

Why participate when I can get compensation data from other places?

Other data isn't CANNABIS data.

Cannabis businesses are finding they need an advantage to survive and thrive in an industry that has made more new hires than nearly any other in the past few years. The industry is complex, unique, and innovative. Cannabis professionals bring expertise and competition from agriculture, retail, consumer packaged goods, pharma, and third-party logistics (to name just a few). Few other businesses have such a mix of innovators, scientists, farmers, salespeople, technology experts, and government relations positions. None have the same federal and state-level restrictions that require independent operations and distribution.

Compensation is usually a company's largest expense. Paying efficiently is a critical factor in budgeting, staff motivation, risk, compliance concerns, and more. Having access to current and accurate compensation data is the first step to a strong foundation for growth. Your participation in the Cannabis Compensation Survey is the first step in the process.

Compensation best practices recommend using multiple sources for determining pay data as a best practice. This survey is the only formal salary survey specifically for this industry that follows federal guidelines that ensure anonymity and unbiased results. It can be used alongside other non-industry specific benchmark tools to understand and set pay rates.

Every mature industry uses industry-specific pay data to attract, engage, motivate, and retain talent. This has been a challenge for cannabis industry. With the Cannabis Compensation Survey results, companies can pay their people confidently and attract talent in a hyper-competitive market.

We believe in data privacy. Who gets to see my company's information?

Your data will always be kept confidential and anonymous. All data is transferred via secure protocol and managed by FutureSense and our professional Salary Survey production partner, Western Management Group.

- Your data will be anonymous. We do not link specific company data with company names in our reporting.
- We do not collect personal names or any other personal identifiers that can link pay to specific executives or employees.
- Final reports are based on job titles, position levels, and accessible based on company size and location.
- Jobs are only included if there is a minimum acceptable number of reporting companies with that position.

Does my company qualify?

- Participating companies must have at least ten employees.
- Participating companies must have home offices in the US.
- Participating companies must be involved in the cultivation, manufacturing, or retail sides of the industry.
- Participating companies will include both public and private companies.

How much time and effort will this take, and how much does it cost to receive the results?

We have made the process easy and straightforward.

- The process takes an average of only 30-60 minutes or slightly longer, depending on the size and complexity of your organization.
- You will fill out a brief MS Excel questionnaire, including information about your organization, job titles, & pay data. You will then match your job titles entered to the survey's benchmark job codes.
- You submit data directly to FutureSense/Western Management Group via a secure file transfer.
- We can also work with you to determine a method that will take as little time and effort as possible.

Participation is 100% FREE.

What do I get for participating?

All participants receive the final report that shows ~~you~~ a range of how much each reportable position is paid based on aggregated data. The survey provides information on the amounts of pay for each role at multiple levels.

The final report includes:

- Data for 100+ unique positions
- 10th, 25th, 50th, 75th, and 90th percentiles
- Demographic breakouts by state, headcount, revenue, and more (where available)

A separate "Summary Report" is also produced, including an analysis of recent trends impacting compensation within the industry.