

## HOW TO:

### DRAFT & EXTEND AN ATTRACTIVE OFFER

Developing employment offers is as much of an 'art' as it is a 'science' & can sometimes be very complex. We often find opportunities (& add value for our clients) when developing compensation models and employment offers that ensure the team is attracting the best leader for their open role! Ensuring fair/equitable pay across the enterprise is also critical – & sometimes this presents challenges, especially when unifying/integrating teams because of M&A activity.



Here are some best practices that may help simplify & unify company compensation & employment offers:

1 Clearly articulate **TOTAL Cash Compensation!** Many times, we've seen offer letters written with base/bonus but often don't include monetary values of the other elements of the package. For example, on average:

- Employee health care coverage = ~\$5-7k/year
- "2 weeks (14 days) PTO" (@ \$100k base) = ~\$5,500k/year

2 Cultivate **performance-based bonus/incentive structures** that **incorporate company goals**; this will drive employment alignment & an 'all in this together' environment

3 **Be consistent @ offerings** (health care, 401k, PTO/work-from-home days, etc) for all employee levels (frontline → C-Suite)

4 **Recommended Compensation x Role** – see below:

Role / Level (industry analytics, placements from our office, etc)	Recommended Base** (** median avg; geography skews this slightly)
Frontline (Budtender, Trim/Processing)	\$17-\$20/hour
Entry (single-unit) Leadership / Indiv Contributor	\$75k - \$100k
Senior (Dept) Leadership (Director, VP)	\$150K - \$175k
Executive Leadership (Snr VP, Pres, C-Suite)	\$200k +

For more recommendations / analytics by role, department, geography, etc – connect with us for more details & insight! Click [here](#) to schedule time to chat in more detail – introductory connections are always complimentary! Let's be buds!



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