

# Better Homes Inc

Executive Director / CEO

EIN 232038165  
 PA · NTEE L20Z  
 FY ending 2023-12-31  
**June 9, 2026**

This analysis benchmarks the total compensation of **Carmen Watts, Executive Director / CEO** (\$69,418) against **every comparable organization** that fit the selection criteria — **290** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

**Compensation sits at approximately the 86<sup>th</sup> percentile of comparable organizations** within the typical range

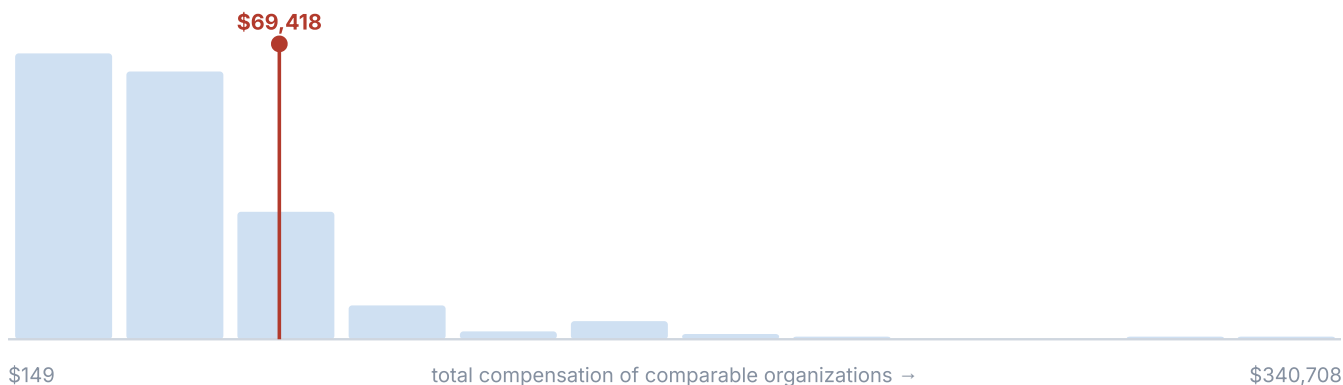
**Benchmarked executive:** Carmen Watts — reported title "EXECUTIVE DI", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (L20Z).
BUDGET	Total revenue between \$194,431 and \$435,294 — 0.67x to 1.50x the subject's \$290,196 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (L20), nationwide + budget 0.67–1.5x revenue.

**290** organizations qualified on sector, size, and geography → **290** within the band from the benchmarked peer set.

## Distribution of comparable compensation



\$7,936	\$17,935	\$36,171	\$58,309	\$81,423	<b>\$69,418</b>
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## ● Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to PA cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Church Street Housing Inc</a>	CA	\$290,424	President	\$45,067	<b>\$37,904</b>	2024
<a href="#">Loretto O'brien Road Housing Development</a>	NY	\$291,519	Chairperson	\$27,907	<b>\$23,929</b>	2025
<a href="#">Mckeesport Presbyterian Senior Housing</a>	PA	\$291,570	Director And President	\$37,604	<b>\$36,525</b>	2024
<a href="#">South Windham Housing Corporation</a>	ME	\$291,600	President	\$45,000	<b>\$45,185</b>	2023
<a href="#">Abundant Life Community Development</a>	NJ	\$292,154	Director	\$18,000	<b>\$16,116</b>	2023
<a href="#">Mid-peninsula Colma Ridge Inc</a>	CA	\$293,405	Cfo / Assistant Secretary	\$77,467	<b>\$65,154</b>	2024
<a href="#">Citizen Robotics Inc</a>	MI	\$286,772	Ceo	\$64,615	<b>\$64,960</b>	2024
<a href="#">Parker Street Foundation</a>	CA	\$286,001	Secretary Treasurer	\$4,488	<b>\$3,774</b>	2024
<a href="#">Ser Community Development Corporation</a>	TX	\$285,957	Director (Ceo, Ser Jobs)	\$7,031	<b>\$6,850</b>	2024
<a href="#">Northwest Charities</a>	UT	\$285,690	President & Ceo	\$36,100	<b>\$35,987</b>	2024
<a href="#">Association To Benefit Children Hdgc</a>	NY	\$285,288	President/ceo	\$109,836	<b>\$99,526</b>	2023
<a href="#">Rejuvenated Life Inc</a>	TX	\$295,537	Executive Dir.	\$39,000	<b>\$37,998</b>	2024
<a href="#">Casa Esperanza Project</a>	IL	\$284,474	Executive Director	\$75,934	<b>\$72,711</b>	2024
<a href="#">Choices Inc</a>	KY	\$296,001	Exec. Dir /	\$72,000	<b>\$75,343</b>	2024
<a href="#">Sunshine Community Housing</a>	FL	\$296,255	President	\$68,786	<b>\$62,940</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">South Hampton Roads Supportive</a>	MN	\$283,227	President Tr	\$65,715	<b>\$65,114</b>	2023
<a href="#">Asi Southern Nevada Inc</a>	MN	\$283,090	President/tr	\$65,715	<b>\$65,114</b>	2023
<a href="#">Alt Affordable Housing Services Inc -</a>	TX	\$282,598	Executive Director	\$18,000	<b>\$17,538</b>	2024
<a href="#">Southwest Philadelphia Presbytery</a>	PA	\$282,406	Chief Executive Officer	\$292,739	<b>\$284,340</b>	2024
<a href="#">Piedmont Senior Housing Corporation</a>	SC	\$282,120	Exec Director	\$5,140	<b>\$5,223</b>	2024
<a href="#">91 Carlton Avenue Housing Development</a>	NY	\$281,966	Ceo	\$59,698	<b>\$52,542</b>	2024
<a href="#">Cdla Inc</a>	CA	\$298,739	President	\$43,669	<b>\$37,813</b>	2023
<a href="#">Macarthur Manor Senior Residences</a>	KS	\$281,484	President	\$2,639	<b>\$2,777</b>	2024
<a href="#">Deaf-reach Housing Inc</a>	DC	\$299,051	Executive Director	\$84,137	<b>\$74,038</b>	2023
<a href="#">Snyder-union-northumberland Habitat</a>	PA	\$299,819	Prior Dev. O	\$14,127	<b>\$13,722</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to PA cost of living and 2023 dollars. Click any organization to verify the figure on ProPublica.

## Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to PA cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: [peerbasis.org/methodology](https://peerbasis.org/methodology).

## Sample, role match & sensitivity

**PEER COUNT** 290 organizations. Compensation range \$149–\$340,708; filing years 2023–2025.

**SIZE BASIS** Matched on total revenue (\$290,196); for reference, expenses \$285,685 and assets \$3,157,766.

ROLE MATCH	Carmen Watts, reported title "EXECUTIVE DI", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	187 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	14 peers fall outside 1.5× the interquartile range — consider whether any reflect one-time payments (severance, deferred-comp payouts).

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	86 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	83 <sup>rd</sup>
Reportable pay only (column D), adjusted	84 <sup>th</sup>
All sources (D + E + F), adjusted	27 <sup>th</sup>

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

### ● Rebuttable presumption of reasonableness · 26 CFR 53.4958-6

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

#### Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (Carmen Watts) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 9, 2026, comparing compensation against 290 similarly situated organizations (Same NTEE sector (L20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$69,418 is reasonable (approximately the 86<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability

data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 9, 2026.