MatchBuilt

2026 Homebuilding Compensation Report

Base salaries, bonuses, and auto allowances.

Grounded in actual placements, not surveys.

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Most compensation reports are built on surveys: self-reported, unverifiable, and stale by the time you read them. This one is built on hires.

Every base salary range in this report is grounded in real placements MatchBuilt has completed, supplemented by our principal's day-to-day market knowledge for roles with limited placement data. These are not self-reported survey answers. They are the offers homebuilders actually made and candidates actually accepted.

How to read this report

Base salary is first-year base salary. Ranges reflect real offers across regional and national builders of different sizes, which is why some ranges are wide.

Target bonus is the annual target, shown as a percent of base salary or as a multiple of base. "Plus equity" means equity participation is typical at that level.

Auto allowance indicates whether a monthly vehicle allowance is standard for the role. "Sometimes" means it depends on the builder.

Methodology note: base salary ranges are drawn from actual offers homebuilders made and candidates accepted. Bonus targets and auto allowances reflect our principal's current market knowledge. Ranges are intentionally presented as ranges: they span regional and national builders of different sizes and markets.

Compensation by role

Executive

Role	Base salary	Target bonus	Auto
CEO	$475,000 - $700,000	1 - 3X base plus equity	Yes
COO	$250,000 - $450,000	1 - 3X base plus equity	Yes

President	$400,000 - $600,000	1 - 3X base plus equity	Yes
Division President	$250,000 - $375,000	1 - 3X base plus equity	Yes
Regional President	$300,000 - $500,000	1 - 3X base plus equity	Yes

Land Acquisition and Development

Role	Base salary	Target bonus	Auto
VP of Land	$175,000 - $265,000	50% - 2X base plus equity	Yes
Director of Land	$140,000 - $220,000	30 - 50%	Yes
Land Manager	$110,000 - $150,000	30 - 50%	Yes

Construction and Operations

Role	Base salary	Target bonus	Auto
VP of Construction	$150,000 - $250,000	50% - 2X base	Yes
Director of Construction	$140,000 - $195,000	50 - 100%	Yes
Construction Manager	$65,000 - $110,000	25 - 60%	Yes
Project Manager	$65,000 - $110,000	25 - 60%	Yes

Sales

Role	Base salary	Target bonus	Auto
VP of Sales	$175,000 - $250,000	60 - 100%	Yes
Director of Sales	$135,000 - $225,000	30 - 60%	Yes
Area Sales Manager	$125,000 - $170,000	30 - 60%	Sometimes
Sales Manager	$125,000 - $170,000	30 - 60%	Sometimes

Marketing

Role	Base salary	Target bonus	Auto
VP of Marketing	$160,000 - $200,000	50 - 100%	Sometimes
Director of Marketing	$125,000 - $165,000	20 - 30%	--
Marketing Manager	$90,000 - $145,000	20 - 30%	--

Finance

Role	Base salary	Target bonus	Auto
CFO	$200,000 - $350,000	1 - 3X base plus equity	Yes
VP of Finance	$156,000 - $245,000	1 - 3X base plus equity	Yes
Controller / Finance Director	$120,000 - $200,000	40 - 70%	--
Financial Analyst	$70,000 - $100,000	20%	--

Purchasing

Role	Base salary	Target bonus	Auto
VP of Purchasing	$150,000 - $250,000	50 - 75%	Sometimes
Director of Purchasing	$140,000 - $195,000	30 - 60%	--
Purchasing Manager	$90,000 - $130,000	20%	--
Purchasing Agent	$70,000 - $95,000	20%	--

The same title, very different pay

Two executives with identical titles can earn dramatically different compensation. The reason is scope.

A leader overseeing 100 closings a year and one overseeing 1,000 run very different businesses. They carry different profit responsibility, manage very different teams, and answer for very different outcomes. In homebuilding, compensation follows responsibility, profitability, leadership scope, and business impact, not the words on the business card.

When you read the ranges in this report, the low end tends to reflect smaller regional builders and narrower scope. The high end reflects larger builders, broader scope, and more competitive markets. Match the range to the scope you are hiring for, or being hired into.

Private vs. public builders

Public and private builders pay differently, and the difference is structural.

Public builders typically offer higher base salaries, formal bonus structures tied to metrics like gross margin, earnings, starts pace, and customer satisfaction, plus restricted stock and long-term incentive plans. For senior leaders, it is the clearest path to long-term wealth creation.

Private builders can pay extremely well too, especially with scale, strong ownership, a healthy land position, and performance-driven plans. Their edge is autonomy and entrepreneurial upside: profit participation and equity-like arrangements instead of public stock.

Neither is automatically better. The right structure depends on the candidate, the market, and the opportunity.

What "target bonus" actually means

Annual bonuses in homebuilding are usually tied to measurable business outcomes: closings volume, starts pace, gross margin, cycle time, land pipeline progress, and customer satisfaction. The metrics vary by role, but the principle does not: you get paid for moving the numbers you control.

At the executive level, long-term incentives join the picture. That means restricted stock or options at public builders, and profit participation or phantom equity at private ones. In a strong year, bonuses and long-term incentives can far exceed base salary, which is why senior roles in this report show bonus targets as multiples of base rather than percentages.

One caution: a large target bonus is only worth what the payout history supports. Before you accept it or offer it, ask how often targets were actually paid.

How to use this report

If you are hiring:

Benchmark your offer before you lose a finalist over compensation. If your offer sits below the range for the

scope you are hiring, the market will tell your candidate.

If you are a candidate:
Use the ranges to evaluate an offer, then dig into the full package. Bonus metrics and payout history, equity or profit participation, auto allowance, and long-term incentives matter as much as the base salary.

About MatchBuilt

MatchBuilt is a specialized executive search firm focused exclusively on the homebuilding and residential construction industries. Founded in 2005 by Mark and Stacy Matyanowski, the firm has spent more than 20 years placing executives and advising candidates nationwide.

MatchBuilt's "Measure Twice, Search Once" philosophy means every search is aligned for long-term success. We work with national production builders, regional builders, private and custom builders, land developers, and build-to-rent operators.

Hiring for one of these roles?

Compensation is only half the hire. Start a conversation about your search:

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