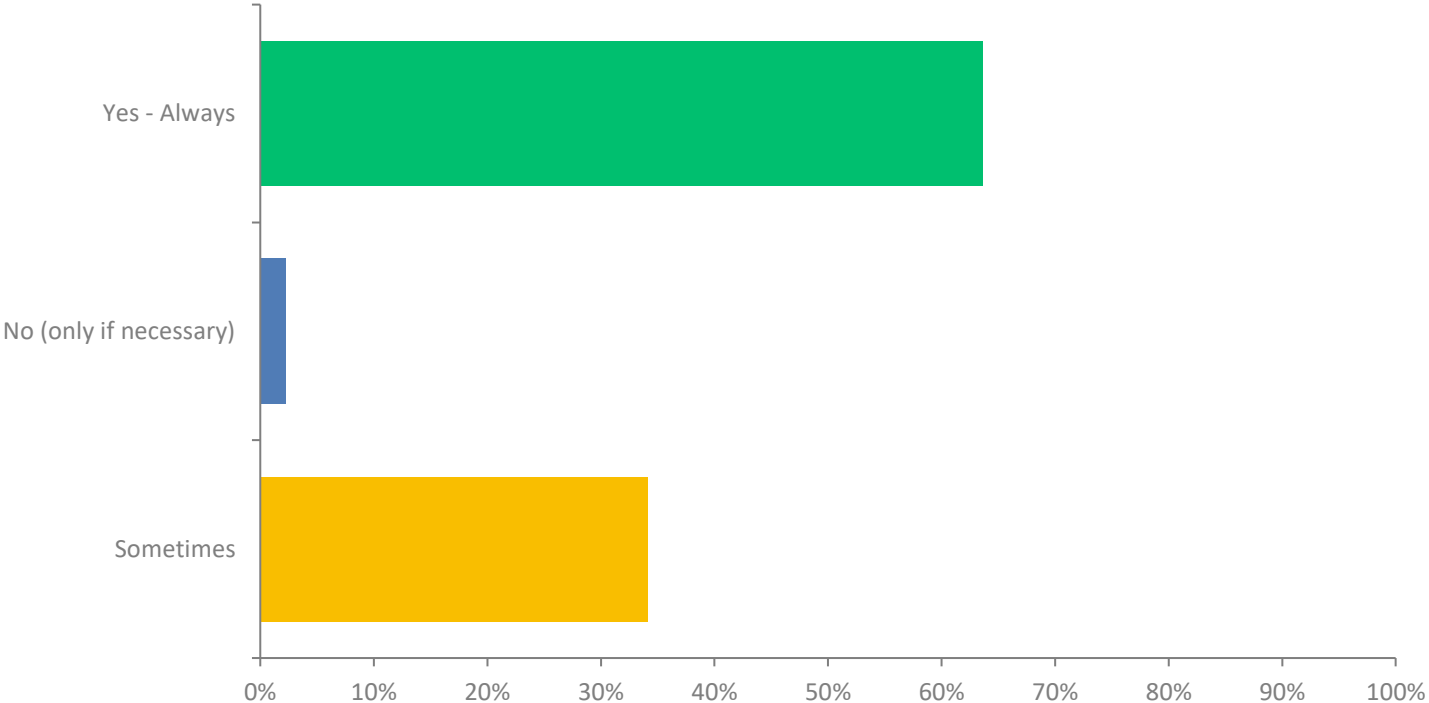
**Q17: Are you compensated for your cell phone in any way (given a phone, pay a portion of the bill, etc)?**

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	81.82%	36
No	18.18%	8
TOTAL		44

# Q18: Do you work from home?

Answered: 44 Skipped: 0



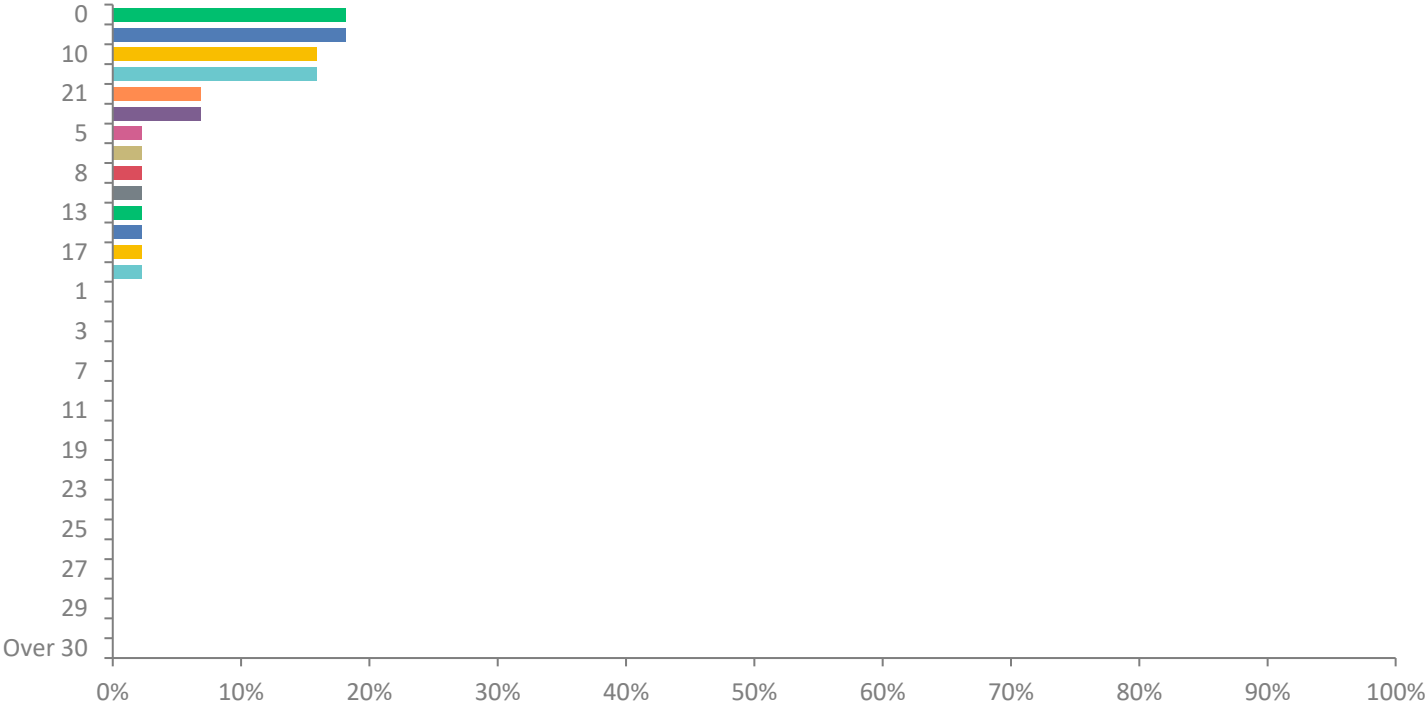
# Q18: Do you work from home?

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes - Always	63.64%	28
No (only if necessary)	2.27%	1
Sometimes	34.09%	15
TOTAL		44

# Q19: How many PAID vacation days do you receive?

Answered: 44 Skipped: 0



# Q19: How many PAID vacation days do you receive?

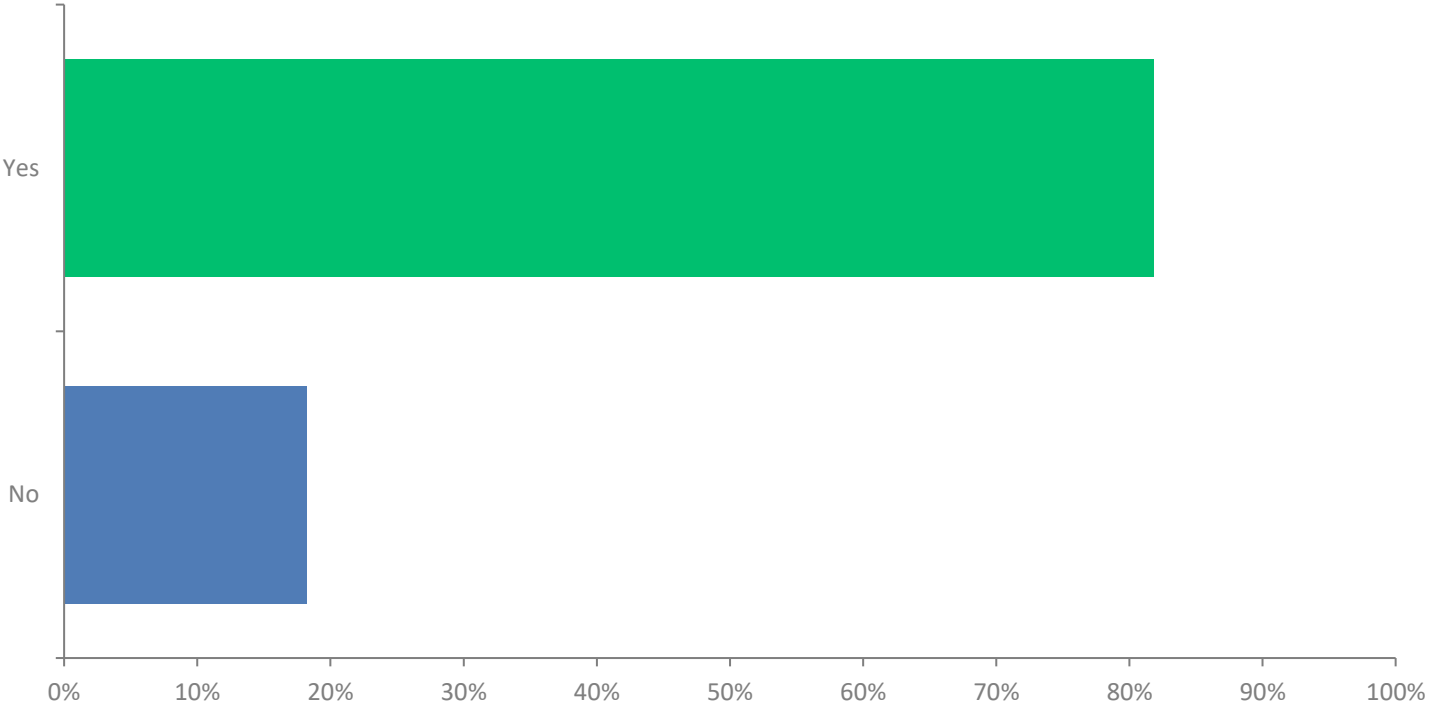
Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
0	18.18%	8
14	18.18%	8
10	15.91%	7
15	15.91%	7
21	6.82%	3
Unlimited	6.82%	3
5	2.27%	1
6	2.27%	1
8	2.27%	1
12	2.27%	1
13	2.27%	1
16	2.27%	1
17	2.27%	1
20	2.27%	1
TOTAL		44



# Q20: Do you receive 401K, retirement, and/or stock options?

Answered: 44 Skipped: 0



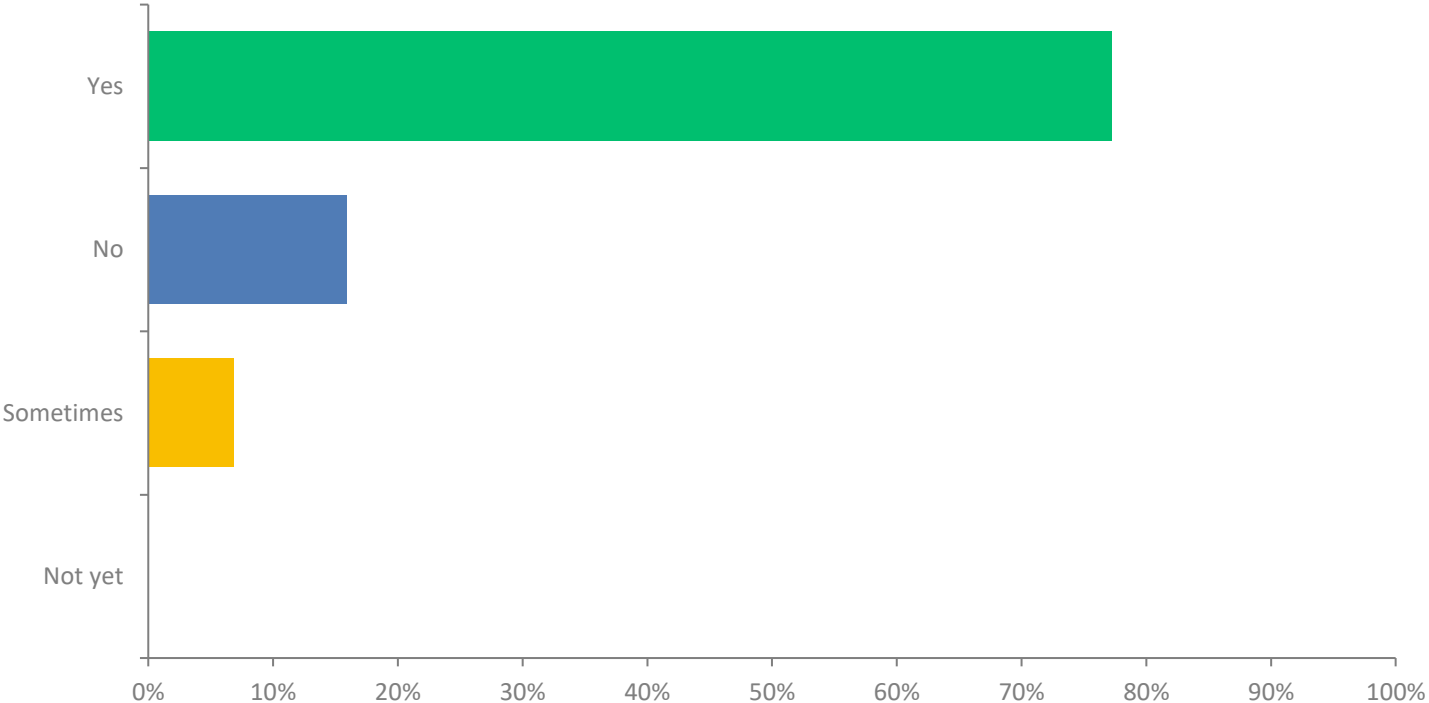
## Q20: Do you receive 401K, retirement, and/or stock options?

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	81.82%	36
No	18.18%	8
TOTAL		44

# Q21: Do you receive quarterly or annual reviews by your company?

Answered: 44 Skipped: 0



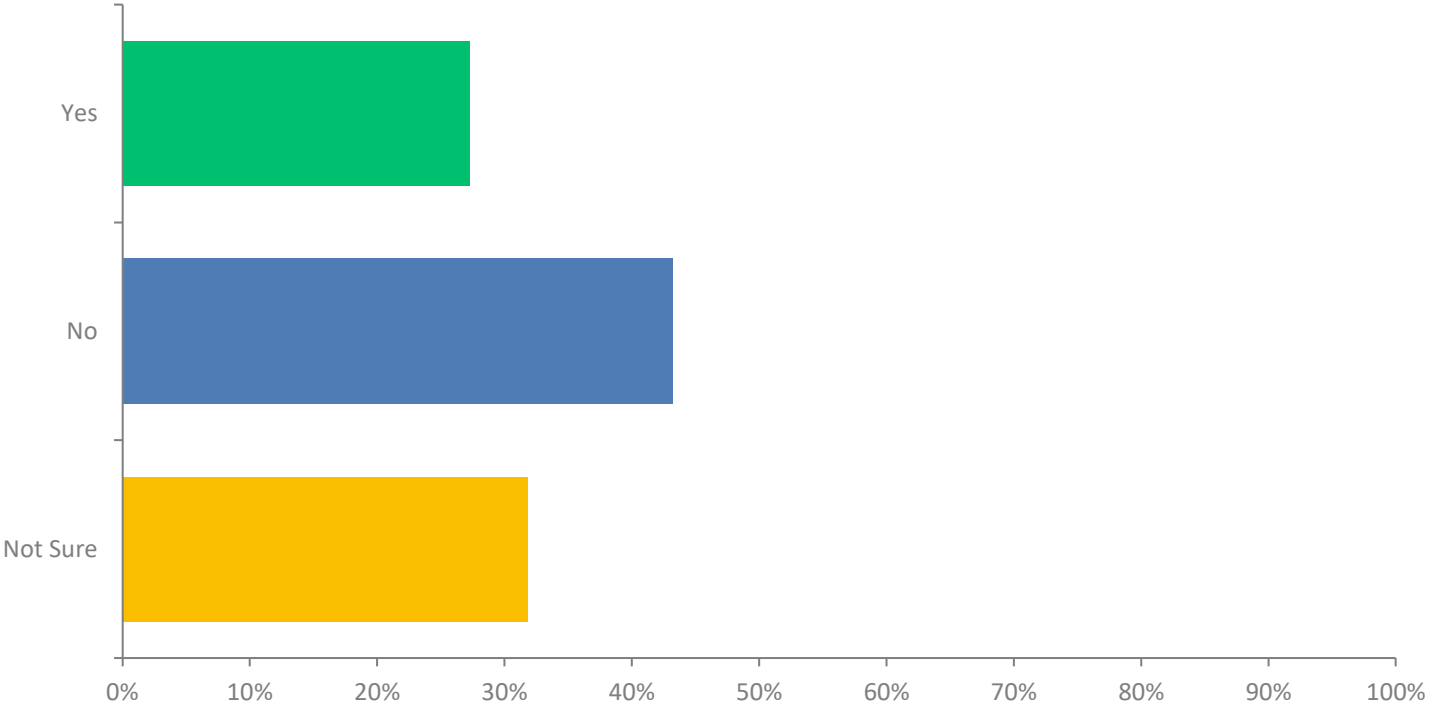
# Q21: Do your receive quarterly or annual reviews by your company?

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	77.27%	34
No	15.91%	7
Sometimes	6.82%	3
Not yet	0%	0
TOTAL		44

# Q22: Do you or will you receive a cost of living raise?

Answered: 44 Skipped: 0



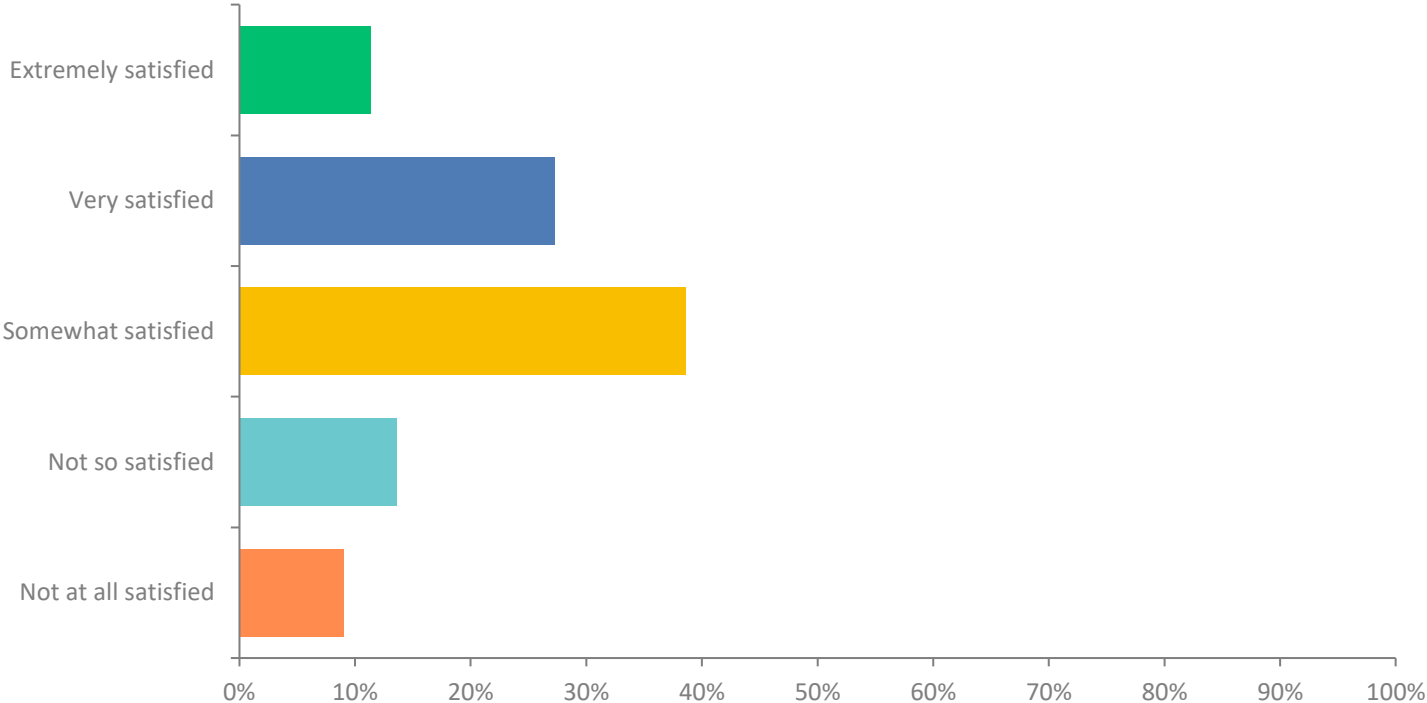
## Q22: Do you or will you receive a cost of living raise?

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	27.27%	12
No	43.18%	19
Not Sure	31.82%	14
TOTAL		45

# Q23: How satisfied are you with your overall compensation?

Answered: 44 Skipped: 0



# Q23: How satisfied are you with your overall compensation?

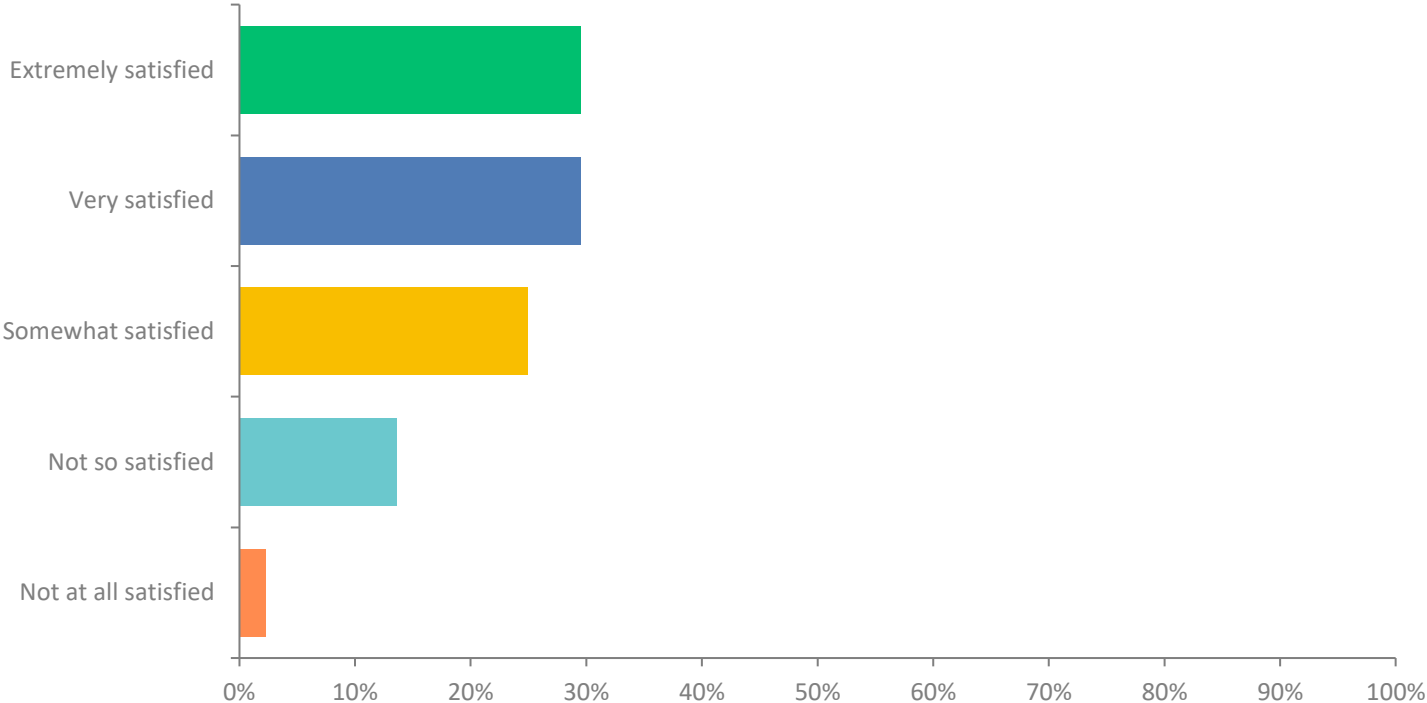
Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Extremely satisfied	11.36%	5
Very satisfied	27.27%	12
Somewhat satisfied	38.64%	17
Not so satisfied	13.64%	6
Not at all satisfied	9.09%	4
TOTAL		44



# Q24: Overall, how satisfied are you with the benefits package that your company offers?

Answered: 44 Skipped: 0



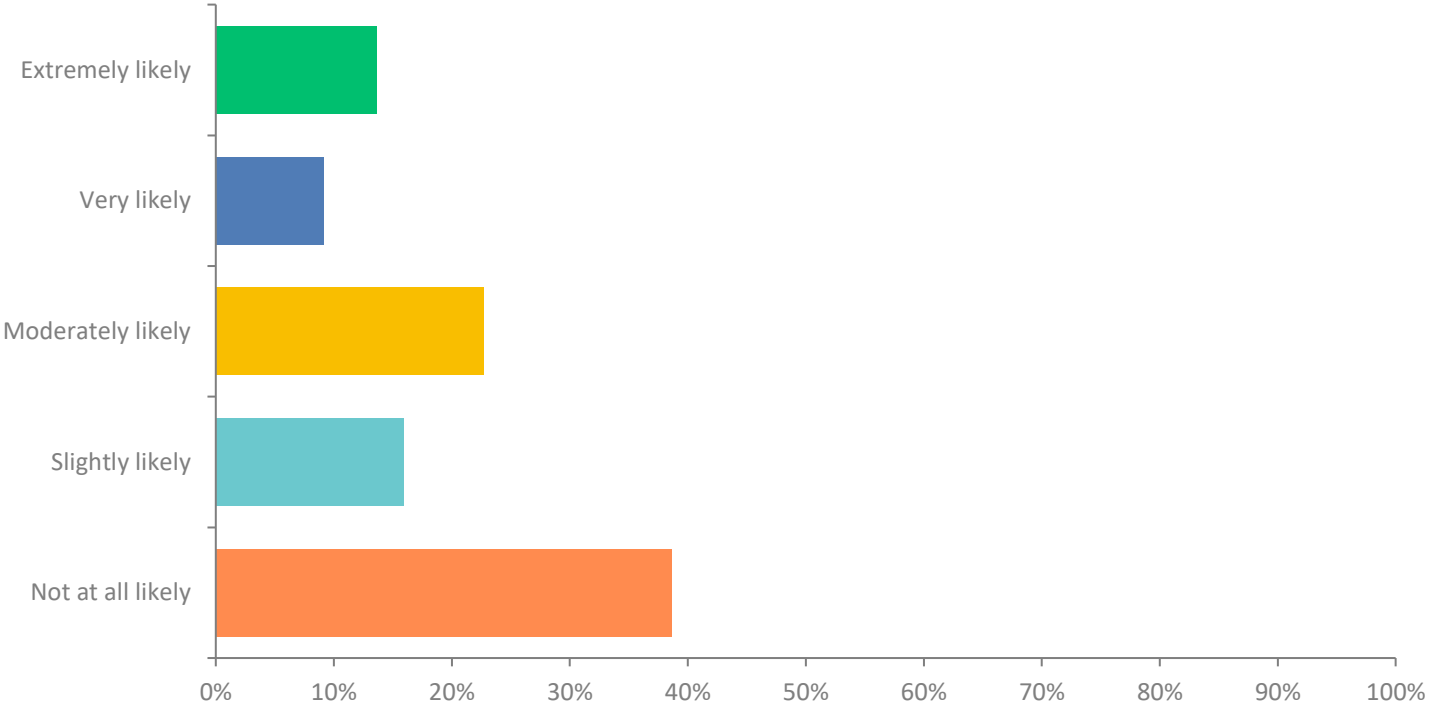
# Q24: Overall, how satisfied are you with the benefits package that your company offers?

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Extremely satisfied	29.55%	13
Very satisfied	29.55%	13
Somewhat satisfied	25.00%	11
Not so satisfied	13.64%	6
Not at all satisfied	2.27%	1
TOTAL		44

# Q26: How likely are you to search for a new job in the next 6 months?

Answered: 44 Skipped: 0



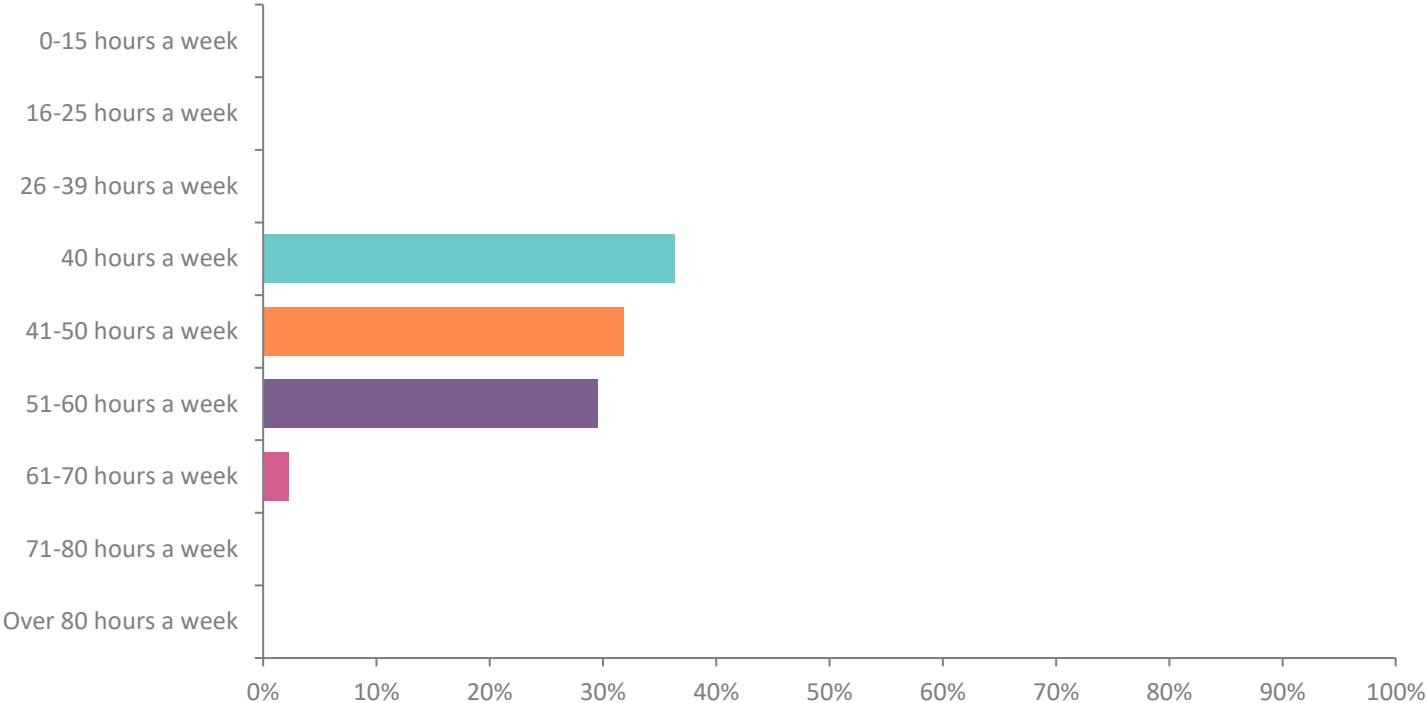
# Q26: How likely are you to search for a new job in the next 6 months?

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Extremely likely	13.64%	6
Very likely	9.09%	4
Moderately likely	22.73%	10
Slightly likely	15.91%	7
Not at all likely	38.64%	17
TOTAL		44

# Q27: On average, how many hours a week do you currently work?

Answered: 44 Skipped: 0



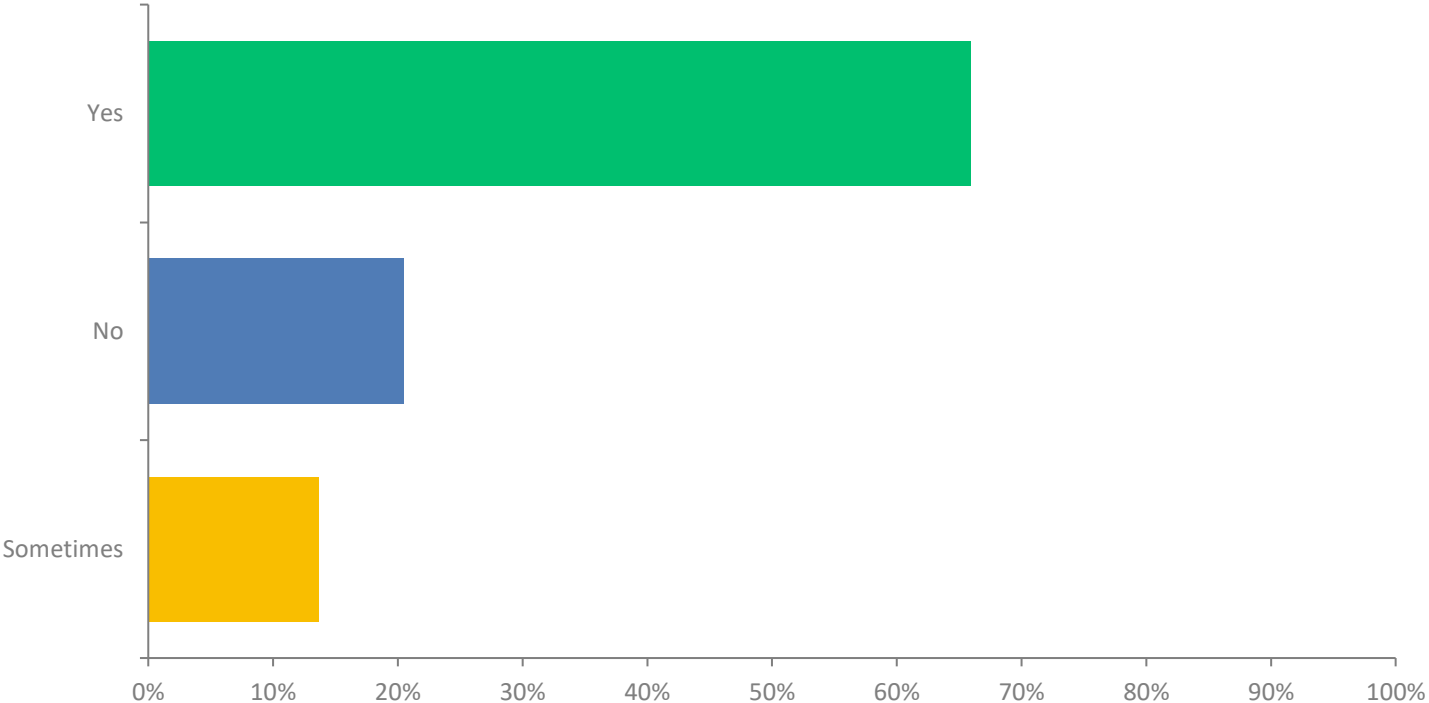
## Q27: On average, how many hours a week do you currently work?

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
0-15 hours a week	0%	0
16-25 hours a week	0%	0
26 -39 hours a week	0%	0
40 hours a week	36.36%	16
41-50 hours a week	31.82%	14
51-60 hours a week	29.55%	13
61-70 hours a week	2.27%	1
71-80 hours a week	0%	0
Over 80 hours a week	0%	0
TOTAL		44

# Q28: Do you feel supported in your current role?

Answered: 44 Skipped: 0



# Q28: Do you feel supported in your current role?

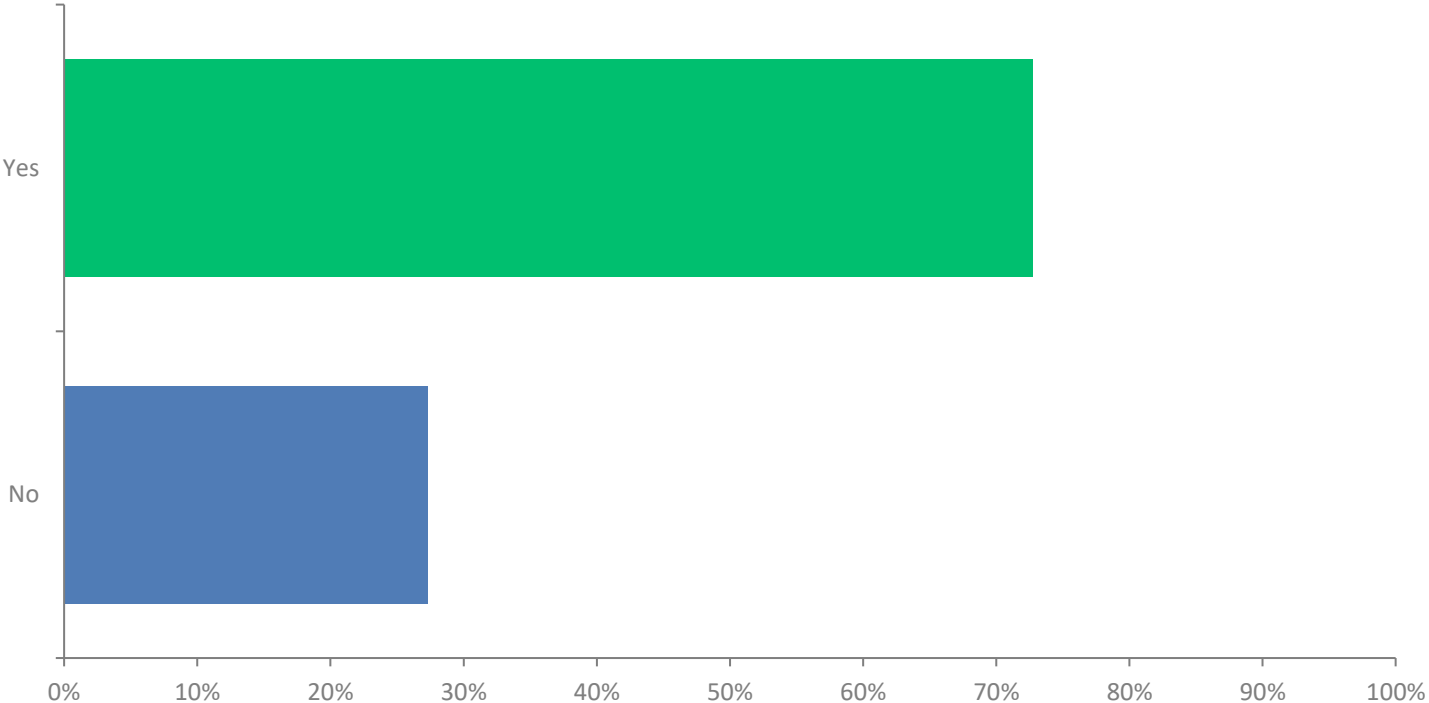
Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	65.91%	29
No	20.45%	9
Sometimes	13.64%	6
TOTAL		44



# Q29: Do you feel like you received adequate training for your current role?

Answered: 44 Skipped: 0



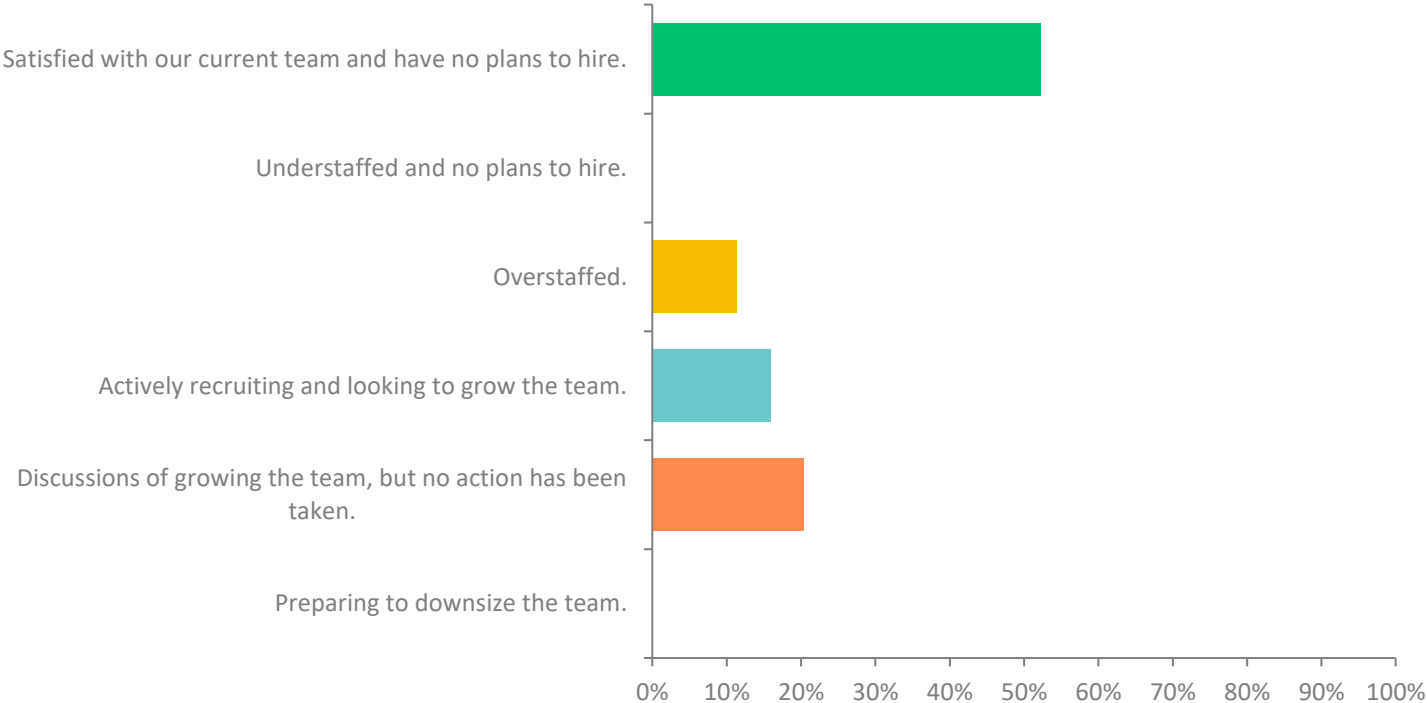
## Q29: Do you feel like you received adequate training for your current role?

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	72.73%	32
No	27.27%	12
TOTAL		44

# Q30: Which statement bests describes employment plans for your department to the best of your knowledge?

Answered: 44 Skipped: 0



# Q30: Which statement best describes employment plans for your department to the best of your knowledge?

Answered: 44   Skipped: 0

ANSWER CHOICES	RESPONSES	
Satisfied with our current team and have no plans to hire.	52.27%	23
Understaffed and no plans to hire.	0%	0
Overstaffed.	11.36%	5
Actively recruiting and looking to grow the team.	15.91%	7
Discussions of growing the team, but no action has been taken.	20.45%	9
Preparing to downsize the team.	0%	0
TOTAL		44

# About the author:

## Sara Williams



Sara Williams is the first National Association of Home Builders Sales and Marketing Council Gold winner for her work as an Online Sales Counselor in 2013 at Heartland Homes in Pittsburgh, PA (now owned by NVR). She started her career 20 years ago as an onsite salesperson. Four years later, she moved into the home office as a marketing coordinator and helped establish an online sales program that grew to a team of three. This team assisted in 50% of all sales for the company and Sara participated in 35% of all company sales on her own. After almost a decade at Heartland Homes, Sara got recruited to Sabal Homes (now Toll Brothers) in South Carolina to lead a marketing department and establish an online program there as well. For the past 9+ years, Sara has been consulting home builders all over North America on onsite and online sales, marketing, technology, and training through her work with various new home technology companies. Sara is currently working for one of the most innovative tech companies in the industry, Anewgo, as Director of Sales. You can find her speaking on stage at IBS, SEBC, on industry webinars, and on Anewgo's podcast. Sara lives in Charleston, SC with her husband, three children, and dog.

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