

2022 EXCERPT

Cross-Industry Compensation & Benefits Survey

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2022 Cross-Industry Compensation & Benefits Survey

(Based on Calendar Year 2021 Statistics)

The **2022 Cross-Industry Compensation & Benefits Survey** report provides a detailed analysis of key compensation and benefits related statistics for the distribution industry. The results are based on confidential surveys from 959 distribution companies, representing over 10,000 locations. The **Associated Equipment Distributors (AED)** was one of twenty-two distribution related associations that sponsored the **2022 Cross-Industry Compensation & Benefits Survey** and offered it to their member organizations as a value-added benefit of membership.

The **2022 Cross-Industry Compensation & Benefits Survey** was compiled, tabulated, and analyzed by **Industry Insights, Inc.** (www.industryinsights.com), an independent professional research and analytics firm that provides research services focused on financial and operating performance, compensation and benefits, market assessments, customer satisfaction, educational programs, and other forms of customized research for associations and their members.

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About This Report

The **2022 Cross-Industry Compensation & Benefits Survey** represents the most complete, accurate, and up-to-date compensation and benefits data available. This report is designed to allow users to easily compare compensation levels and benefits policies with companies involved in wholesale trade/distribution.

In addition to data on recruiting & retention; health care costs/trends; retirement benefits; vacations/PTO and holidays; sick and other leave; and sales practices, this report contains compensation-related statistics for common job titles in the industry. These job titles include positions in the following categories:

- Executive Level Positions
- General & Administrative
- Sales & Marketing
- Operations/Warehouse
- Information Technology

We at Industry Insights are proud to present the enclosed insights into the compensation and benefits practices for the distribution industry. We wish to thank those companies which submitted data for the study. Their support was essential in making this study a success.

How the Tables are Organized

The tables in this report are organized to include a number of important findings for each relevant “grouping” of similar companies. Detailed compensation information is reported for the following data aggregations:

AED Firms Only

All Firms

Annual Sales

- < \$10 Million
- \$10 to \$50 Million
- \$51 to \$100 Million
- Over \$100 Million

Region

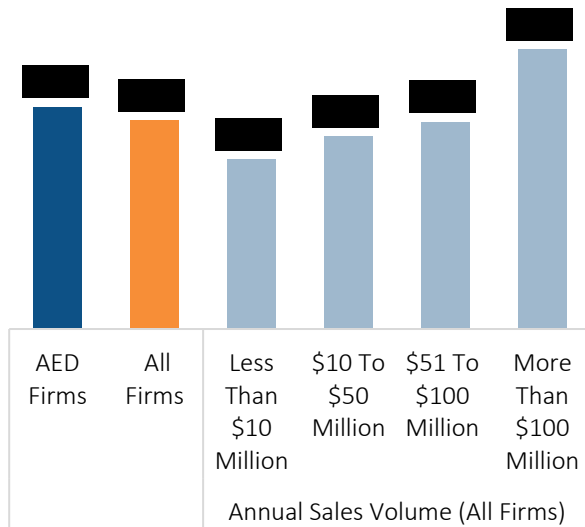
- Northeast
- South
- Midwest
- West
- Canada

This report provides an “abridged” view of the survey results. All survey participants/subscribers also have access to an Excel based file containing output of all survey data points which are presented by many additional data aggregations for comparison. The Excel file as well as a PDF version of the survey and of this report can be found online at www.compensationbenchmarking.com/AED. Some of the additional aggregates included are:

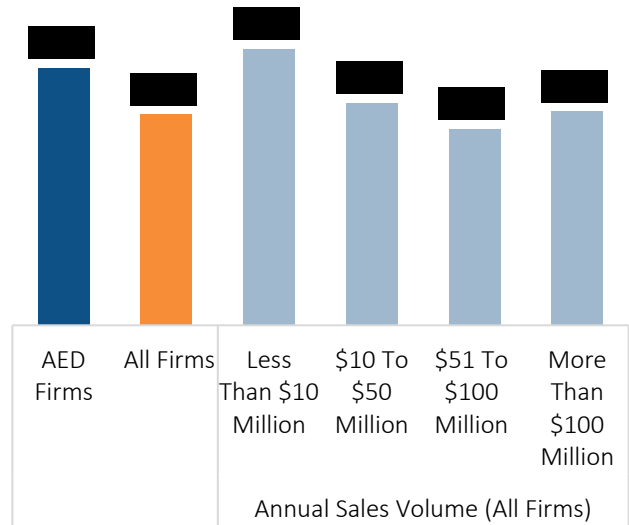
- Business seasonality
- Number of Employees
- Metropolitan Statistical Areas (MSAs)
- U.S. States
- Geographic regions (9 U.S. Census Regions and Canada)

Top Benefits/Compensation Used to Attract and Retain Employees

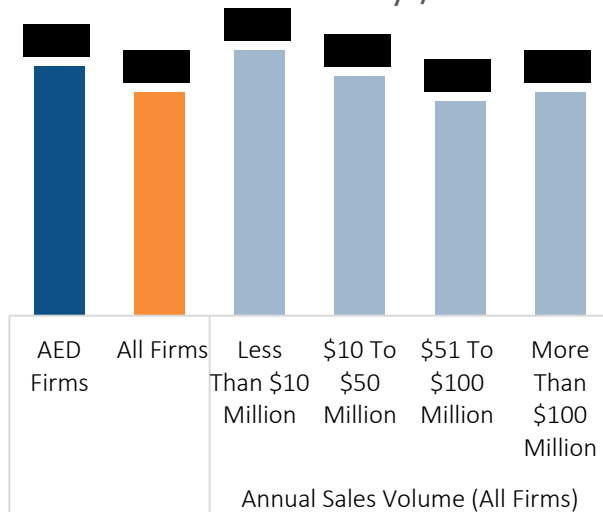
Incentive compensation



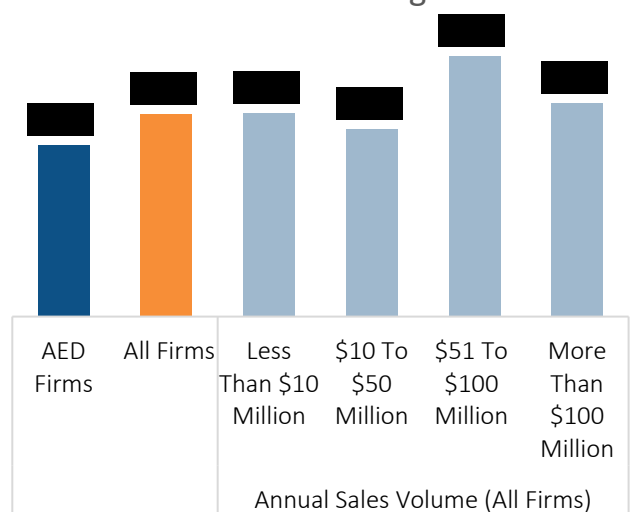
Added medical benefits



Added vacation days/PTO

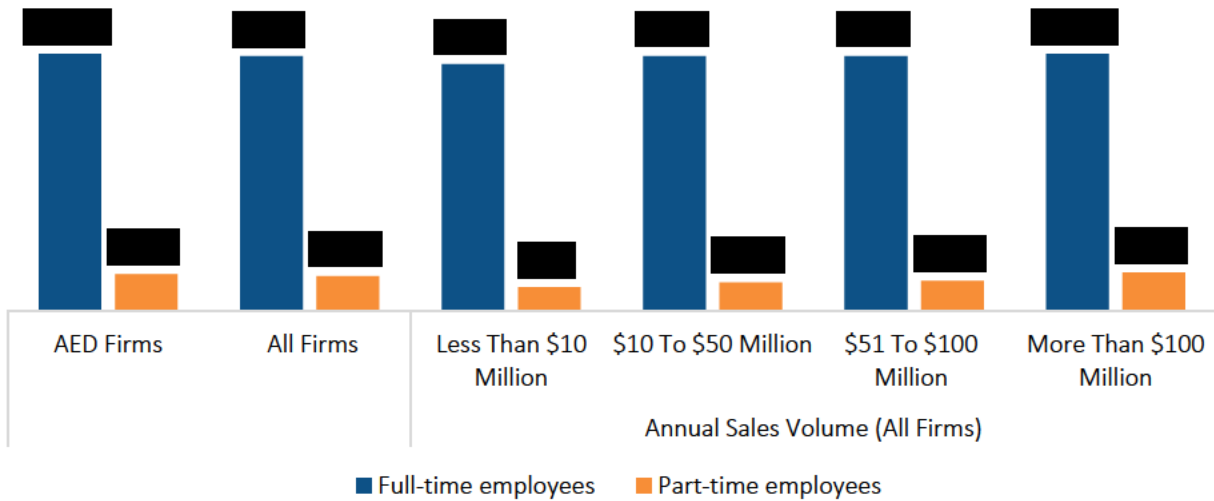


Profit sharing

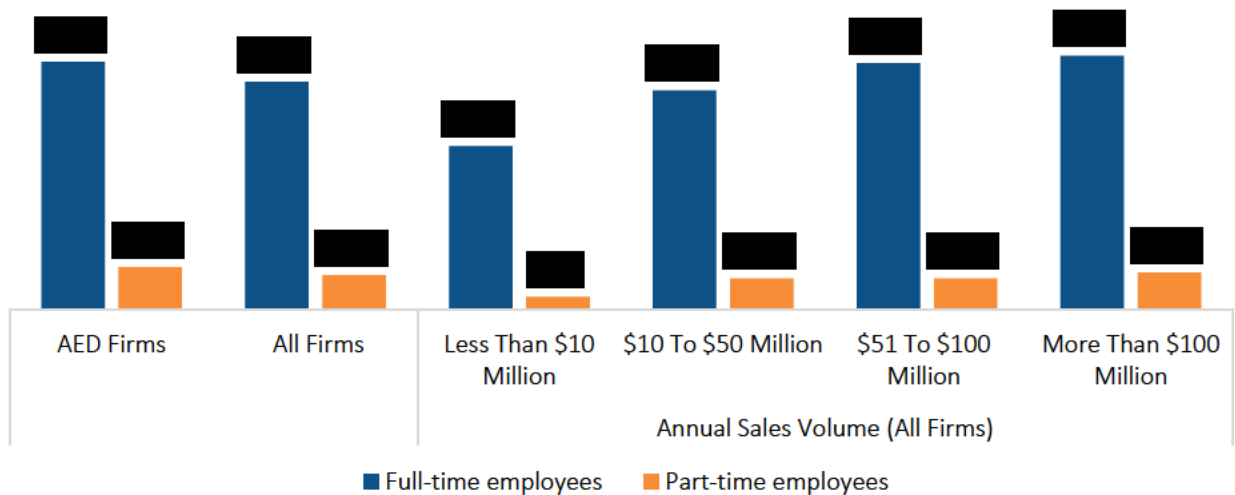


Healthcare

Percent of Companies that Provide Medical Insurance for:

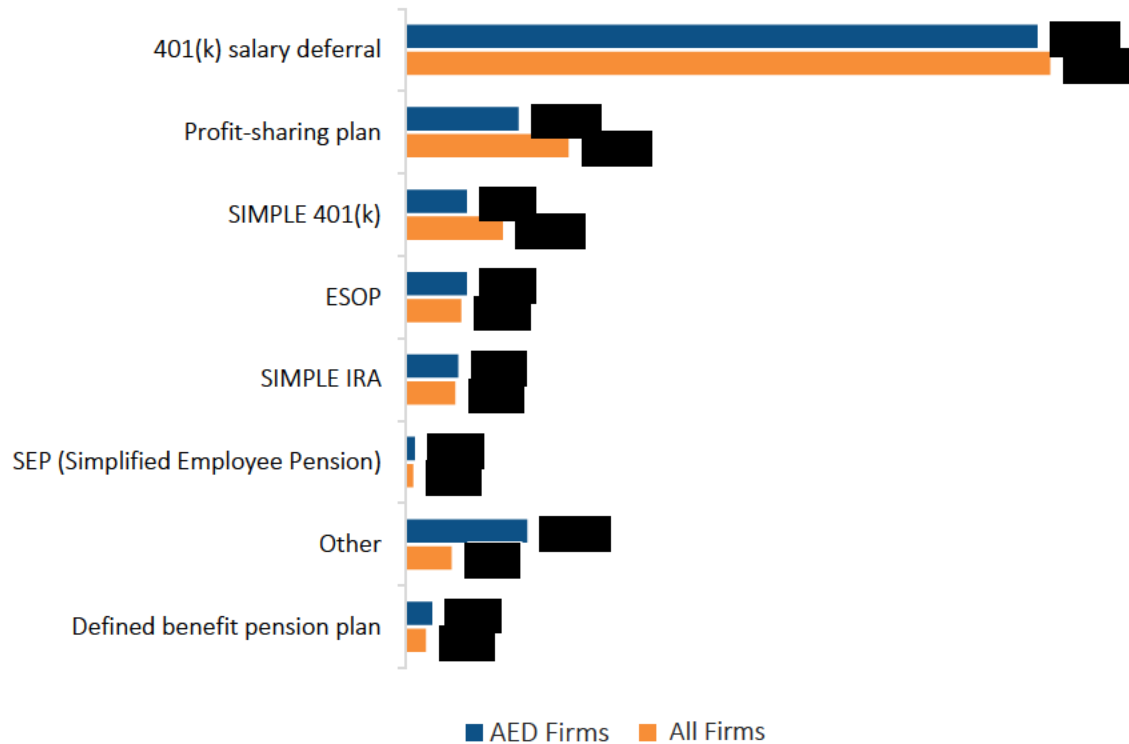


Percent of Companies that Provide Medical Insurance for Dependents of:



Benefits

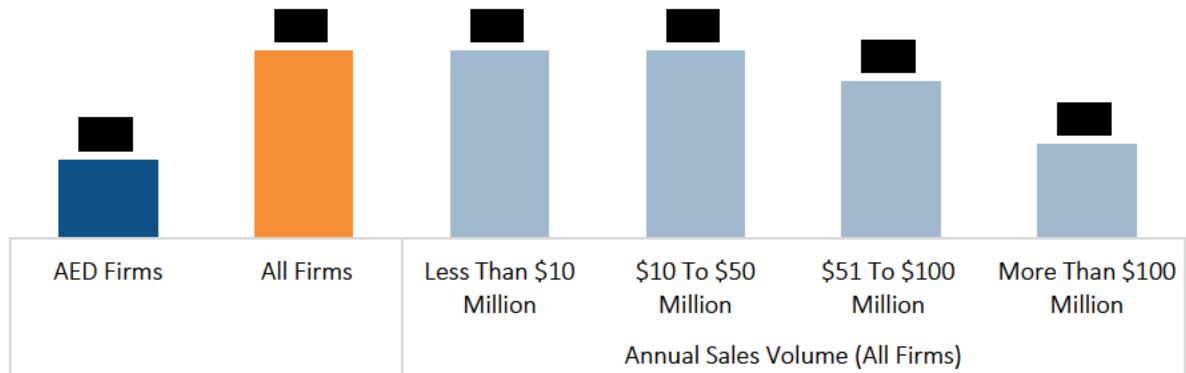
Of Companies Offering Retirement Plans, Types of Plans Offered



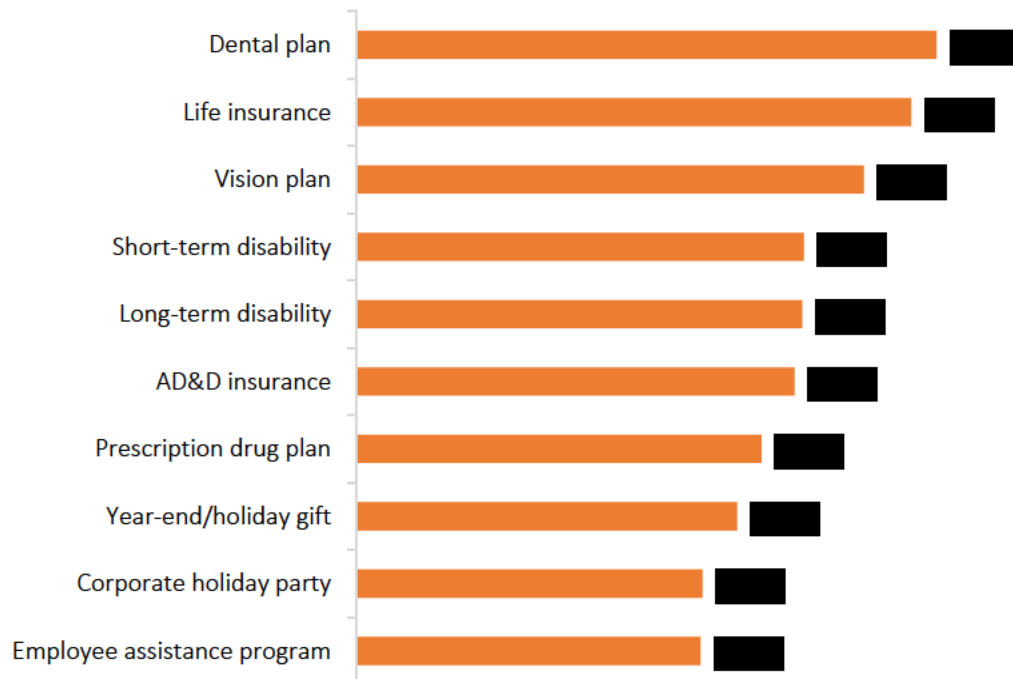
Matching Terms of Companies Offering 401(K)

| | Annual Sales Volume (All Firms) | | | | | | |
|--------------------------|---------------------------------|-----------|------------------------|----------------------|-----------------------|-------------------------|--|
| | AED Firms | All Firms | Less Than \$10 Million | \$10 To \$50 Million | \$51 To \$100 Million | More Than \$100 Million | |
| 100% match | | | | | | | |
| Max. % of salary matched | | | | | | | |
| 50% match | | | | | | | |
| Max. % of salary matched | | | | | | | |

Total Cost of Annual Gross Retirement Expenditure as A Percentage of Payroll Expense

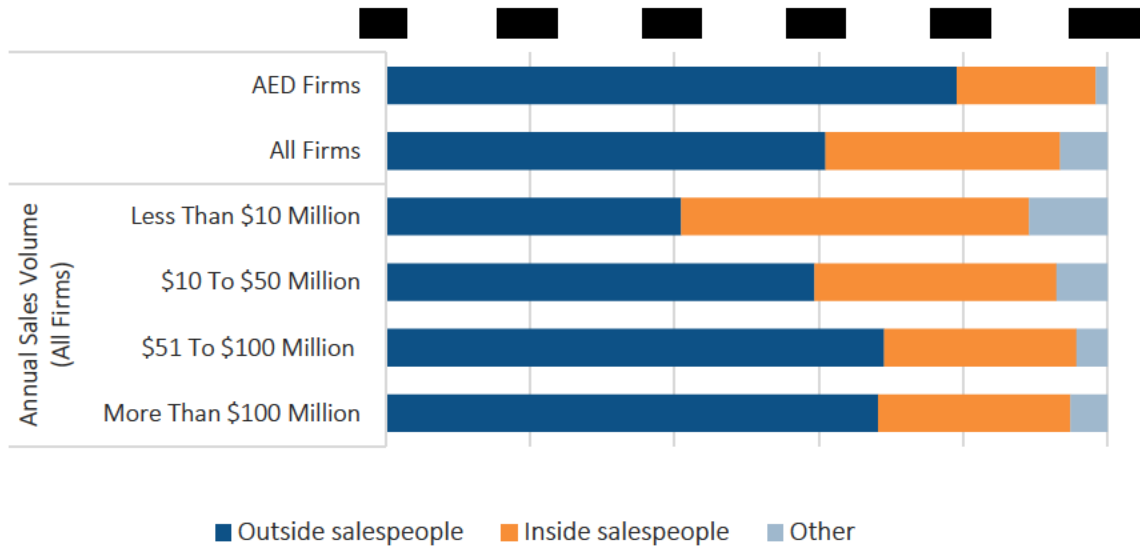


Top 10 Other Benefits Provided to Employees (All Firms)

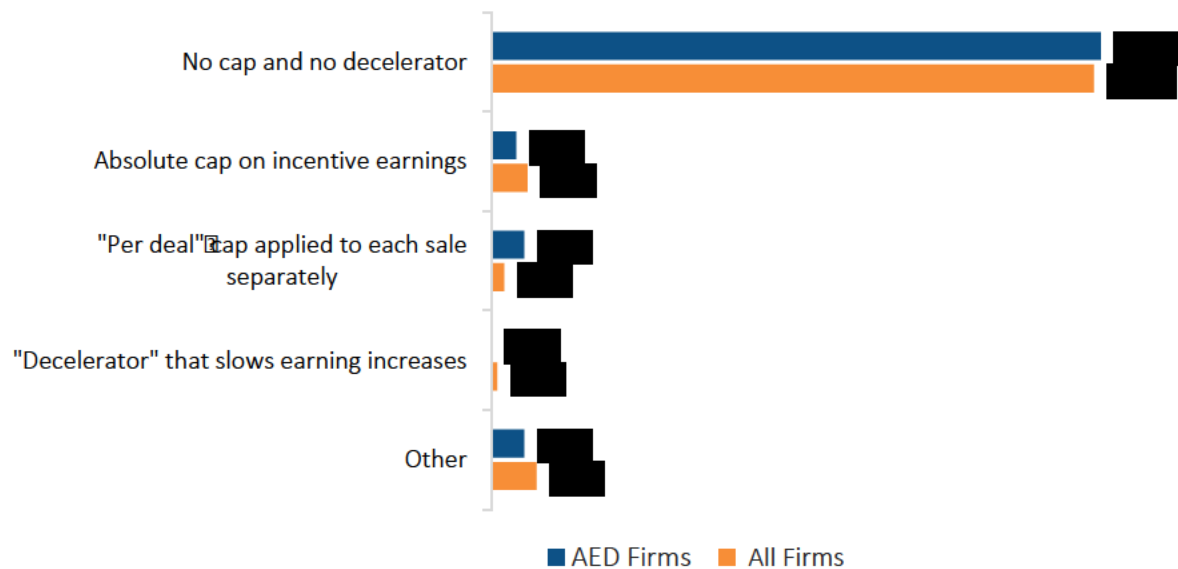


Salespeople and Sales Incentives

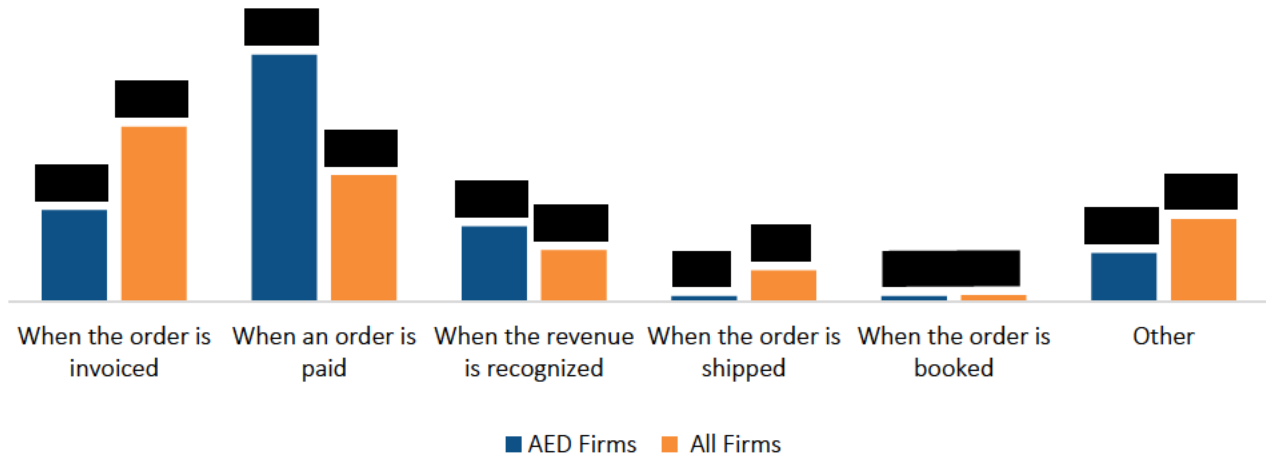
Sales Breakdown



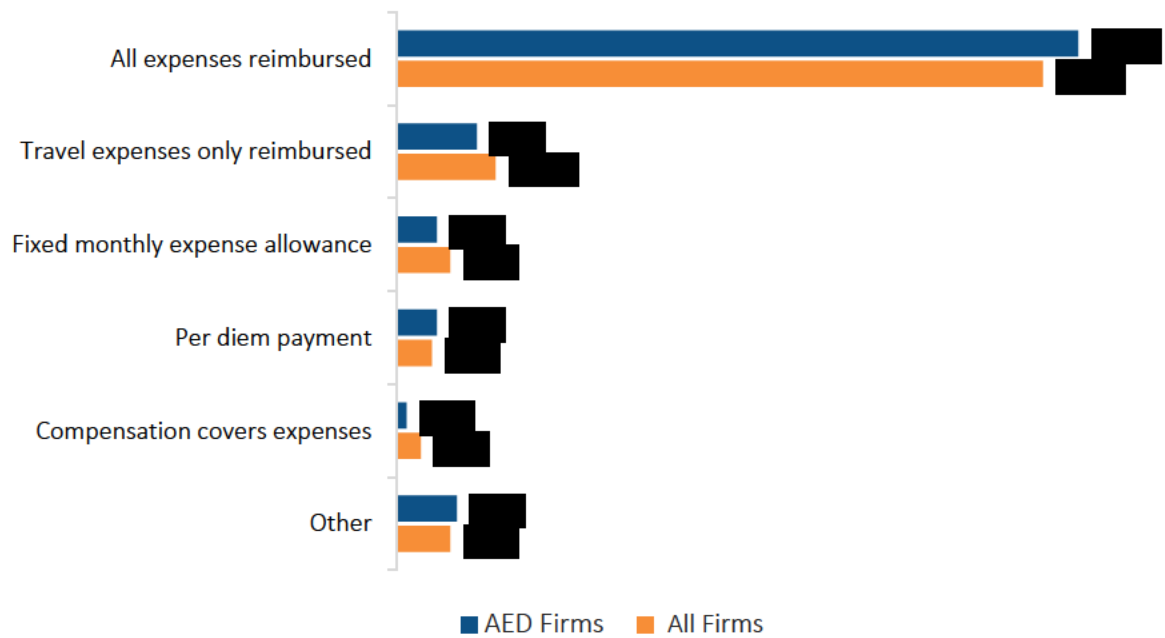
Capping Mechanisms Used to Limit Incentive Pay



Commissions are Typically Paid when:

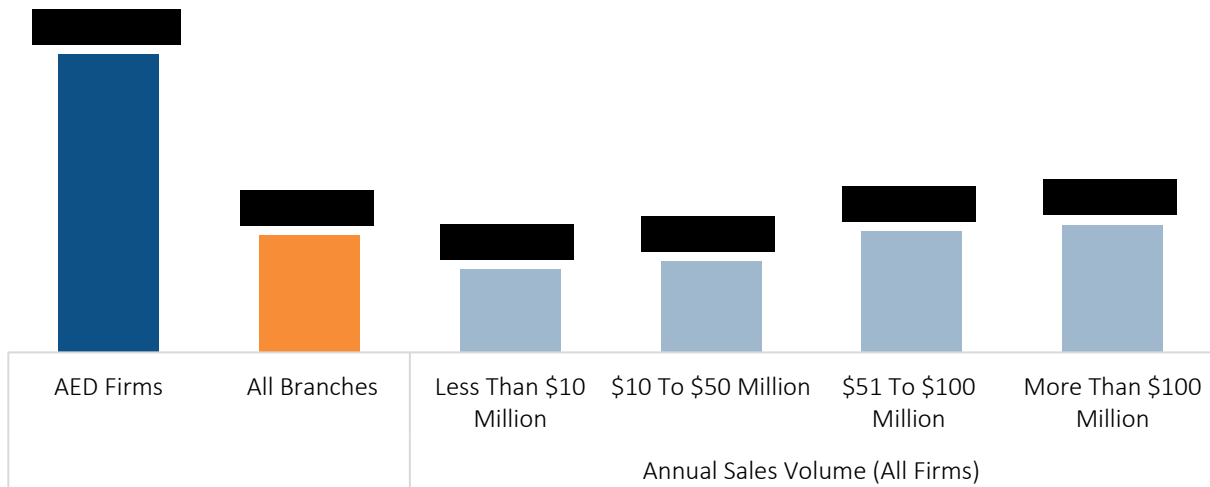


Most Common Method Used to Cover Travel and Entertainment Expenses

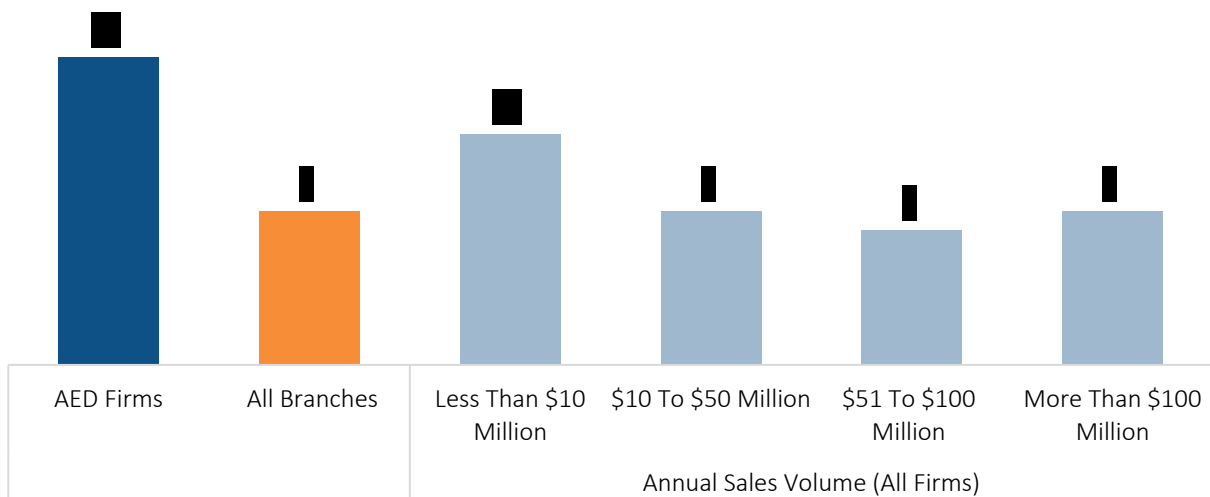


Branch/Location Information

2021 Sales Volume/Shipment Volume per Location

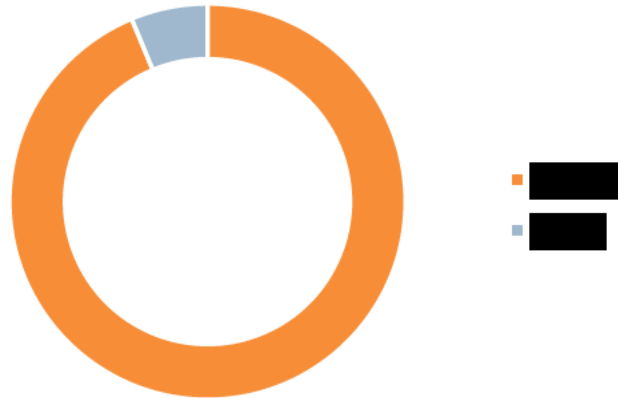


Number of Employees (FTEs) per Location

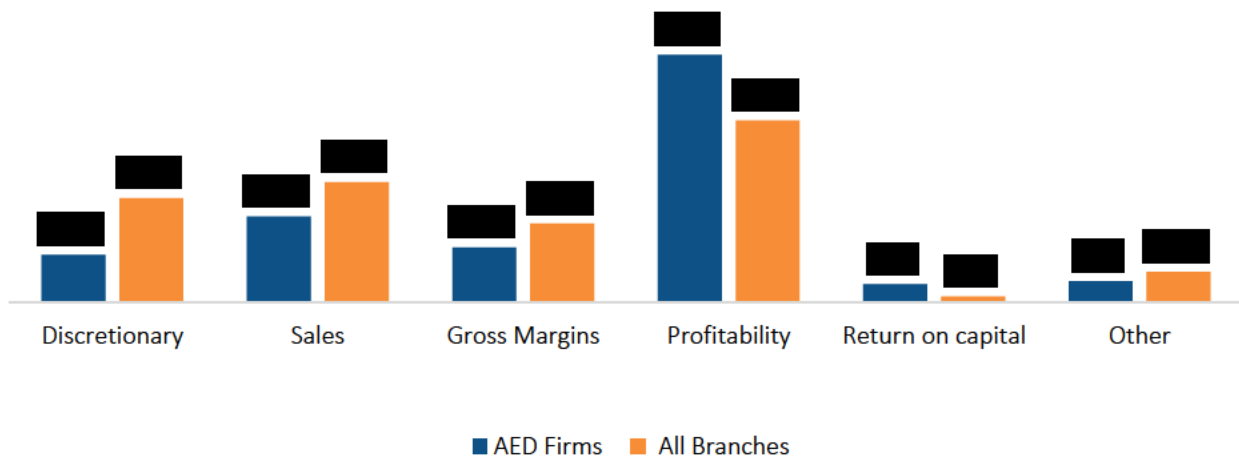


Branch Manager

Eligible for Bonus/Incentives? (All Firms)



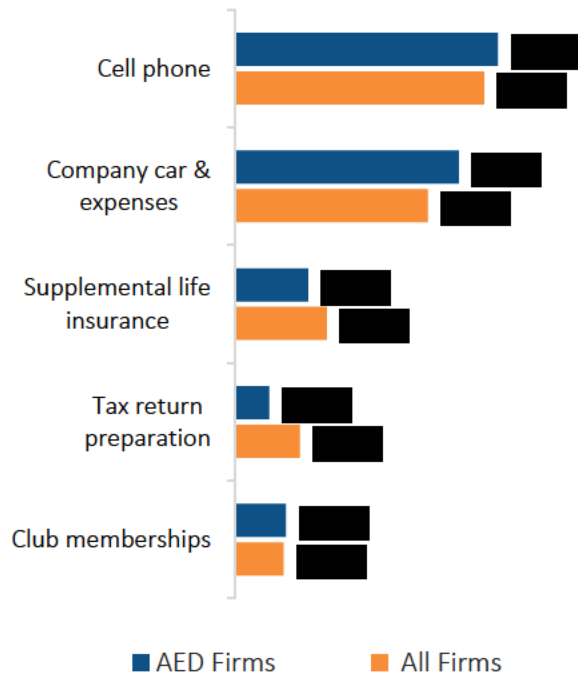
Basis for Determining Bonus/Incentive



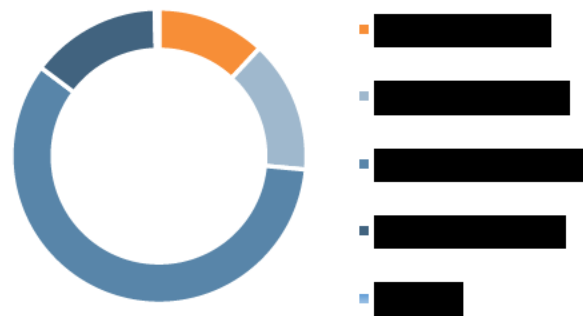
Chief Operating Officer/Executive Vice President/General Manager

| | Base Salary | | Bonus/Incentives/ Commissions | | Total Compensation | | % Chg. in Total Comp (2020 to 2021) | |
|-----------------------|-------------|---------|----------------------------------|---------|--------------------|---------|--|---------|
| | Median | Average | Median | Average | Median | Average | Median | Average |
| AED Firms Only | | | | | | | | |
| All Firms | | | | | | | | |
| Annual Sales | | | | | | | | |
| < \$10 Million | | | | | | | | |
| \$10 to \$50 Million | | | | | | | | |
| \$51 to \$100 Million | | | | | | | | |
| Over \$100 Million | | | | | | | | |
| Region | | | | | | | | |
| Northeast | | | | | | | | |
| South | | | | | | | | |
| Midwest | | | | | | | | |
| West | | | | | | | | |
| Canada | | | | | | | | |

Top 5 Additional Benefits



Highest Level of Education (all firms)



Staff Compensation

General & Administrative

Accountant

| | Base Salary | | Additional Cash Compensation | | Total Compensation | |
|-----------------------|-------------|---------|------------------------------|---------|--------------------|---------|
| | Median | Average | Median | Average | Median | Average |
| AED Firms Only | | | | | | |
| All Firms | | | | | | |
| Annual Sales | | | | | | |
| < \$10 Million | | | | | | |
| \$10 to \$50 Million | | | | | | |
| \$51 to \$100 Million | | | | | | |
| Over \$100 Million | | | | | | |
| Region | | | | | | |
| Northeast | | | | | | |
| South | | | | | | |
| Midwest | | | | | | |
| West | | | | | | |
| Canada | | | | | | |

AR/Credit Manager

| | Base Salary | | Additional Cash Compensation | | Total Compensation | |
|-----------------------|-------------|---------|------------------------------|---------|--------------------|---------|
| | Median | Average | Median | Average | Median | Average |
| AED Firms Only | | | | | | |
| All Firms | | | | | | |
| Annual Sales | | | | | | |
| < \$10 Million | | | | | | |
| \$10 to \$50 Million | | | | | | |
| \$51 to \$100 Million | | | | | | |
| Over \$100 Million | | | | | | |
| Region | | | | | | |
| Northeast | | | | | | |
| South | | | | | | |
| Midwest | | | | | | |
| West | | | | | | |
| Canada | | | | | | |

Sales & Marketing

Director of Sales

| | Base Salary | | Additional Cash Compensation | | Total Compensation | |
|-----------------------|-------------|---------|------------------------------|---------|--------------------|---------|
| | Median | Average | Median | Average | Median | Average |
| AED Firms Only | | | | | | |
| All Firms | | | | | | |
| Annual Sales | | | | | | |
| < \$10 Million | | | | | | |
| \$10 to \$50 Million | | | | | | |
| \$51 to \$100 Million | | | | | | |
| Over \$100 Million | | | | | | |
| Region | | | | | | |
| Northeast | | | | | | |
| South | | | | | | |
| Midwest | | | | | | |
| West | | | | | | |
| Canada | | | | | | |

National Accounts Manager

| | Base Salary | | Additional Cash Compensation | | Total Compensation | |
|-----------------------|-------------|---------|------------------------------|---------|--------------------|---------|
| | Median | Average | Median | Average | Median | Average |
| AED Firms Only | | | | | | |
| All Firms | | | | | | |
| Annual Sales | | | | | | |
| < \$10 Million | | | | | | |
| \$10 to \$50 Million | | | | | | |
| \$51 to \$100 Million | | | | | | |
| Over \$100 Million | | | | | | |
| Region | | | | | | |
| Northeast | | | | | | |
| South | | | | | | |
| Midwest | | | | | | |
| West | | | | | | |
| Canada | | | | | | |

Other Positions - AED

Parts Manager

| | Base Salary | | Additional Cash Compensation | | Total Compensation | |
|-----------------------|-------------|---------|------------------------------|---------|--------------------|---------|
| | Median | Average | Median | Average | Median | Average |
| AED Firms Only | | | | | | |
| All Firms | | | | | | |
| Annual Sales | | | | | | |
| < \$10 Million | | | | | | |
| \$10 to \$50 Million | | | | | | |
| \$51 to \$100 Million | | | | | | |
| Over \$100 Million | | | | | | |
| Region | | | | | | |
| Northeast | | | | | | |
| South | | | | | | |
| Midwest | | | | | | |
| West | | | | | | |
| Canada | | | | | | |

Rental Manager

| | Base Salary | | Additional Cash Compensation | | Total Compensation | |
|-----------------------|-------------|---------|------------------------------|---------|--------------------|---------|
| | Median | Average | Median | Average | Median | Average |
| AED Firms Only | | | | | | |
| All Firms | | | | | | |
| Annual Sales | | | | | | |
| < \$10 Million | | | | | | |
| \$10 to \$50 Million | | | | | | |
| \$51 to \$100 Million | | | | | | |
| Over \$100 Million | | | | | | |
| Region | | | | | | |
| Northeast | | | | | | |
| South | | | | | | |
| Midwest | | | | | | |
| West | | | | | | |
| Canada | | | | | | |

Service Manager

| | Base Salary | | Additional Cash Compensation | | Total Compensation | |
|-----------------------|-------------|---------|------------------------------|---------|--------------------|---------|
| | Median | Average | Median | Average | Median | Average |
| AED Firms Only | | | | | | |
| All Firms | | | | | | |
| Annual Sales | | | | | | |
| < \$10 Million | | | | | | |
| \$10 to \$50 Million | | | | | | |
| \$51 to \$100 Million | | | | | | |
| Over \$100 Million | | | | | | |
| Region | | | | | | |
| Northeast | | | | | | |
| South | | | | | | |
| Midwest | | | | | | |
| West | | | | | | |
| Canada | | | | | | |

Used Equipment Manager

| | Base Salary | | Additional Cash Compensation | | Total Compensation | |
|-----------------------|-------------|---------|------------------------------|---------|--------------------|---------|
| | Median | Average | Median | Average | Median | Average |
| AED Firms Only | | | | | | |
| All Firms | | | | | | |
| Annual Sales | | | | | | |
| < \$10 Million | | | | | | |
| \$10 to \$50 Million | | | | | | |
| \$51 to \$100 Million | | | | | | |
| Over \$100 Million | | | | | | |
| Region | | | | | | |
| Northeast | | | | | | |
| South | | | | | | |
| Midwest | | | | | | |
| West | | | | | | |
| Canada | | | | | | |

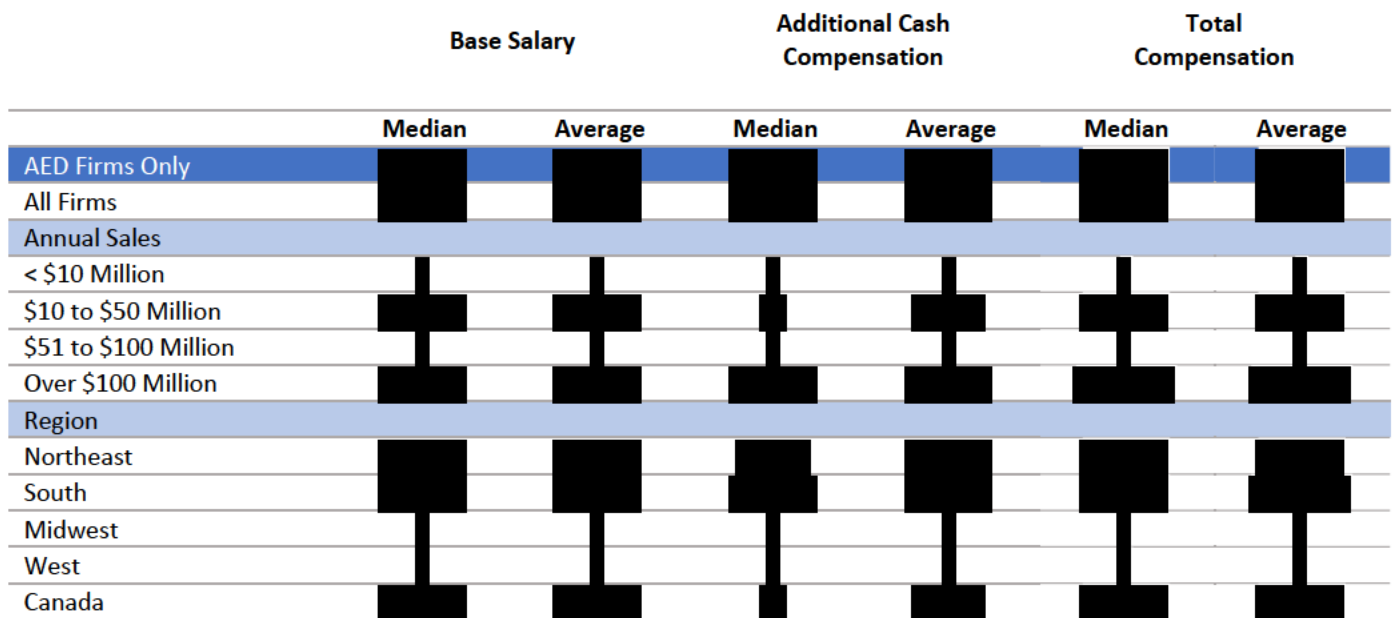
Field Mechanic

| | Base Salary | | Additional Cash Compensation | | Total Compensation | |
|-----------------------|-------------|---------|------------------------------|---------|--------------------|---------|
| | Median | Average | Median | Average | Median | Average |
| AED Firms Only | | | | | | |
| All Firms | | | | | | |
| Annual Sales | | | | | | |
| < \$10 Million | | | | | | |
| \$10 to \$50 Million | | | | | | |
| \$51 to \$100 Million | | | | | | |
| Over \$100 Million | | | | | | |
| Region | | | | | | |
| Northeast | | | | | | |
| South | | | | | | |
| Midwest | | | | | | |
| West | | | | | | |
| Canada | | | | | | |

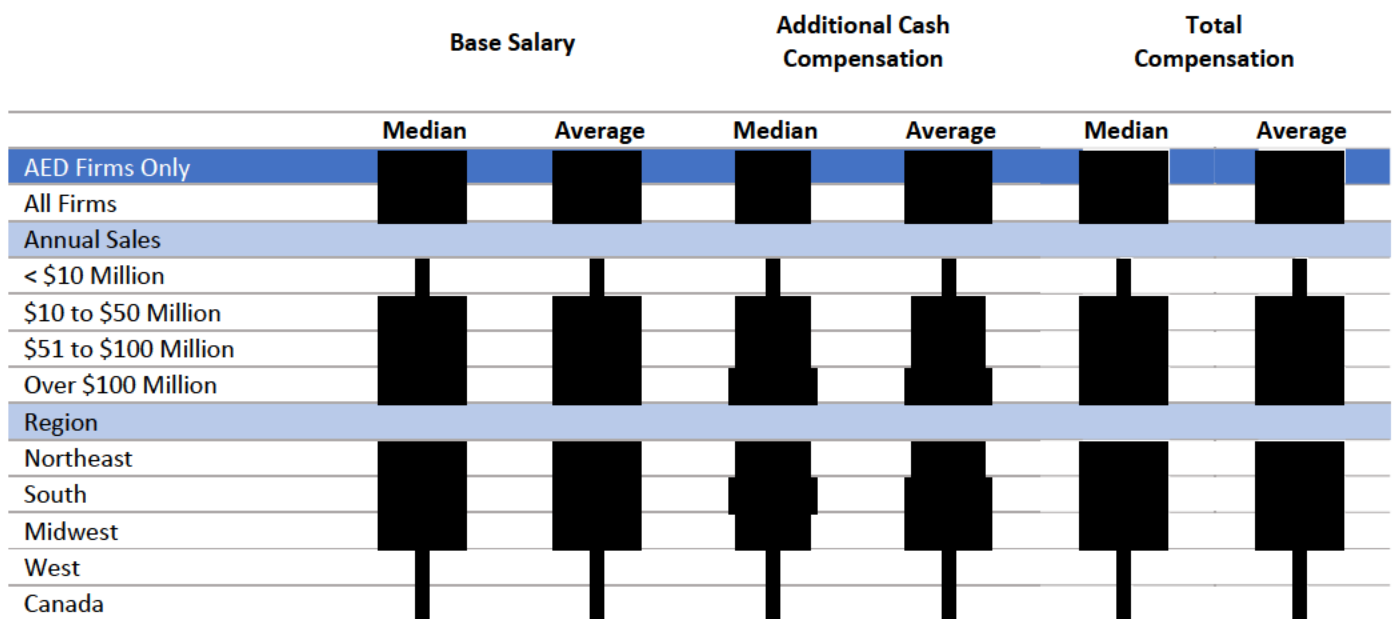
Product Support Manager

| | Base Salary | | Additional Cash Compensation | | Total Compensation | |
|-----------------------|-------------|---------|------------------------------|---------|--------------------|---------|
| | Median | Average | Median | Average | Median | Average |
| AED Firms Only | | | | | | |
| All Firms | | | | | | |
| Annual Sales | | | | | | |
| < \$10 Million | | | | | | |
| \$10 to \$50 Million | | | | | | |
| \$51 to \$100 Million | | | | | | |
| Over \$100 Million | | | | | | |
| Region | | | | | | |
| Northeast | | | | | | |
| South | | | | | | |
| Midwest | | | | | | |
| West | | | | | | |
| Canada | | | | | | |

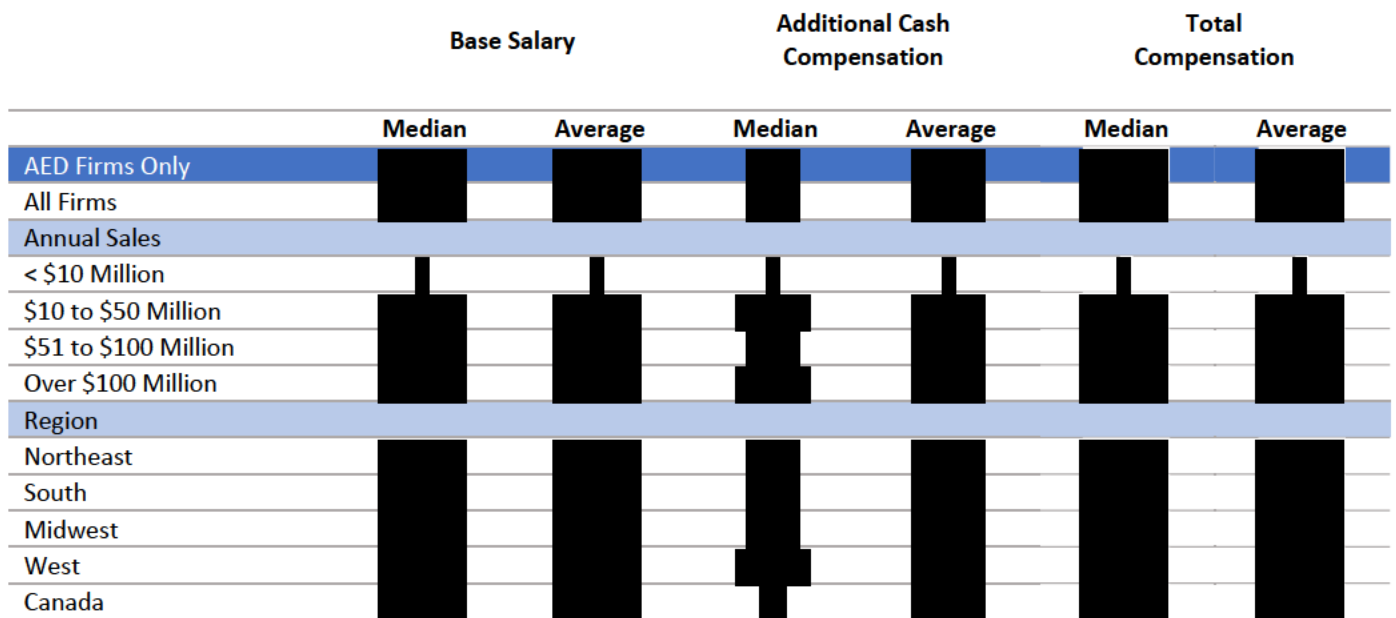
Product Support Salesperson



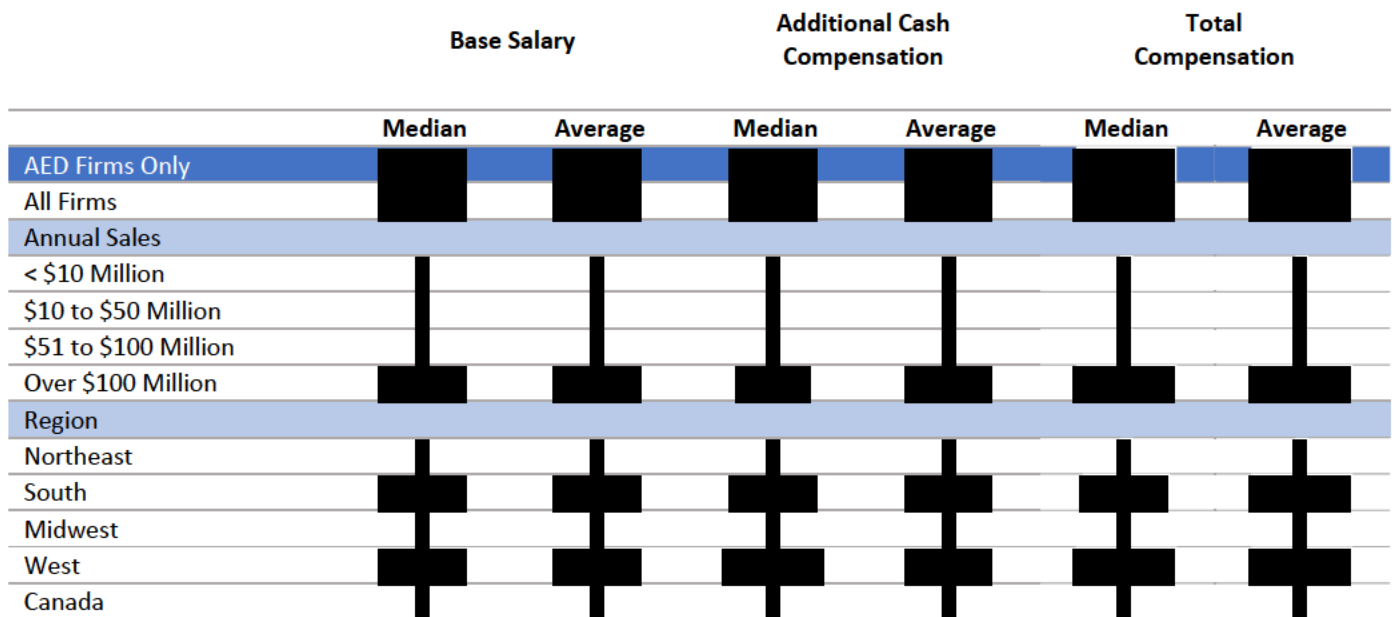
Rental Salesperson



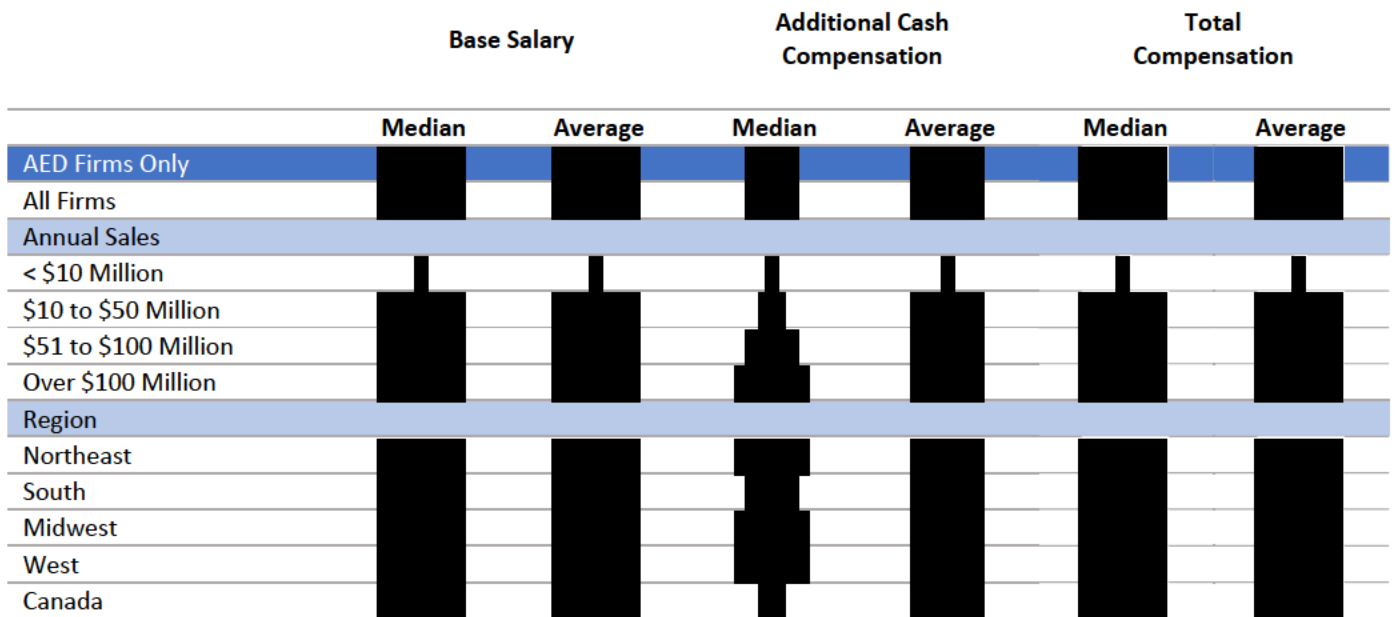
Starting Shop Mechanic



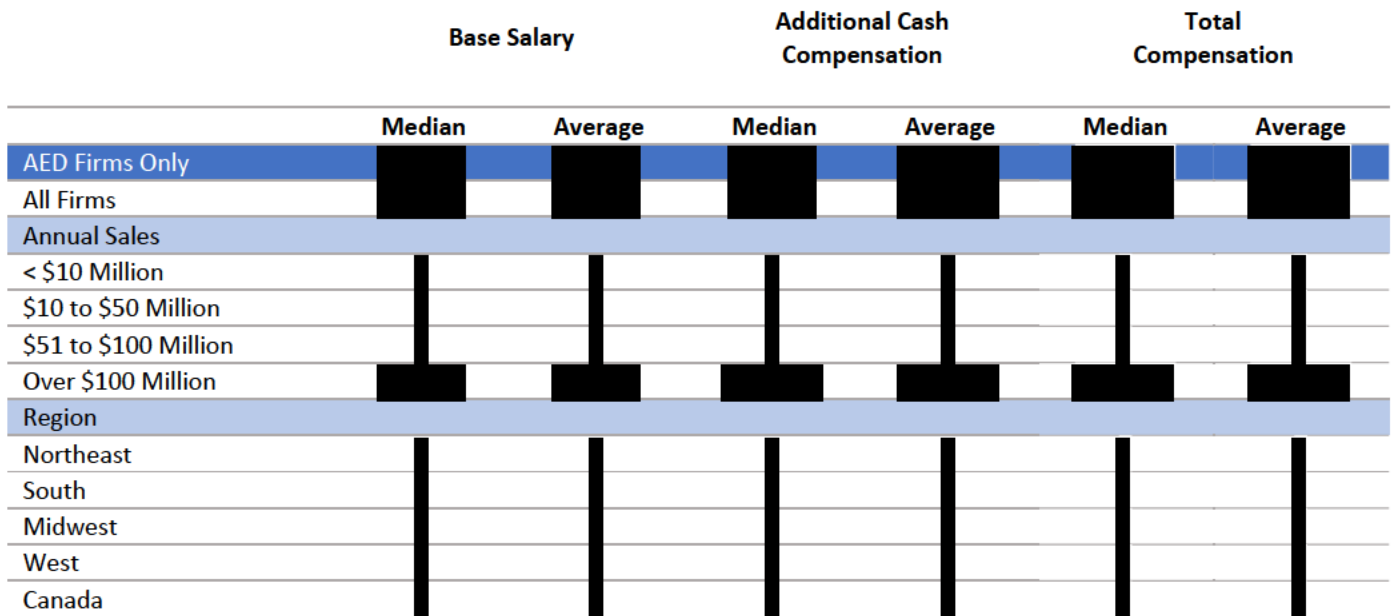
Territory Manager



Top Shop Mechanic



Used Equipment Salesperson



Branch Manager and Inside/Outside Sales

Branch Manager

| | Years in Position | | Base Salary | | Commissions, Incentive Pay, and Bonus | | Total Compensation | |
|-----------------------|-------------------|---------|-------------|---------|---|---------|--------------------|---------|
| | Median | Average | Median | Average | Median | Average | Median | Average |
| AED Firms Only | | | | | | | | |
| All Firms | | | | | | | | |
| Annual Sales | | | | | | | | |
| < \$10 Million | | | | | | | | |
| \$10 to \$50 Million | | | | | | | | |
| \$51 to \$100 Million | | | | | | | | |
| Over \$100 Million | | | | | | | | |
| Region | | | | | | | | |
| Northeast | | | | | | | | |
| South | | | | | | | | |
| Midwest | | | | | | | | |
| West | | | | | | | | |
| Canada | | | | | | | | |

Outside Sales

| | Base Salary | | Commissions | | Bonus and All Other Cash Compensation | | Total Compensation | |
|---|-------------|---------|-------------|---------|---------------------------------------|---------|--------------------|---------|
| | Median | Average | Median | Average | Median | Average | Median | Average |
| Entry-Level (Less than 2 years of experience) | | | | | | | | |
| AED Firms Only | | | | | | | | |
| All Firms | | | | | | | | |
| Annual Sales | | | | | | | | |
| < \$10 Million | | | | | | | | |
| \$10 to \$50 Million | | | | | | | | |
| \$51 to \$100 Million | | | | | | | | |
| Over \$100 Million | | | | | | | | |
| Region | | | | | | | | |
| Northeast | | | | | | | | |
| South | | | | | | | | |
| Midwest | | | | | | | | |
| West | | | | | | | | |
| Canada | | | | | | | | |
| Mid-Level (2 to 10 years of experience) | | | | | | | | |
| AED Firms Only | | | | | | | | |
| All Firms | | | | | | | | |
| Annual Sales | | | | | | | | |
| < \$10 Million | | | | | | | | |
| \$10 to \$50 Million | | | | | | | | |
| \$51 to \$100 Million | | | | | | | | |
| Over \$100 Million | | | | | | | | |
| Region | | | | | | | | |
| Northeast | | | | | | | | |
| South | | | | | | | | |
| Midwest | | | | | | | | |
| West | | | | | | | | |
| Canada | | | | | | | | |
| Senior-Level (Over 10 years of experience) | | | | | | | | |
| AED Firms Only | | | | | | | | |
| All Firms | | | | | | | | |
| Annual Sales | | | | | | | | |
| < \$10 Million | | | | | | | | |
| \$10 to \$50 Million | | | | | | | | |
| \$51 to \$100 Million | | | | | | | | |
| Over \$100 Million | | | | | | | | |
| Region | | | | | | | | |
| Northeast | | | | | | | | |
| South | | | | | | | | |
| Midwest | | | | | | | | |
| West | | | | | | | | |
| Canada | | | | | | | | |

Inside Sales

| | Base Salary | | Commissions | | Bonus and All Other Cash Compensation | | Total Compensation | |
|---|-------------|---------|-------------|---------|---------------------------------------|---------|--------------------|---------|
| | Median | Average | Median | Average | Median | Average | Median | Average |
| Entry-Level (Less than 2 years of experience) | | | | | | | | |
| AED Firms Only | | | | | | | | |
| All Firms | | | | | | | | |
| Annual Sales | | | | | | | | |
| < \$10 Million | | | | | | | | |
| \$10 to \$50 Million | | | | | | | | |
| \$51 to \$100 Million | | | | | | | | |
| Over \$100 Million | | | | | | | | |
| Region | | | | | | | | |
| Northeast | | | | | | | | |
| South | | | | | | | | |
| Midwest | | | | | | | | |
| West | | | | | | | | |
| Canada | | | | | | | | |
| Mid-Level (2 to 10 years of experience) | | | | | | | | |
| AED Firms Only | | | | | | | | |
| All Firms | | | | | | | | |
| Annual Sales | | | | | | | | |
| < \$10 Million | | | | | | | | |
| \$10 to \$50 Million | | | | | | | | |
| \$51 to \$100 Million | | | | | | | | |
| Over \$100 Million | | | | | | | | |
| Region | | | | | | | | |
| Northeast | | | | | | | | |
| South | | | | | | | | |
| Midwest | | | | | | | | |
| West | | | | | | | | |
| Canada | | | | | | | | |
| Senior-Level (Over 10 years of experience) | | | | | | | | |
| AED Firms Only | | | | | | | | |
| All Firms | | | | | | | | |
| Annual Sales | | | | | | | | |
| < \$10 Million | | | | | | | | |
| \$10 to \$50 Million | | | | | | | | |
| \$51 to \$100 Million | | | | | | | | |
| Over \$100 Million | | | | | | | | |
| Region | | | | | | | | |
| Northeast | | | | | | | | |
| South | | | | | | | | |
| Midwest | | | | | | | | |
| West | | | | | | | | |
| Canada | | | | | | | | |

Survey Methodology and Demographics

Once the questionnaires were submitted to Industry Insights, a confidential company identification code was assigned to each company. The data were then coded and entered into a proprietary system. Computer processing was performed on all data to ensure statistical validity and to produce the results contained in this study.

In all, 959 distributors, representing nearly 10,000 locations, submitted their surveys to Industry Insights. In particular, the statistical sample consists of the following:

| | |
|---------------------------------|------------|
| AED Firms | 109 |
| All Firms | 959 |
| 2021 Annual Sales Volume | |
| Less than \$10 Million..... | 120 |
| \$10 to \$50 Million..... | 271 |
| \$51 to \$100 Million..... | 150 |
| More than \$100 Million..... | 250 |
| Region | |
| Northeast..... | 133 |
| South..... | 297 |
| Midwest..... | 317 |
| West..... | 165 |
| Canada..... | 43 |

The statistical information contained in this report is believed to be representative of the companies responding to the survey. All reasonable efforts were taken by Industry Insights, Inc. to assure data comparability within the limitations of accounting reporting procedures. However, the data used in this report are not necessarily based on audited financial statements and the statistical validity of any given number varies depending upon sample sizes and the amount of consistency among responses for that particular ratio. Industry Insights make no representations or warranties with respect to the results of this study and shall not be liable to clients or anyone else for any information inaccuracies, or errors or omissions in contents, regardless of the cause of such inaccuracy, error, or omission. In no event shall Industry Insights be liable for any consequential damages.