



APEX RECRUITER

Property & Construction Talent-flow and
Salary Survey Report 2018

Market Overview

Generally speaking, the war of business is the competition for talents. Talents have been gradually recognized by the decision makers as the most important resources to the development of a company. A successful recruitment may produce tremendous benefits on both tangible and intangible aspects.

Because of a series of reasons, government policy, for instance, the commercial real estate industry has been developing rapidly in the past few years. As a result, there is a heavy demand towards related talents who are capable of mastering both commercial and real estate operation. However, the situation of commercial real estate talents market is not so optimistic. On one hand, the industry is newly-developed which means it is unlikely to gather considerable talents in such a short period. While on the other hand, universities and colleges are lacking of enough attention on cultivating relevant specialized talents. The shortage of industrial professionals has caused the talent competition more and more intense.

APEX RECRUITER Salary Report is a quarterly analysis of talent-flowing, salary expectation, working intention on commercial real estate talents in the market of China. This report is based on material sourced from over 5000 candidates in the field of commercial real estate. We hope our effort will be some help to you and your company.

About APEX RECRUITER

APEX RECRUITER is a specialist recruitment consultancy that provides executive search and selection in the professional and management level for property and construction sector. With more than 6 years experience in professional recruitment consultancy, more than 50 consultants in mainland China and a database containing over 350,000 hottest high calibers across all disciplines in the property and construction, the company completes more than 300 middle-senior level assignments annually.

Methodology

Data used in this report are collected from resumes and detailed interview notes of over 5000 candidates by APEX RECRUITER consultants from Jan.1 to Apr.1, 2018. Personal information such as gender, age, educational level is collected from resumes; while others are through interview notes. All respondents are high and mid level real estate talents in China, covering up to 8 vertical functional fields. We adopted a random sampling method to ensure the validity and reliability of this research. We deeply analyzed the relationship between gender, marital status, working location, educational level, city level, English ability and salary expectation and working intention.

"From this report, we can see that property construction market candidates are becoming more and more rational in their career development, while with the fast growing in this sector, salary has been increasing dramatically as well."



Jack Lee
Founder &CEO
APEX RECRUITER

Key Findings :

- When years-of-experience is from **5** to **9**, there is hardly any difference of the avg. job-hopping times between male and female. While with the increasing of years-of-experience, male and female differentiate from each other. Under the same range of years-of-experience, male have the higher avg. job-hopping times, which means female are more stable and more likely to refuse a job-hopping opportunity than male.
- Respondents with a salary of **50-100** are nearly four more than those with a salary of **5-10** in avg. job-hopping times
- Compared with salary, career advancement is the most popular reason causing a job-hopping.
- **69.2%** respondents in a foreign company prefer to move to a foreign company; **58%** respondents in a state-owned company prefer to move to a private company; **51.2%** respondents in a private company are likely to flow to a state-owned company; while a state-owned company is the first choice of **43.2%** respondents in a government department.
- Respondents who own a master degree have an obviously high salary than those who own a college or bachelor degree. In addition, the higher the educational level is, the more the respondents expect in their next job-hopping.
- Most of the fields follow the proportion relation between salary and educational level, except general management and sales & marketing. Regarding the general management, the statistics show that there is hardly any college degree employee in the field of investment & asset and masters in the field of property & facility. The internet trend also plays a great influence on the talent acquisitions in many companies.
- Respondents who received higher education in a first-tier city are more likely to work in a first-tier city (**77%**) for their next job; respondents who received higher education in a second-tier city are more likely to work in a second-tier city (**47%**) for their next job. Besides, up to **20%** respondents who received higher education in a second-tier city do not care whether their next job location is in a first or second-tier city.
- **22%** respondents who are currently working in Beijing consider moving out because of the air pollution; while **17%** respondents outside Beijing choose not to work in the capital for their next job opportunity because of the air pollution.

Part I : Salary Table of Vertical Functional Fields

Functional Field & Title	Qualification	Years of Experience	Gross Annual Salary(RMB)	
			Min	Max
General Management				
CEO/VP/MD	Master/MBA	20+	1.5 Million	4 Million
Area GM	Master/MBA	20+	1.2 Million	2 Million
Project GM	Master/MBA	20+	1 Million	1.5 Million
Project & Construction				
Project GM	Bachelor	20+	800K	1.3 Million
Project Director	Bachelor	20+	600K	1 Million
Chief Engineer	Bachelor	20+	600K	800K
Senior Project Manager	Bachelor	20+	400K	600K
Construction Manager	College	10+	300K	500K
Fit Out Manager	College	10+	250K	400K
MEP Manager	College	10+	350K	500K
HAVC Manager	College	8+	200K	400K
HSE Manager	College	8+	200K	350K
Design Management				
Design Director	Bachelor	15+	700K	1.5 Million
Senior Design Manager	Bachelor	15+	400K	600K
Principle Architect	Bachelor	15+	500K	800K
Urban Design Director	Bachelor	15+	400K	600K
Interior Design Director	Bachelor	15+	600K	700K
Façade Design Director	Bachelor	15+	400K	600K
Senior Architect	Bachelor	10+	300K	500K
Architect	Bachelor	8+	150K	300K
Interior Design Manager	Bachelor	8+	150K	300K
Façade Design Manager	College	8+	150K	300K
Urban Designer	Bachelor	8+	150K	200K
Landscape Designer	Bachelor	5+	150K	200K
Cost Control & Procurement				
Cost Control GM	Bachelor	15+	700K	1 Million
Cost Control Director	Bachelor	10+	600K	800K
Procurement Director	Bachelor	10+	600K	800K
Cost Control Manager	Bachelor	8+	400K	600K
Procurement Manager	Bachelor	8+	300K	500K
Investment & Asset				
Investment GM	Bachelor	15+	1 Million	3 Million
Investment Director	Bachelor	15+	800K	1 Million

Asset Director	Bachelor	10+	700K	900K
Investment Manager	Bachelor	8+	300K	600K
Asset Manager	Bachelor	8+	300K	500K
Research & Consultancy				
Research Director	Bachelor	15+	500K	600K
Consultancy Director	Bachelor	15+	500K	600K
Research Manager	Bachelor	10+	300K	500K
Consultancy Manager	Bachelor	10+	200K	400K
Commercial Mall Management				
Mall GM/DGM	Bachelor	15+	600K	800K
Operation DGM	Bachelor	15+	500K	700K
Operation Director	Bachelor	10+	450K	600K
Operation Manager	Bachelor	8+	200K	300K
Property & Facility				
Property GM	College	20+	400K	600K
Property Director	College	15+	300K	400K
Facility Director	College	15+	400K	600K
Property Manager	College	8+	100K	200K
Facility Manager	College	8+	200K	300K
Leasing Management				
Retail Leasing Director	Bachelor	10+	600K	800K
Office Leasing Director	Bachelor	10+	600K	800K
Retail Leasing Manager	College	8+	250K	400K
Office Leasing Manager	College	8+	250K	400K
Sales & Marketing				
Sales GM	Bachelor	15+	1 Million	2 Million
Marketing GM	Bachelor	15+	700K	1 Million
Sales Director	Bachelor	10+	700K	900K
PR Director	Bachelor	10+	600K	800K
Marketing Director	Bachelor	10+	600K	800K
Marketing Manager	Bachelor	8+	300K	500K
PR and Event Manager	Bachelor	8+	300K	500K
HR				
HR VP/GM	Bachelor	20+	800K	1.3 Million
HR Director	Bachelor	15+	700K	900K
Senior HR Manager	Bachelor	10+	500K	700K
Recruitment Director	Bachelor	8+	500K	600K
HR Manager	Bachelor	8+	300K	400K
HR Business Partner	Bachelor	5+	150K	250K
Recruitment Manager	Bachelor	5+	150K	250K
C&B Manager	Bachelor	5+	100K	200K

Training Manager	Bachelor	5+	150K	250K
Employee Relationship Manager	Bachelor	5+	100K	150K
Legal				
Legal GM/VP	Bachelor	15+	800K	1.5 Million
Head of Legal	Bachelor	10+	700K	1 Million
Legal Director	Bachelor	10+	600K	800K
Legal Counsel	Bachelor	8+	600K	800K
Legal Manager	Bachelor	8+	400K	600K
Legal Executive	Bachelor	5+	200K	300K
Finance				
CFO	Bachelor	15+	1.5 Million	2.5 Million
Financial Director	Bachelor	10+	1 Million	1.5 Million
Treasury Director	Bachelor	10+	1 Million	1.5 Million
Tax Director	Bachelor	10+	800K	1.2 Million
Finance Manager	Bachelor	8+	600K	700K
Treasury Manager	Bachelor	8+	600K	700K
Accounting Manager	Bachelor	5+	400K	600K
Internal Audit Manager	Bachelor	5+	400K	550K
Senior Accountant	Bachelor	5+	250K	350K

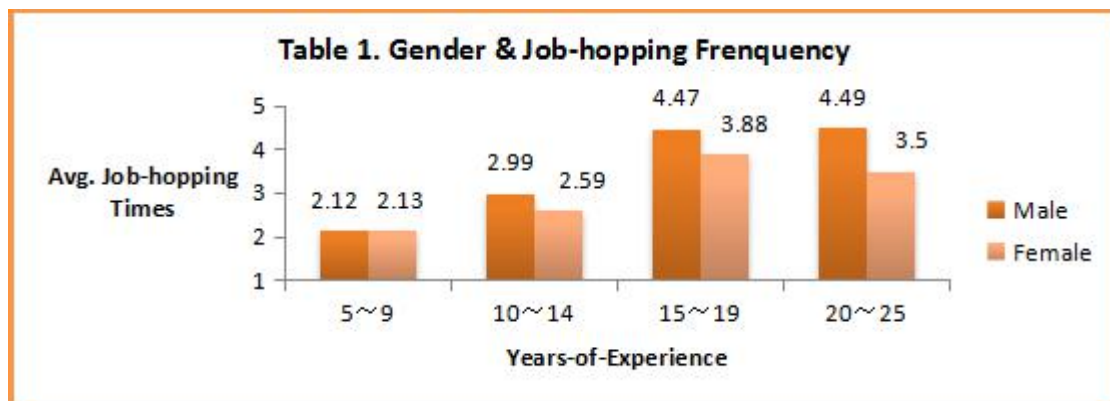


Part II: Talent-flow Analysis in Property Construction

Job-hopping is not a strange word to most of the people. Serving a company for a whole work-life seems to be an uncommon phenomenon in today's society. However, the reasons causing job-hopping vary from person to person and industry to industry. While in the field of property & construction, the increasingly intense talent competition may make the matter of job-hopping a very different one. A new trend of talent growth has appeared in the O2O sectors in the property and construction industry.

● Gender VS. job-hopping frequency

Table 1 shows the relationship between gender and avg. job-hopping times under the similar range of years-of-experience. When years-of-experience is from 5 to 9, there is hardly any difference of the avg. job-hopping times between male and female. While with the increasing of years-of-experience, male and female differentiate from each other. Under the same range of years-of-experience, male have the higher avg. job-hopping times, which means female are more stable and more likely to refuse a job-hopping opportunity than male.



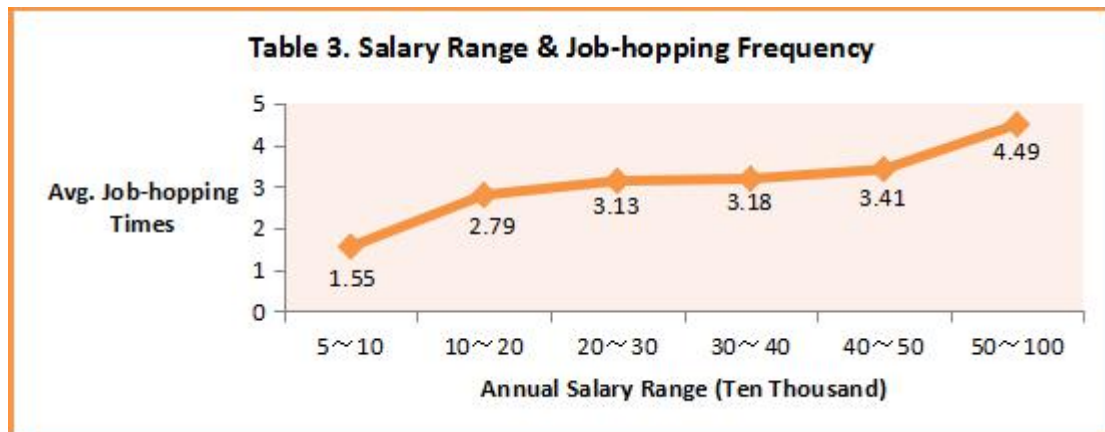
● City level VS. job-hopping frequency

According to the statistics, in total 89.2% respondents are working at first and second-tier cities, while no respondent is working at a fifth-tier city. Showing in Table 2, respondents working at a third or fourth-tier city have the highest job-hopping frequency than the other two levels. Though frequency in the first-tier city is higher than it in the second-tier city, the difference is very slight. The reason may lie in that compared with companies in first and second-tier cities, those in third and fourth-tier cities have a lower salary base and a less mature corporate regulation. The dissatisfaction towards companies may lead to a job-hopping.



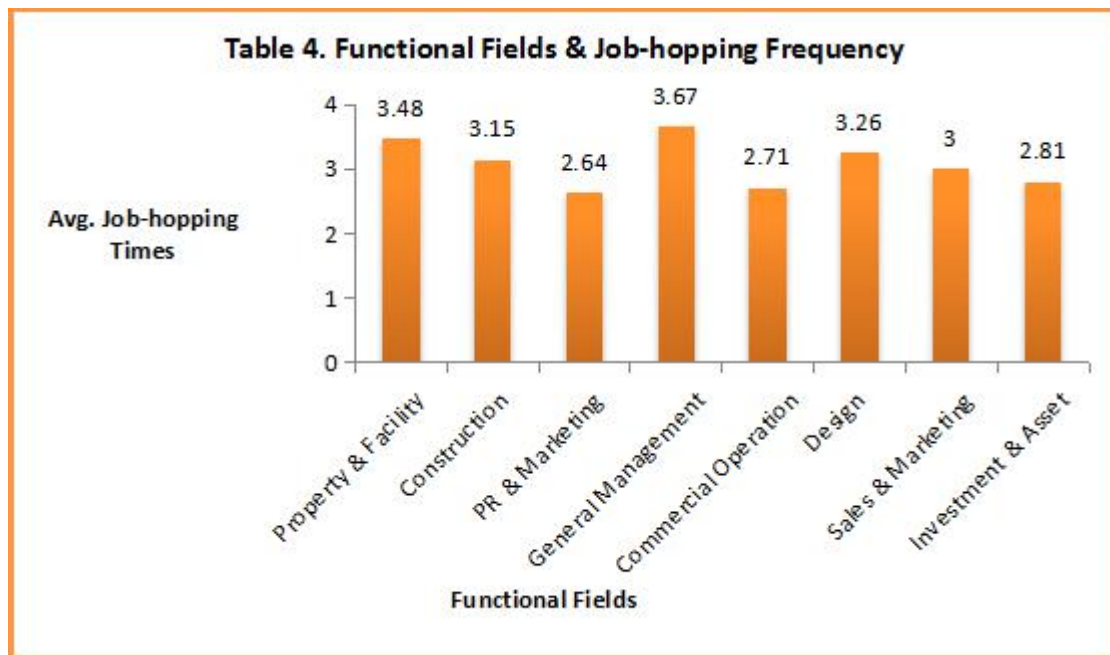
● Salary range VS. job-hopping frequency

The annual salary of 98.1% respondents ranges from 50,000 to 1,000,000 yuan. Respondents in different salary range are different in job-hopping frequency. To put it simply, with the increasing of salary, the avg. job-hopping times increase. Respondents with a salary of 50-100 are nearly four more than those with a salary of 5-10 in avg. job-hopping times (See Table 3).



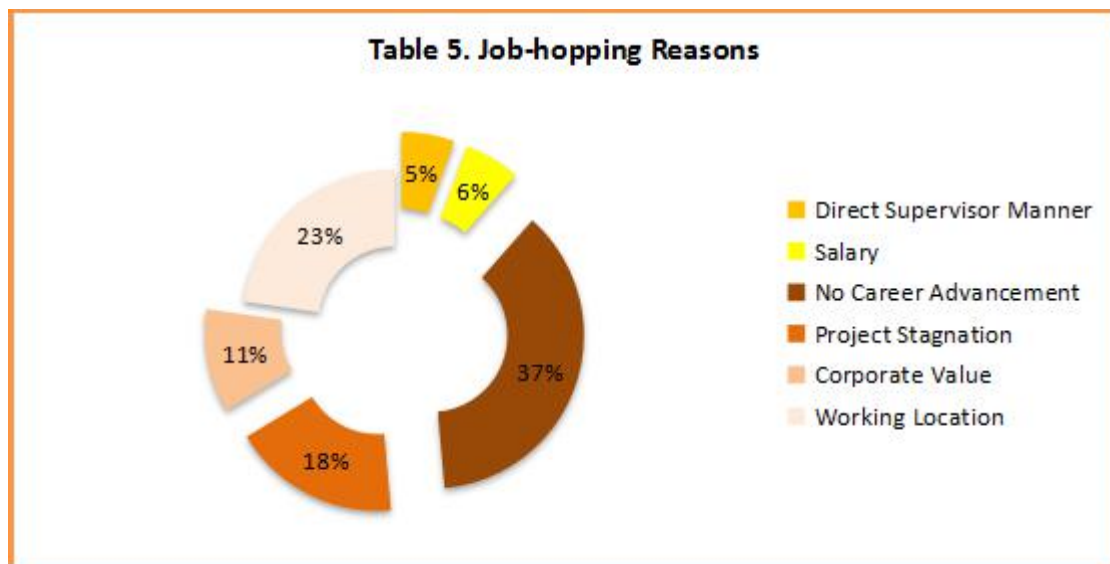
● Functional fields VS. job hopping

96.2% respondents are coming from eight vertical functional fields, including property & facility, construction, PR & marketing, general management, commercial operation, design, sales & marketing, and investment & asset. Among all fields, respondents in general management have the highest job-hopping frequency (3.67), followed by property & facility (3.48) and design (3.26). Respondents in the field of PR & marketing (2.64), commercial operation (2.71) and investment & asset (2.81) rank the bottom three in aspect to job-hopping frequency (See Table. 4). While with the development of the Internet in commercial real estate, a strong job hopping activity has showed due to the incoming flow of O2O talents.



● Job-hopping Reasons

Overall, all the mentioned reasons which may influence the job-hopping willingness are classified into 6 categories (See Table. 5), no career advancement (37%), working location (23%), project stagnation (18%), corporate value (11%), salary (6%), direct supervisor manner (5%). Compared with salary, career advancement is the most popular reason causing a job-hopping.



● The followings are the first three reasons causing job-hopping in different vertical functional fields.

Construction

1. No career advancement
2. Project stagnation

3. Working location

Commercial Operation

1. No career advancement

2. Working location
3. Project stagnation

General Management

1. No career advancement
2. Working location
3. Project stagnation

Sales & Marketing

1. No career advancement
2. Working location
3. Project stagnation

Investment & Asset

1. Working location
2. No career advancement

3. Corporate value

Property & Facility

1. No career advancement
2. Working location
3. Project stagnation

Design

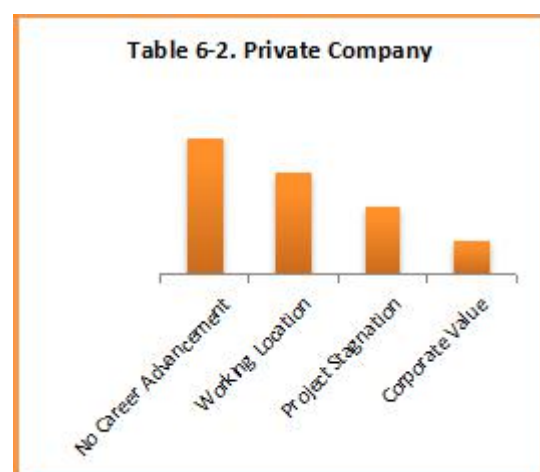
1. No career advancement
2. Working location
3. Corporate value

PR & Marketing

1. No career advancement
2. Corporate value
3. Working location

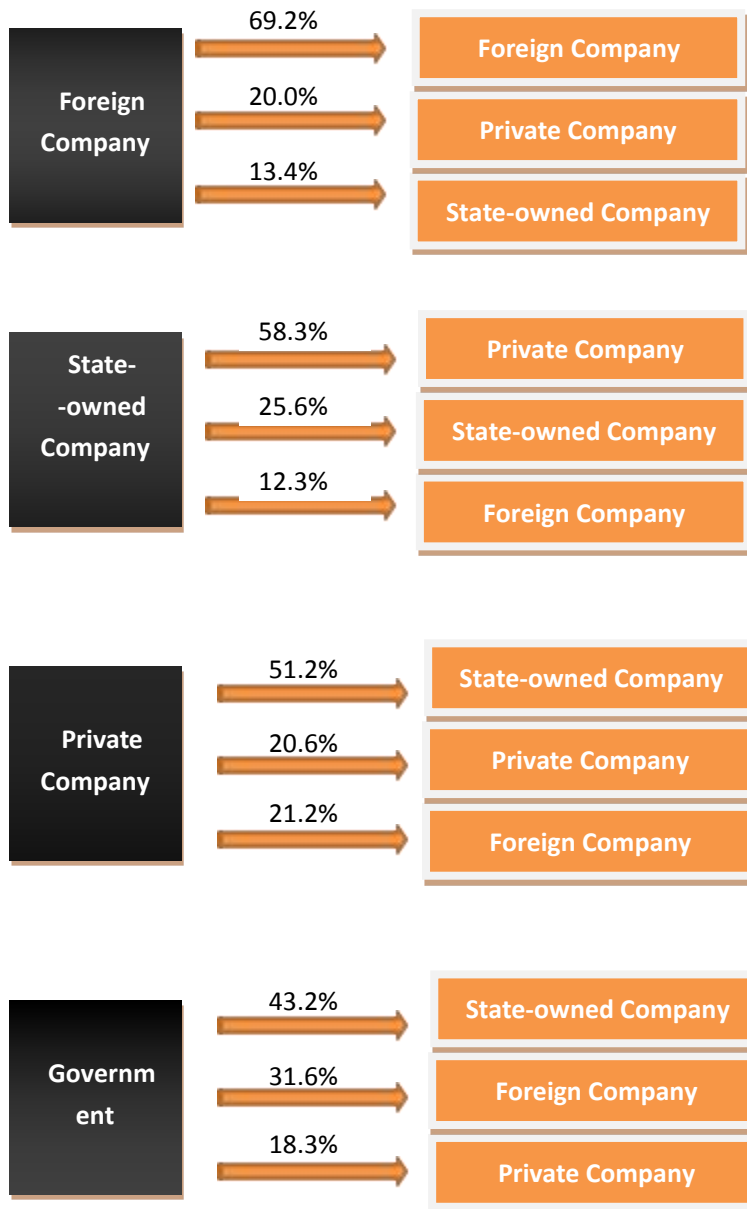


With respect to state-owned, private and foreign companies, respondents have some differences in their job-hopping reasons. No matter what kind of company, career advancement is the respondents' first consideration in terms of job-hopping.



● Talents-flow across Different Corporate Natures

According to the statistics, respondents in different corporate natures have different flow directions. 69.2% respondents in a foreign company prefer to move to a foreign company; 58% respondents in a state-owned company prefer to move to a private company; 51.2% respondents in a private company are likely to flow to a state-owned company; while a state-owned company is the first choice of 43.2% respondents in a government department.



Part III: Salary Expectation in Real Estate Industry

With the fast development in the commercial and industrial function within the last 5 years, the real estate professionals ranks on top 3 among all sectors. After a detailed tracking of their salary status and expectations, we have come to a conclusion that industrial and commercial talents compensation packages are among the fastest growing ones, especially those with international experiences and good English ability.

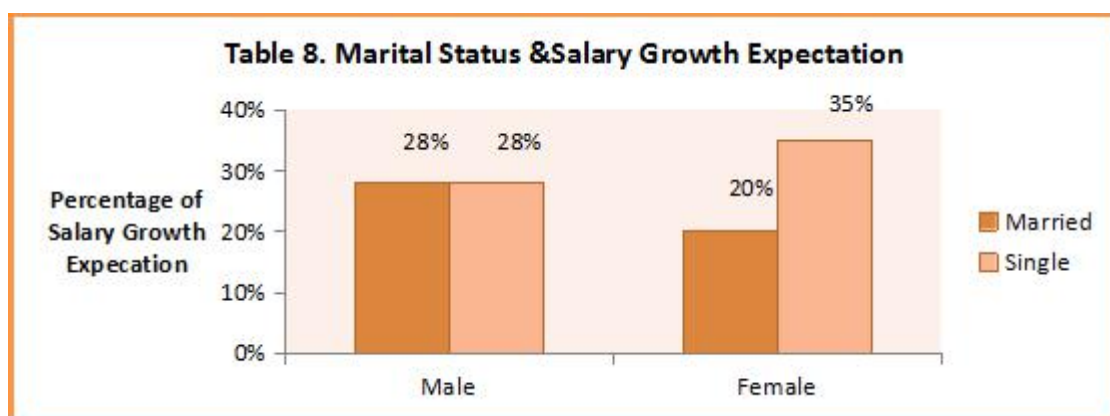
● English Ability & Salary Growth Expectation

Of all respondents who provide their English ability, 96.8% of them cover the three categories of native speaker level, working language and only written. Table 7 shows that English ability is proportional to salary growth expectation. Respondents with an English ability of native speaker level have a significant difference against the other two on salary growth expectation. As we can see, equipped with a good English ability makes respondents more emboldened to ask for a higher salary.



● Marital Status & Salary Growth Expectation

As it shows in Table 8, the correlation between marital status and salary growth expectation differs depending on genders. According to the statistics, single male and married male have the same salary growth expectation (28%). While as for female, there is a significant difference between married and single. Married female have the highest salary growth expectation (35%) against the lowest (20%) of single female. Though female seem more stable than male in their career path, once a married female decides to change her job, she has a quite high expectation on her salary growth.



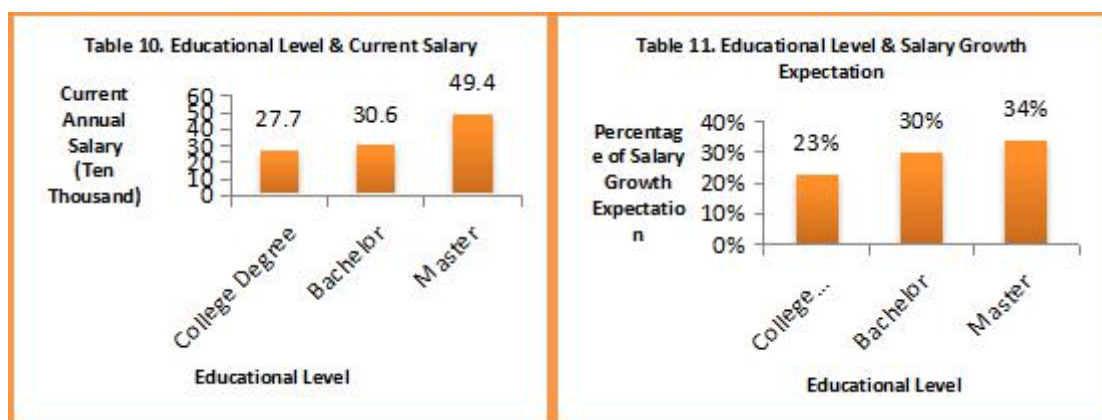
● Oversea Working Experience & Salary Growth Expectation

Respondents with overseas working experience have a higher salary growth expectation (39%) than those without overseas working experience (28%).



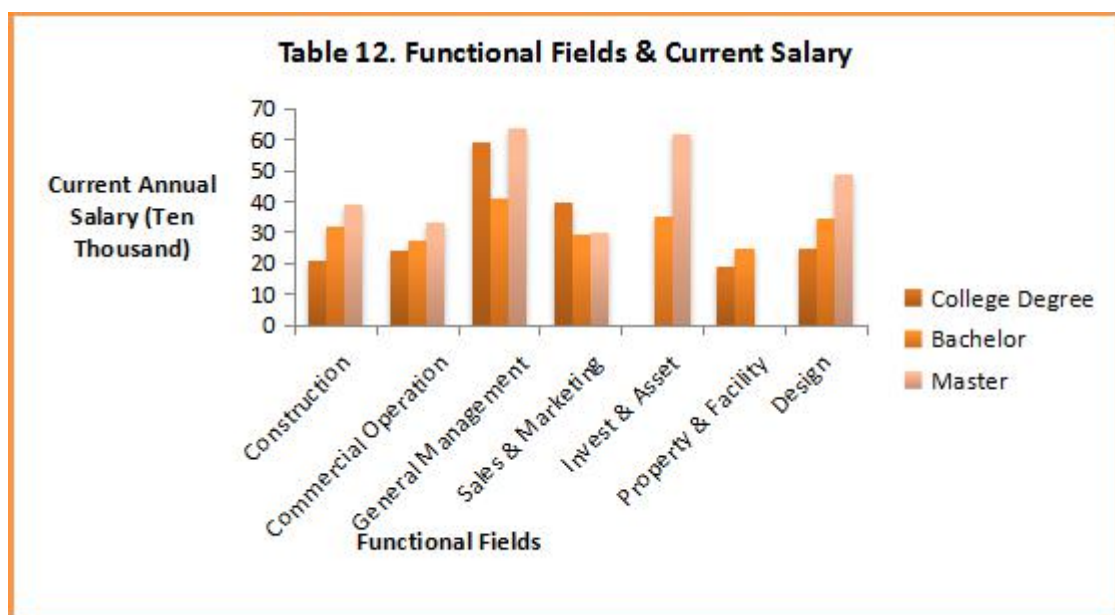
● Educational Level and Salary

Generally speaking, both current salary and salary growth expectation are proportional to the educational level. Respondents who own a master degree have an obviously high salary than those who own a college or bachelor degree. In addition, the higher the educational level is, the more the respondents expect in their next job-hopping.



● Functional Fields & Current Salary

As we can see from Table 12, most of the fields follow the general trend, except general management and sales & marketing. Regarding general management, respondents with a bachelor degree receive a lower salary than the other two levels; respondents with a college degree have the highest salary. In addition, the statistics show that there is hardly any college degree employee in the field of investment & asset and masters in the field of property & facility.



● City Level & Salary Growth Expectation

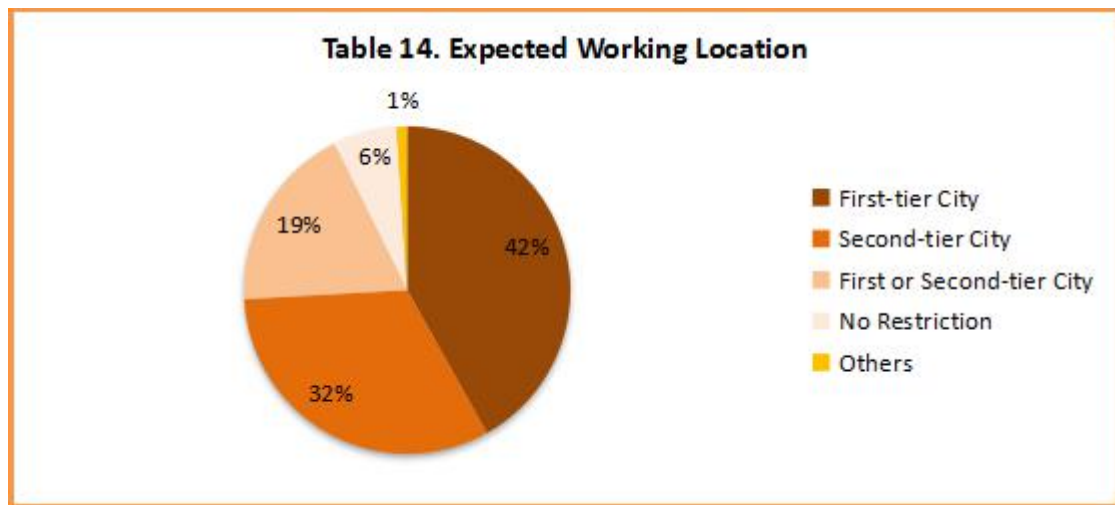
Table 13 shows that respondents in a third and fourth-tier city have a lower salary growth expectation (21%); while respondents in a first-tier city have a very similar expectation towards those in a second-tier city. The higher price level and living cost may have a direct relation towards the city level and salary growth expectation.



Part IV : Expected Working Location in Property Construction Sector

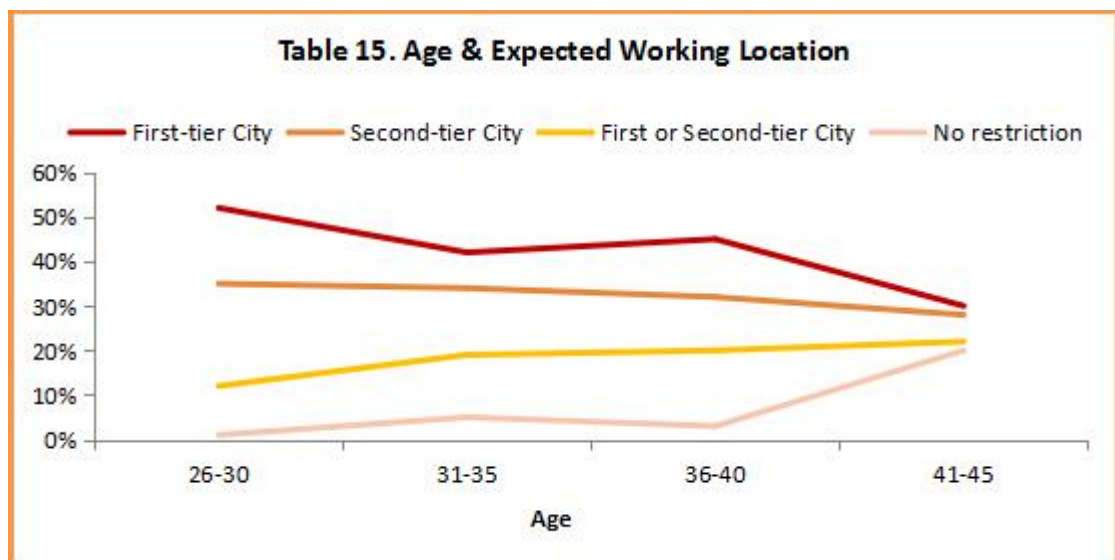
It shows that first-tier city and second-tier city are still the most popular locations for respondents. But equally important is that there are a considerable amount of respondents who do not care whether the job is in a first-tier city or a second-tier one. For the senior executives, more and more projects opportunities appear in the 2nd tier cities, along with the more comfortable life style and better living environments, 2nd tier cities has become their ideal work place for most of them, such as Suzhou, Chengdu, Chongqing, Xi' an, Qingdao and Hang Zhou, etc.

● Expected Working Location



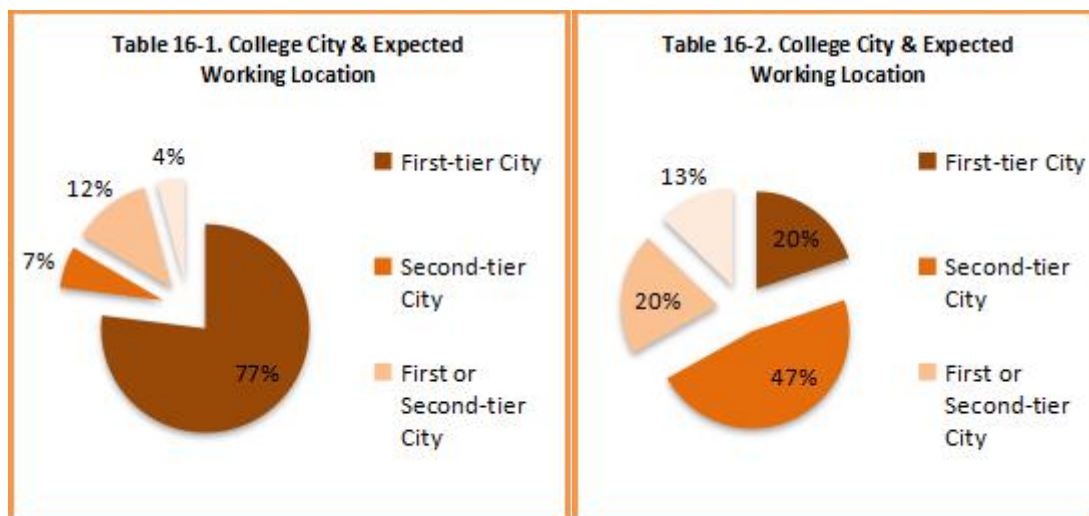
● Age VS. Expected Working Location

Showing in Table 15, the proportion of working at a first-tier city is the largest among all age group. However, along with the age, the occupation of first-tier city and second-tier city keeps decreasing. Comparatively, the proportion of working at a first or second-tier city and no restriction increases. It shows that with the age increasing and career developing, the demand for working location becomes much more moderate. Besides, younger people are more likely to work in a first-tier city.



● College City VS. Expected Working Location

Respondents who received higher education in a first-tier city are more likely to work in a first-tier city (77%) for their next job; respondents who received higher education in a second-tier city are more likely to work in a second-tier city (47%) for their next job. Besides, up to 20% respondents who received higher education in a second-tier city do not care whether their next job location is in a first or second-tier city.



● Air Pollution VS. Location Choice

We have run an additional investigation towards the relationship between working intention and environment since the matter of air pollution has caused wide public concern over the recent years. 22% respondents who are currently working in Beijing consider moving out because of the air pollution; while 17% respondents outside Beijing choose not to work in the capital for their next job opportunity.



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