

## CRAFTING IRRESISTIBLE JOB OFFERS



Developing employment offers is as much of an 'art' as it is a 'science' & can sometimes be very complex!

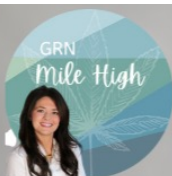
Additionally, ensuring fair/equitable & achievable realistic pay across the enterprise is also critical (& sometimes this presents challenges (especially when unifying/integrating teams because of M&A activity).

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

- 1 Clearly articulate & highlight **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 = ~\$10-15k/year
  - "2 weeks (14 days) PTO" (@ \$100k base) = ~\$5,500k/year
- 2 Develop **performance-based bonus/incentive structures** that **incorporate company goals**; this will drive employment alignment & cultivate 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 <small>(industry analytics, placements from our office, etc)</small>	Recommended Base** <small>(** median avg; geography skews this slightly)</small>
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 +

We'd love to partner with you ... click [here](#) to set up a day/time to catch-up live!  
Let's be buds!



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