

# 2018 Cross-Industry Compensation Survey

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Gain an unprecedented level of information about your company's compensation and benefits, matched with your industry peers and 1,000+ distributors.

Results will provide executive pay statistics for CEOs, COOs, CFOs, etc., as well as compensation levels of the 35 most common distributor staff positions.

## SURVEY

Use the Online Form - or complete with an Excel or PDF version and upload into the site

**ISA** Distributor Analytics that Fuels Growth

**DASHBOARD**

- Single Registration & Login (APR) Annual Performance Report, Top Line Pulse, P&L, Balance Sheet and Operational Metrics Comparables, Missing Financial Comparables
- Separate Registration & Login (Compensation), Executive & Company Compensation, Benefits and PFE Comparables

**Executive Compensation and Benefits**

2017 Executive Compensation

- Report each top executive in the most appropriate position. If an executive has multiple roles, use the single most applicable position. Do not report.
- Please refer to the enclosed position descriptions as a guide for employee classifications. If you do not employ a person for the particular position listed, please do not report.
- NOTE: If the same person fulfills more than one of the following functions, place the person under their primary function and leave secondary functions as full figures, rather than abbreviations (e.g., "85,000" not "85K").
- Canadian firms, please report in Canadian Dollars.

	Chief Executive Officer/President	Chief Operating Officer/Executive Vice President/General Manager	Chief Financial Officer/Top Financial Officer	Chief Officer/Market
Years in industry	\$	\$	\$	\$
Years with the company	\$	\$	\$	\$
Highest level of education	High school	High school	High school	High school
Percent of equity owned	%	%	%	%
Base salary	\$	\$	\$	\$
Bonus/Incentives/commissions (enter 0 if none)	\$	\$	\$	\$
Total Compensation	\$	\$	\$	\$
Change in total compensation (2016 to 2017)	%	%	%	%

**2018 Cross-Industry Compensation & Benefits Survey**  
Deadline for Submitting Form: April 13, 2018

Please refer to the accompanying position descriptions when completing this section. If applicable, provide an average annual base salary and additional cash compensation for full-time employees only. Additional cash compensation includes commission/incentive pay and bonuses. Do not include deferred compensation. We recognize that some companies employ multiple duties. In such cases, choose the position that best reflects their "primary" duties.

**Compensation by Job Function for Full-time Employees**

Job Function	Number of Full-time Employees Reported by Position	Average Annual Base Salary (as of 1/1/18)	Average Annual Additional Cash Compensation (per position)
General & Administrative			
Accountant	#	\$	\$
Accounting Clerk	#	\$	\$
Controller	#	\$	\$
Human Resources Manager	#	\$	\$
Office Manager	#	\$	\$
Office/Central Personnel	#	\$	\$
Purchasing Agent/Buyer	#	\$	\$
Training Coordinator	#	\$	\$
Sales & Marketing			
Sales Manager	#	\$	\$
Director of Sales	#	\$	\$
National Accounts Manager	#	\$	\$
Sales Manager	#	\$	\$
Showroom Manager	#	\$	\$
Job Descriptions	Contact	Company	Recruiting & Retention
Executive Comp. & Benefits	Employee Comp.	Healthcare	Benefits

## RESULTS

Position: CEO, Region: Net Sales

**Advanced Filters:** Number of Branches, Membership Size, Metro Size, FTE Size, Industry, Company Type, Company Age

**CEO Compensation Summary:**

Company Profile	Your CU	Responses	%	Average	10%	25%	Median	75%	90%
Net Sales	\$1,254,000,000	1,315		\$792,597,200	\$55,842,741	\$124,500,000	\$300,000,000	\$918,497,651	\$1,725,009,422
Prior Year Net Sales	\$1,113,000,000	1,315		\$527,313,363	\$28,281,917	\$66,582,947	\$198,425,118	\$601,478,500	\$1,256,274,512
Member Base	89,929	1,315		59,093	6,148	11,888	28,000	75,195	180,102
Full-Time Equivalent Employees	8,347	1,315		8,187	715	2,133	5,282	9,228	10,387

**CEO Compensation Information:**

	Your CU	Responses	%	Average	10%	25%	Median	75%	90%
Current Annual Base Salary	\$340,000	1,315		\$279,501	\$110,488	\$154,942	\$226,808	\$385,398	\$518,924
Bonus (bonus eligible only)	\$98,000	1,295		\$59,730	\$13,023	\$10,000	\$31,741	\$71,888	\$151,000
Bonus (all respondents)	\$98,000	1,315		\$50,438	\$0	\$4,252	\$23,000	\$61,000	\$138,615
Bonus as a % of Base (bonus eligible only)	17.1%	1,295		16.8%	2.6%	5.9%	13.6%	22.3%	36.3%
Bonus as a % of Base (all respondents)	17.1%	1,315		14.2%	0.0%	2.8%	10.8%	19.8%	32.7%
Base + Bonus	\$388,000	1,315		\$329,939	\$117,646	\$164,390	\$261,800	\$453,715	\$653,419

**INTRODUCTION** | EXECUTIVE SUMMARY | COMPENSATION DETAILS | BENEFITS DETAILS | APPENDIX

**THE ECONOMY**  
Before analyzing compensation information of distributors, it is important to understand the performance of the economy. This section of the report will examine several indicators which are typically correlated with compensation levels and their corresponding trends. It is important to note that these correlations may not apply to every geographic location or individual distributor. However, these indicators do provide sound information and thus projections for 2018 will serve as a good gauge for compensation estimates moving forward.

**Steady Economic Growth**  
In the post-recession era, the U.S. economy has continued to show steady economic growth. The real gross domestic product has been trending positive each of the past seven years with 2016 seeing growth of 2.4%. Companies continue to gain confidence as the economic expansion continues which has led to hiring increases and upward pressure on compensation levels. Looking forward, real GDP growth is forecasted to be 2.4% in 2017. This forecasted growth should translate into additional increases in both compensation levels and employment levels. However, uncertainty still exists, especially in the financial services industries, and hiring and pay increases are expected to be modest over the next 12 months.

**Growth Domestic Production (GDP) Growth Rate**

**Executive Summary Charts:**

- Sales Volume (all distributors):** Average: \$84,000,000. Breakdown: Less than \$10 Million (18%), \$11 to \$75 Million (25%), \$76 to \$150 Million (35%), More than \$150 Million (22%).
- Sales Volume (employee turnover):** Average: \$67,000,000. Breakdown: Less than \$10 Million (30%), \$11 to \$75 Million (20%), \$76 to \$150 Million (40%), More than \$150 Million (10%).
- Employee Turnover:** All Distributors (16%), (14%), (12%), (10%), (14%).

**COMPENSATION DETAILS**

Position	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10
CEO	\$1,254,000,000	\$1,113,000,000	\$89,929	\$8,347	\$1,254,000,000	\$1,113,000,000	\$89,929	\$8,347	\$1,254,000,000	\$1,113,000,000
COO	\$1,254,000,000	\$1,113,000,000	\$89,929	\$8,347	\$1,254,000,000	\$1,113,000,000	\$89,929	\$8,347	\$1,254,000,000	\$1,113,000,000
CFO	\$1,254,000,000	\$1,113,000,000	\$89,929	\$8,347	\$1,254,000,000	\$1,113,000,000	\$89,929	\$8,347	\$1,254,000,000	\$1,113,000,000

- Receive:
  - Comparison report for your industry, as well as comparisons with thousands of other distributors.
  - Your own personalized Company Compensation Report
  - An Excel file of key aggregates
  - 24/7 access to online reports and interactive, Searchable Results application.

Note: all data are confidentially maintained by Industry Insights, Inc., an independent research firm.