

**COMPENSATION AND BENEFITS SATISFACTION AND SALES
PERFORMANCE OF SALES AGENTS OF SELECTED
REAL ESTATE BROKERS**

A Thesis
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The seal of De La Salle University-Dasmariñas is a circular emblem with a scalloped border. It features a central shield with a red triangle at the top, a blue triangle at the bottom, and a white triangle in the middle containing a green star. The shield is flanked by two green olive branches. The text "AKLATANG EMILIO AGUIBALDO" is written along the top inner edge, and "RESOURCE CENTER" is written along the right inner edge. The bottom inner edge contains the text "De La Salle University-Dasmariñas • Since 1977 • Dasmariñas, Cavite Philippines".

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ABSTRACT

This study determined the compensation and benefits satisfaction and sales performance of sales agents of selected real estate brokers where the author is presently the sole owner of realty firm. It aimed specifically to describe the profile of sales agents of selected real estate brokers; determine the level of satisfaction in terms of their compensation like monthly pay, commission per sale and duty allowance; determine the satisfaction level on their benefits like burial assistance benefits, medical reimbursement, and vacation leave with pay; determine the level of performance of duties in servicing (marketing and prospecting) and closing of sales (processing and closing the deal); determine the periodic sales performance of sales agents (monthly and quarterly); determine the relationship and the level of satisfaction on compensation such as monthly pay, commission per sale, and allowance on duty; determine the relationship between the m burial assistance, medical reimbursement, and vacation leave with pay; determine the effect of sales agents profile, level of satisfaction on compensation, benefits, and performance of duties on the monthly and quarterly sales performance of real estate agents; determine if there are significant differences in the periodic sales performance of sales agents when grouped into socio-demographic characteristics, and the levels of satisfaction on compensation, benefits, and performance on duties, which are very essential to determine the growing business of real estate nowadays.

This research was conducted from selected real estate brokers in the cities of Parañaque, Las Piñas, Imus and Dasmariñas where survey questionnaires were used

to gather information and data from respondents. The demographic profile of the respondents were described as well as the satisfaction level on compensation and benefits with regard to the future plans for the year 2016. The study was conducted from June 2014 to July 2015. Average rating model was used to determine the compensation and benefits satisfaction, the Pearson's R coefficient of correlation to ascertain the significant relationship of the level of compensation and benefit satisfaction and sales performance of sales agents of selected real estate brokers, the regression analysis model was used to determine the significant effect of the profile, compensation and benefits satisfaction and the performance of duties on periodic sales performance of sales agents of selected real estate brokers.

Results show that majority of the respondents 66% female, there were more 41-50 years old age bracket respondents, majority are married comprising 32% respondents from the total samples, respondents 42% had college level degrees and majority of them had 4 to 6 years in real estate experience. There were 39% respondents who had a monthly net pay ranges from PhP8,000 to 10,000.

The study shows that the significant factor affecting the satisfaction level on compensation only is monthly pay. In this regard, selected real estate brokers could be designed with focus and emphasis on monthly pay to sustain the sales agents mobilization.

On the other hand, the study shows for benefits satisfaction in relationship between sales performance, burial assistance benefits, medical reimbursement and vacation leave with pay had a significant effect both monthly and quarterly on

compensation and benefit satisfaction and sales performance of sales agents of selected real estate brokers. In this regard, selected real estate broker firm could be designed also with focus and emphasis on burial assistance benefit, medical reimbursement and vacation leave with pay.

On the other hand, the non-recommendation to request for monthly net pay in terms of sales agents profile, can be seen as weakness of selected real estate broker firm in terms of compensation satisfaction and it can generate for the well being of its sales agents. The selected real estate broker firm should make an effort to promote success stories and strengthen harmonious relationship between real estate brokers and sales agents alike.

