



CANADIAN RENTAL ASSOCIATION
ASSOCIATION CANADIENNE DE LOCATION

Canadian Compensation and Benefits

2021 Report

Prepared By:

THE
PORTAGE
GROUP

About the Canadian Rental Association

The Canadian Rental Association is the recognized voice of the event and equipment rental industry. We are the preferred source for guidance on safety, standards, and business practices. We are the leading advocate on behalf of the event and equipment rental industry in Canada. We have a well-governed organization and chapters with mechanisms to communicate and collaborate with each other to promote members interests using best practices.

About The Portage Group Inc.

The Portage Group Inc. is a consulting group with a shared passion for helping your organization through the various stages of its journey. Our consulting team offers deep sector expertise across multiple service areas that include: Research, Strategy, Search, Human Resources, Organizational Performance and Governance. Through its Research and Strategy Division, the firm provides a broad range of research services to associations and to the members they serve. For more information, please visit www.portagegroup.com.

Disclaimer

Although the information in this report has been obtained from sources that The Portage Group believes to be reliable, this report is based on survey responses during the period of April 8 to May 9, 2021. Accordingly, its accuracy and completeness cannot be guaranteed. This report is for information purposes only. All opinions and estimates included in this report constitute the views of survey respondents combined with our judgment as of this date and are subject to revision.

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I. INTRODUCTION

As a leader of the Canadian event and equipment rental industry in Canada, the Canadian Rental Association (CRA) seeks to provide information that can be used to improve the operations of its members across various areas. The *Canadian Compensation & Benefits – 2021 Report* provides comprehensive documentation of compensation and benefits currently provided to rental business across Canada. This report investigates all aspects of compensation and is useful in determining the appropriate level of compensation and benefits for rental business staff. The study was carried out by The Portage Group, a full-service management consulting firm that specializes in providing research and consulting services to associations.

APPROACH AND METHODOLOGY

Email invitations were sent to approximately 486 rental businesses in April 2021. By the survey cut-off date of May 9, 2021, responses had been received from 86 Canadian rental businesses for a 18% response rate.

Each survey allowed respondents to provide information on compensation, benefits and demographics for an unlimited number of individual staff members. The survey covered full-time, part-time and seasonal positions. If a position was not full time, compensation data was adjusted to a full-time equivalent based on the number of hours worked. Respondents could also report data for groups of employees in a particular position, so the number of employees represented in the survey is not directly related to the number of survey responses. Key response statistics are as follows:

- Number of participating organizations: 86
- Number of positions reported: 490
- Number of employees represented: 1,587

DEFINITIONS

Following are a number of definitions for terminology used in this report.

- **Base Compensation:** This is the annual base amount of cash compensation an individual receives prior to any bonuses or incentives. To allow for comparisons, part-time and seasonal wages have been converted to annualized full-time equivalents based on 40 hours per week for 52 weeks per year.
- **Bonus Compensation:** This is cash compensation beyond the regular paycheque. This compensation is typically received as a bonus or incentive and may or may not be part of a formal incentive plan. For Outside Rental / Sales Representative, this does not include commissions.
- **Commission:** This is the amount of compensation received in the form of commission on sales made. Commissions were only captured for Outside Rental / Sales Representative.
- **Total Compensation:** Is base compensation plus bonus/incentive pay and commissions (if applicable).
- **Hourly Rate:** This represents the hourly equivalent to base compensation. This rate can be used to calculate benchmark compensation for part-time positions. Where annual or weekly values were provided, hourly rates were calculated using the standard weekly hours reported over a 52-week year. The hourly rate does not include any bonus or incentive pay.
- **Bonus Percent:** This is the amount of bonus or incentive compensation expressed as a percentage of base compensation.
- **Sample Size:** Shown as “N=” throughout the report, this is the number of cases the result is based upon.
- **Number of Employees:** Respondents could report data for individuals or groups of employees for each position, so the number of employees represented in the survey is not directly related to the number of survey responses. The number of employees is the total number of people the data represents.

STUDY LIMITATIONS

When interpreting the results of this study, it is important to keep in mind the following limitations:

- Compensation figures are as of May 2021.
- Results are based on survey responses and are only as accurate as the data provided by survey participants.
- This survey was conducted using the member list from CRA and is not a random sample. Because the survey was not random, the results may or may not be an accurate representation of the total of the rental sector in Canada. Accordingly, the findings in this report reflect the views of only those that participated.
- Results throughout the report, particularly for subgroups, should be interpreted with caution due to small sample sizes.

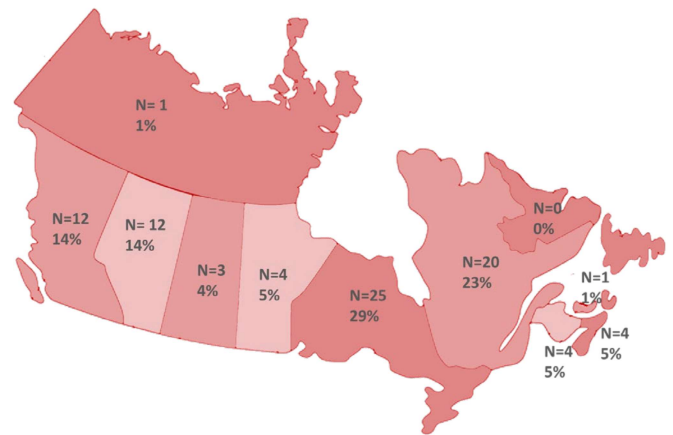
2. RENTAL COMPANY PROFILE

This section provides an overview of the company demographics to provide some context to the findings. They are not necessarily representative of the entire rental business community in Canada.

REGION

Ontario is the largest region accounting for 29% of participants followed by Quebec at 23% (see **Exhibit 2-1**). British Columbia and Alberta each account for 14%.

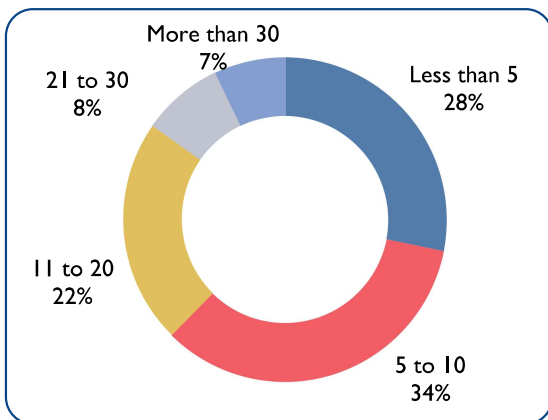
Exhibit 2-1 – Region



Notes: N=86
Percentages may not sum to 100% due to rounding.

NUMBER OF EMPLOYEES

Exhibit 2-2: Number of Employees



Notes: Average number of staff is 20.0. Median number of staff is 7.0.
N=85

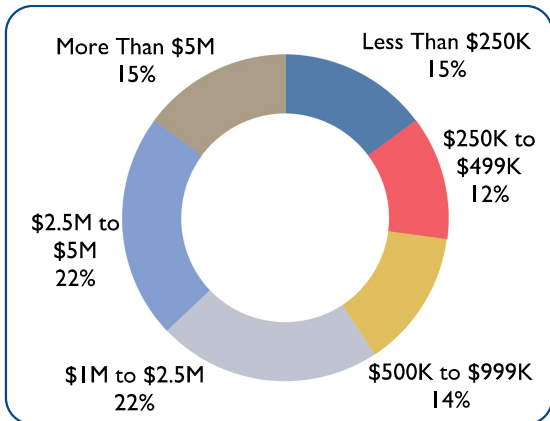
As illustrated in **Exhibit 2-2**, rental businesses of all sizes participated in the 2021 survey. Rental businesses with 5 to 10 staff account for one-third (34%) of participants followed by those with less than 5 staff (28%) and those with 11 to 20 staff at 22%.

The average number of staff at participating rental businesses is 20.0 while the median is 7.0.

On average, participants indicated that they planned to hire an additional 2.0 staff in the six weeks following the survey.

REVENUE

Exhibit 2-3: Total Revenue in 2020



Notes: Average total revenue in 2020 was \$4.0 million. Median total revenue was \$1.2 million.
N=64

Like the number of employees, there is a good mix of participants by revenue. As seen in **Exhibit 2-3**, the most common level of revenue is between \$1 million to \$2.5 million and \$2.5 million to \$5 million, which both account for 22% of participating organizations.

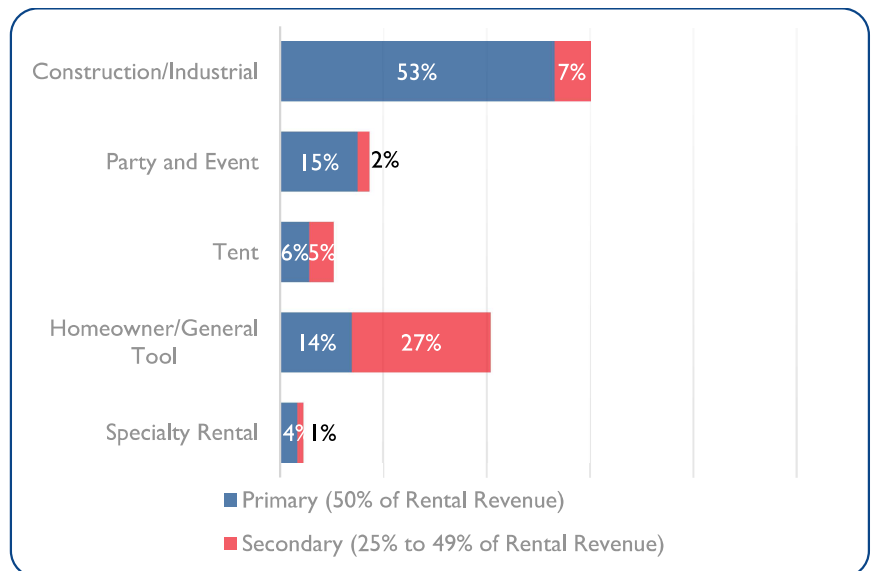
The average revenue in 2020 among participating rental businesses was \$4.0 million while the median was \$1.2 million.

RENTAL CATEGORY

As seen in **Exhibit 2-4**, construction/industrial is the largest rental category with just over half (53%) citing it as the source of more than 50% of their rental revenue. A further 7% indicated it was a secondary category (25% to 49% of rental revenue).

Homeowner/general tool rental is the second largest when including those who consider it a secondary category though it is tied with party and event when only looking at primary categories.

Exhibit 2-4: Rental Categories



Note: N=86