

**CHHMA** Canadian Hardware & Housewares Manufacturers Association  
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# Canadian Hardware & Housewares Manufacturers Association

## 2017 Salary/Compensation Survey

(Based on data received in November 2017)

**Participating Members: No Charge**

**Non-Participating Members: \$100**

**Participating Non-Members: \$75**

HST Applicable to above fees

## Introduction

Once again we would like to thank all the companies who participated in this year's salary/compensation survey. For the next survey, we will consider expanding the positions surveyed to include areas such as Human Resources, Logistics/Warehouse, Purchasing and Manufacturing/Production Supervision. If there is any other type of information or positions that you would like to include in future surveys or have any questions about this year's results, please send your comments to Michael Jorgenson at [mjorgenson@chhma.ca](mailto:mjorgenson@chhma.ca).

In the majority of cases, results by company sales size were similar, however, in a few positions there were some significant enough differences which have been noted in the comments column.

### Company's Total Annual Sales for Survey Respondents:

Less than \$20 million	17%
Between \$20 million and \$70 million	41%
Over \$70 million	<u>42%</u>
	100%

### Company's Main Market Category for Survey Respondents:

Hardware	50%
Housewares	20%
Other	<u>30%</u>
	100%

### Arrangements for providing senior executives with a vehicle:

Company Lease	24%
Company Owned	0%
Employee Owned Reimbursement	59%
None	17%

**Employee Owned Vehicle Reimbursement Policy Used (Senior Executives):**

Monthly Allowance Only (\$/month)	42% (monthly allowance only: \$855 average, \$700 - \$1,200 range; all monthly allowance options: \$839 average, \$500 - \$1,200 range)
Gas Paid by Company Only	17%
Gas Discount Card Only	0%
Mileage Rate Only (cents/km)	33% (mileage only: 0.52 average, 0.46 - 0.55 range; all mileage options: 0.55 average, 0.17 - 0.55 range)
Monthly Allowance + Mileage Rate or Gas Paid by Company	50% (monthly allowance: \$825 average, \$500 - \$1,100 range; mileage: 0.27 average, .17 - .40 range)

**Arrangements for providing salespeople with a vehicle:**

Company Lease	17%
Company Owned	3%
Employee Owned Reimbursement	70%
None	10%

**Employee Owned Vehicle Reimbursement Policy Used (Salespeople):**

Monthly Allowance Only (\$/month)	40% (\$819 average, \$600 - \$1,400 range; all monthly allowance options: \$789 average, \$500 - \$1,400 range)
Gas Paid by Company Only	0%
Gas Discount Card Only	0%
Mileage Rate Only (cents/km)	15% (mileage only: 0.51 average, 0.46 - 0.55 range; all mileage options: 0.37 average, 0.17 - 0.55 range)
Monthly Allowance + Mileage Rate or Gas Paid by Company	50% (monthly allowance: \$764 average, \$500 - \$1,100 range; mileage: 0.30 average, .17 - .42 range)

**Arrangements for providing salespeople with a mobile phone:**

Company provided phone for business related calls	74%
Reimburse employee for business calls on personal phone	17%
Monthly phone allowance	3%
None	3%
Other	3%

**Computer support provided for salespeople:**

Desk-top computer	10%
Lap-top computer	93%
Computer tablet	21% (up from 10% in last survey)
Printer	35%
None	0%

**Respondent Companies (Non-Sales Agencies) Using Sales Agents:**

Yes	85%
No	<u>15%</u>
	100%

**If yes, what regions do you have agents for:**

National (Canada)	32%
Atlantic Canada	45%
Quebec	50%
Ontario	41%
Northern Ontario	18%
Manitoba	45%
Saskatchewan	41%

Alberta	36%
B.C.	55%
U.S.	18%
Other (Western Canada)	5%

**Do you have sales agents for specific customer accounts only?**

Yes	23%
No	<u>77%</u>
	100%

**Compensation for sales agents:**

% of existing sales only	38% (5.0% average; 8% high, 3.5% low)
% of new sales only	6% (5.0% average; 5% high, 5% low)
% of existing sales + new sales	56% (existing sales: 4.2% average; 5% high, 2% low; new sales: 4.5% average; 7% high, 2% low)

**Does your company typically hire students and/or other part-time help during the summer period?**

Yes	48%
No	<u>52%</u>
	100%

**Compensation for summer hires:**

\$14.83/hr average; \$18/hr high, \$12/hr low

**Summer hire positions:**

Most common summer hire positions mentioned were Customer Service, Distribution/Warehouse and Sales & Marketing. Other positions mentioned included Administrative Support, Credit, Engineering, Finance, Human Resources and Production.

**Chief Executive Officer**

	High	Low	Average	Comments
<b>Salary</b>	365,000	116,000	228,000	Average for companies with sales less than \$20 million: \$145,330; with sales over \$20 million: \$290,000
<b>Bonus</b>	350,000	0	92,750	Average bonus % equal to 31.6% of salary
<b>Pension/RRSP</b>	26,010	0	8,930	For those companies who mentioned an amount or %, the average % of salary was 6.7%
<b>Car</b>	25,000	0	11,130	
<b>Other</b>	-	-	-	Stock options, benefits were mentioned but no amounts provided.
<b>Total Compensation</b>			340,810	
<b>Bonus Factors</b>	Company Performance 43%, Profit 43%, Company + Individual Performance 14%			

**President**

	High	Low	Average	Comments
<b>Salary</b>	300,000	75,000	203,500	
<b>Bonus</b>	300,000	5,000	77,125	Average bonus % equal to 34.3% of salary
<b>Pension/RRSP</b>	25,000	0	7,740	For those companies who mentioned an amount or %, the average % of salary was 5.4%
<b>Car</b>	30,000	0	11,250	
<b>Other</b>	-	-	-	Stock options, Health Savings Account (HSA) were mentioned but no amounts provided.
<b>Total Compensation</b>			299,615	
<b>Bonus Factors</b>	Company + Individual Performance 33%, Profit 33%, Company Performance/Profit & Sales 25%, Sales 9%			

**Chief Financial Officer**

	High	Low	Average	Comments
<b>Salary</b>	204,200	100,000	165,125	
<b>Bonus</b>	100,000	0	43,270	Average bonus % equal to 25.8% of salary
<b>Pension/RRSP</b>	25,000	0	6,585	For those companies who mentioned an amount or %, the average % of salary was 5.9%
<b>Car</b>	15,000	0	6,450	
<b>Other</b>	-	-	-	Restricted Stock Units (RSU) was mentioned
<b>Total Compensation</b>			221,430	
<b>Bonus Factors</b>	Company Performance/Profit & Sales 64%, Individual Performance 12%, Profit 12%, Company + Individual Performance 12%			

**Controller**

	High	Low	Average	Comments
<b>Salary</b>	199,900	75,000	110,880	
<b>Bonus</b>	29,900	5,000	18,430	Average bonus % equal to 16.3% of salary
<b>Pension/RRSP</b>	7,800	0	3,495	For those companies who mentioned an amount or %, the average % of salary was 5.0%
<b>Car</b>	0	0	0	
<b>Other</b>	-	-	-	Benefits was mentioned
<b>Total Compensation</b>			132,805	
<b>Bonus Factors</b>	Profit 39%, Company Performance 25%, Individual Performance 12%, Sales 12%, Company + Individual Performance 12%			

**VP or Director, Sales & Marketing** (Responsible for both disciplines with management staff reporting too)

	High	Low	Average	Comments
<b>Salary</b>	230,000	90,000	150,500	
<b>Bonus</b>	75,000	5,000	29,750	Average bonus % equal to 19.0% of salary
<b>Pension/RRSP</b>	25,000	0	7,200	For those companies who mentioned an amount or %, the average % of salary was 6.6%
<b>Car</b>	25,000	0	9,900	
<b>Other</b>	70,000	0	7,750	Global Long-Term Incentive Plan (LTIP) was mentioned
<b>Total Compensation</b>			205,100	
<b>Bonus Factors</b>	Sales 43%, Company Performance/Profit & Sales 29%, Profit 14%, Company + Individual Performance 14%			

**VP, Sales/Director of Sales/National Sales Manager** (Most senior sales manager in the company)

	High	Low	Average	Comments
<b>Salary</b>	197,500	70,000	140,400	Average for companies with sales less than \$20 million: \$75,000; with sales between \$20 and \$70 million: \$123,250; with sales over \$70 million: \$162,555
<b>Bonus</b>	57,534	0	29,280	Average bonus % equal to 21.1% of salary
<b>Pension/RRSP</b>	15,345	0	4,160	For those companies who mentioned an amount or %, the average % of salary was 4.7%
<b>Car</b>	25,000	0	9,920	
<b>Other</b>	40,000	0	2,995	Equity, benefits were mentioned
<b>Total Compensation</b>			186,755	
<b>Bonus Factors</b>	Sales 33%, Company Performance/Profit & Sales 33%, Company + Individual Performance 17%, Profit 9%, Individual Performance 8%			