

H T W O N A T I O N A L  
N A T I O N A L R E A L E S T A T E E X E C U T I V E S E A R C H F I R M

2025

COMPENSATION GUIDE



# WELCOME TO OUR COMPANY

***“BEST IN CLASS” NATIONAL REAL ESTATE EXECUTIVE SEARCH  
FIRM WITH THE LARGEST RESEARCH DATABASE***

## ***PROVIDING SOLUTIONS FOR YOUR MOST PRESSING STAFFING NEEDS***

Our tenacious real estate recruiters promote your brand and your opportunity to those who need to hear.

As your premier real estate executive search firm, we provide specialized recruiting services to a broad range of real estate organizations, filling new and existing roles that help our clients compete and grow.

Leo Turley, CEO of H Two National, leads the team with his 40+ years of experience in the industry. He has conducted 5,000+ searches across the U.S. over the years. Leo is a leading expert specializing in Real Estate Executive Search.

H Two National recruits nationally from site-level to C-level in every asset class and discipline.

- Development
- Investment
- Syndication
- Finance/Accounting
- Marketing
- Leasing
- Training
- Asset Management
- Property Management
- Human Resources

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# FUTURE OF WORKPLACE:

- **IN-OFFICE**
- **HYBRID**
- **REMOTE**

## **NO MORE HYBRID OR REMOTE WORKING?**

That's right! The IN-OFFICE MODEL is making its way back. Just look at our federal government, high-tech companies, and many more who are requiring their people to return to the office.

**The IN-OFFICE MODEL** has always been the employer's model of choice, but the combination of advanced technology and COVID forced employers to consider alternative ways for their people to work. Fast forward to today, COVID is more in our rearview mirror, and employers are back to what they have always liked.

From the employer's perspective, the IN-OFFICE MODEL is the only format where productivity has a chance, where collaboration abounds, and where supervisors can watch their employees work. Let's face it, organizations of all sizes own or lease space for this very purpose. They feel that it is their responsibility to provide a physical place for their workforce to do their jobs, and they feel that their people should be grateful and use it. One cannot argue that a building is the best place for hardware, software, equipment, and systems to work. Everything is centralized and maintained in one place. The point of view that employers want everyone to seriously consider is that there is no place better than an office for communication and collaboration.

**COMMUNICATION & FLEXIBILITY** - Whether it is an IN-OFFICE or HYBRID or REMOTE format, employers and employees must create and adapt to a brand-new way of communication that ties everyone together that works for the workplace of the organization. Policies and systems will change so that the products and services that organizations provide will still be delivered effectively and efficiently. And the willingness of employers and employees to be flexible will bring together the workforce of the 2020s.

# ADDITIONAL RESOURCES



## HOW TO WRITE AN OFFER LETTER

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## RELOCATION EXPENSE GUIDELINES FOR EMPLOYERS

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## DECLINED JOB OFFERS

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# TOP 5 GROWING MARKETS IN 2025

## MULTIFAMILY

- Dallas-Fort Worth, TX
- Houston, TX
- Miami, FL
- Tampa, FL
- St. Petersburg, FL
- Orlando, FL
- Nashville, TN
- Salt Lake City, UT
- Phoenix, AZ
- Atlanta, GA
- Boston, MA

## COMMERCIAL

- Austin, TX
- Raleigh-Durham, NC
- Nashville, TN
- Phoenix, AZ
- Charlotte, NC
- Tampa, FL
- Dallas-Fort Worth, TX
- Orlando, FL
- Denver, CO
- Seattle, WA
- Atlanta, GA



# THINGS TO CONSIDER

*Things to consider when reviewing the compensation guide.*

## COMPENSATION RANGE

These are ranges and compensation will depend on the candidate's current compensation, location, size of company, and responsibilities.

Use this as a **starting point**.

## TOTAL PACKAGE

Base compensation really depends on what other perks and benefits are offered.

- **Bonus** (Is there a formula, goal, or is it discretionary.)
- **Equity / Participation / Profit Share**
- **Sign on Bonus**
- **Relocation Reimbursement**
- **Phone, Laptop**
- **Travel Reimbursement, Car, Car Allowance**

## BENEFITS & PTO

- **Hybrid or Remote** (work/life balance)
- **Holiday's**
- **Vacation Time**
- **Sick Time**
- **Cost of Benefits**
- **401K**
- **Dental/Vision**
- **Disability**
- **Life Insurance**



# 2025 REAL ESTATE COMPENSATION GUIDE

The question we get asked often as real estate executive recruiters is regarding compensation ranges.

It's a tough question to answer since it depends on the organization's size, position level, location, etc. When we recruit for a position, we provide our clients with a mini-salary survey specific to that position and location. It gives our clients a good idea of what that position is paying in the current market. That way, they know they are paying competitively while not overpaying.

We hope you find this helpful.



# 2025

# COMPENSATION INCREASES

As we look ahead to 2025, compensation increases in the real estate, property management, and development sectors will vary based on a few key factors, like regional conditions, specific areas of focus, and the overall economic climate. However, we can expect some general trends across the board:

## Real Estate:

- Expected Increase: Around 4% to 6%
- This is pretty much in line with broader economic expectations. The real estate market is still adjusting to post-pandemic changes, and while some areas are seeing more growth than others, both commercial and residential markets are likely to experience moderate wage growth.

## Property Management:

- Expected Increase: Between 3% and 5%
- For property managers, those working in high-demand markets or overseeing large portfolios may see raises on the higher end of that range. The growing focus on property technology, sustainability, and offering enhanced services is also driving some compensation growth in this area.

## Real Estate Development:

- Expected Increase: Around 5% to 7%
- Developers are likely to see stronger pay increases, especially in urban areas, mixed-use developments, and projects focused on sustainability or green building. With ongoing demand for both housing and commercial spaces, along with infrastructure growth, the development sector is in a good position for wage hikes.

## What's Driving These Increases?

- Economic Conditions: If inflation stays under control or even drops, salary increases may be on the lower end. But if inflation stays high or labor shortages continue, raises could be steeper.
- Regional Differences: Where you work matters. Cities like New York, San Francisco, and Miami typically see higher compensation adjustments compared to smaller or rural markets.



# DEVELOPMENT / INVESTMENT / SYNDICATION

<b>Chief Development Officer</b>	<b>\$266,416 - \$466,671</b>
<b>Vice President of Development</b>	<b>\$217,071 - \$310,228</b>
<b>Chief Investment Officer</b>	<b>\$361,565 - \$465,897</b>
<b>Vice President of Acquisitions</b>	<b>\$224,485 - \$392,876</b>
<b>Investment Analyst</b>	<b>\$98,247 - \$162,749</b>
<b>Head of Syndication</b>	<b>\$266,306 - \$376,391</b>
<b>Head of Fund Development</b>	<b>\$244,842 - \$363,557</b>

# FINANCE / ACCOUNTING

<b>Chief Financial Officer</b>	<b>\$312,995 - \$471,258</b>
<b>Vice President of Finance</b>	<b>\$147,924 - \$262,544</b>
<b>Controller</b>	<b>\$134,979 - \$217,072</b>
<b>Director of Property Accounting</b>	<b>\$108,426 - \$160,868</b>
<b>Property Accountant</b>	<b>\$63,948 - \$90,392</b>

# MARKETING / LEASING

<b>Head of Marketing</b>	<b>\$165,958 - \$320,629</b>
<b>Regional Marketing Manager</b>	<b>\$103,226 - \$162,306</b>
<b>Marketing Specialist</b>	<b>\$57,077 - \$84,375</b>
<b>Head of Leasing</b>	<b>\$178,460 - \$351,940</b>
<b>Regional Leasing Manager</b>	<b>\$88,290 - \$181,226</b>
<b>Leasing Representative</b>	<b>\$64,392 - \$120,043</b>

# ASSET MANAGEMENT / COMPLIANCE

<b>VP/Director of Asset Management</b>	<b>\$205,455 - \$330,587</b>
<b>Senior Asset Manager</b>	<b>\$136,417 - \$239,310</b>
<b>Asset Manager</b>	<b>\$112,630 - \$194,281</b>
<b>VP/Director of Compliance</b>	<b>\$146,000 - \$182,774</b>

# PROPERTY MANAGEMENT

<b>Chief Operating Officer</b>	<b>\$198,264 - \$361,787</b>
<b>VP/Director of Property Management</b>	<b>\$178,128 - \$298,281</b>
<b>Regional Vice President</b>	<b>\$172,337 - \$270,433</b>
<b>Regional Property Manager</b>	<b>\$138,298 - \$232,562</b>
<b>Property Manager</b>	<b>\$64,171 - \$90,000</b>

# WHAT OUR CLIENTS ARE SAYING

"... 13-year relationship, we keep going back to H Two National for help on our searches. Either they are confidential needs, or needs that we have tried to fill ourselves and failed, or our plate is just too full to search on our own. Whatever the level, whatever the discipline, the team at H Two National delivers just what we need. They bring us qualified, interested, motivated to make a change candidates, obviously identified through their direct recruiting/cold-calling efforts."

**- CPO of a Top 50 NMHC owner**

"We retained H Two National to help fill a Regional Manager position for our company. They are extremely professional, they hustle, they brought us great candidates, and they followed up at the right time. They kept the process moving at the appropriate pace and helped us find a great Regional Manager for our team! We were pleased to work with them and appreciate their expertise in helping us land the perfect Regional Manager."

**- President & CEO of a Midwest regional investor**



From our first interaction, Katlyn was incredibly communicative and always ensured I was informed and comfortable throughout the entire process.

Katlyn took the time to understand my skills and career aspirations, matching me with an opportunity that aligns perfectly with my goals. Their support and guidance were invaluable, and I am grateful for the exceptional service they provided. I wholeheartedly recommend Katlyn to anyone seeking a reliable, supportive, and effective recruiter.

**- Sebastian, Candidate**

# PLACEMENT EXAMPLES

*Placement examples touching a variety of asset classes, disciplines, and levels across the country.*

- Chief Property Officer (Multi-Family) – Scottsdale, AZ
- President of Property Management – Greenville, SC
- Director of Asset Management to be named President 3/2025 in succession plan
- President, Syndication – Washington, DC - (notable past placement)
- EVP of New Business Development – NJ
- VP of Property Management – Rochester, NY
- VP of Property Management – Rochester, NY (duplicate entry removed)
- VP Risk & Credit Advisory, Net Lease Investor – Dallas, TX
- National Director of Quality Assurance (REIT) – Austin, TX
- Director of Property Management (Commercial) – Baltimore, MD
- Director of Property Management – Atlanta, GA
- Director of Asset Management – GA
- Director of Asset Management, Syndication – Washington, DC
- Director of Compliance – Greenville, SC
- Director of Office Leasing – Newport, DE
- Director of Learning & Development – Atlanta, GA
- Regional Property Manager (Multi-Family) – Boston, MA
- Regional Manager – Greenville, SC
- Regional Manager (Multi-Family) – AL
- District Property Manager – Rochester, NY
- Senior Commercial Property Manager – Greensboro, NC
- Commercial Senior Property Manager – Greenville, SC
- Commercial Senior Property Manager – Charlotte, NC
- Portfolio Manager – Newton, MA
- Assistant Director of Commercial Real Estate – Greenville, SC
- Luxury Lease-Up Community Manager – Chattanooga, TN
- Property Manager (Multi-Family) – MA
- Property Manager – Worcester, MA
- Property Manager – Seattle, WA
- Community Director – Sacramento, CA
- Commercial Property Manager – Charlotte, NC
- Commercial Property Manager – Greenville, DE
- Commercial Property Manager – DE
- Accounting Specialist – Greenville, SC
- Asset Management Analyst – Atlanta, GA
- Landscape Designer – Baltimore, MD
- Project Director – Rochester, NY
- Project Manager, Syndication Due Diligence/Underwriting – Washington, DC
- Tax Manager – Norwalk, CT
- Controller – Greenwich, CT



# READY TO HIRE H TWO NATIONAL?

H Two National has a proven search strategy, a clearly defined executive recruiters search process, that produces results and solves the staffing needs of its clients. Engaging the right executive search recruitment process begins the right course of hiring. Success comes from executing the strategy. We find a way to connect with the talent who needs to hear about our client's brand and opportunity. H Two National uses the latest technology tools to identify qualified talent and make contact faster.

WHAT OUR REAL ESTATE RECRUITING PROCESS INVOLVES ?

WHY CHOOSE US ?

CONTACT: KATLYN TURLEY, PRESIDENT **TO GET STARTED!**

KTURLEY@HTWONATIONAL.COM

704.275.3300 x3





## CONTACT US

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**Katlyn Turley, President**

# THANK YOU

[WWW.HTWONATIONAL.COM](http://www.htwonational.com)