

# Rooted Communities Inc

Executive Director / CEO

EIN 650953161

FL · NTEE L20

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Laura Carter, Executive Director / CEO** (\$35,000) against **every comparable organization** that fit the selection criteria — **130** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **68<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Laura Carter — reported title “Director”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

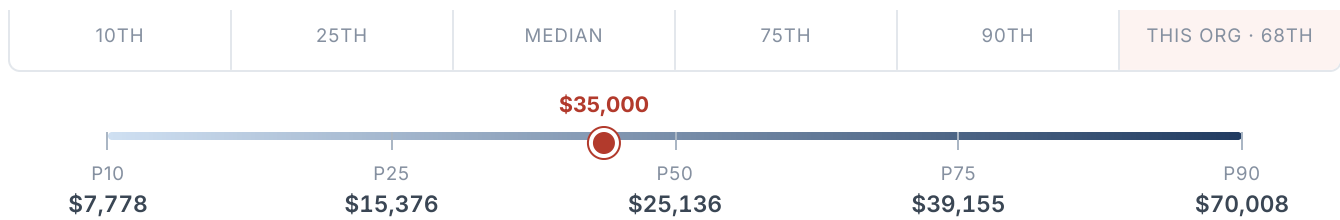
SECTOR	Organizations sharing the subject's NTEE classification (L20).
BUDGET	Total revenue between \$44,312 and \$99,207 — 0.67x to 1.50x the subject's \$66,138 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (L20), nationwide + budget 0.67–1.5x revenue.

**130** organizations qualified on sector, size, and geography → **130** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$7,778	\$15,376	\$25,136	\$39,155	\$70,008	\$35,000
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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 FL 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="#">Mcallister Street Inc</a>	CA	\$65,887	Ceo	\$20,348	<b>\$19,256</b>	2023
<a href="#">Mosaic Housing Corp Xix - Winfield</a>	NE	\$66,405	President	\$26,896	<b>\$30,794</b>	2024
<a href="#">Accessible Housing Inc</a>	OH	\$66,481	Board President	\$31,713	<b>\$36,811</b>	2023
<a href="#">Sourlis - Eleuterio Homes Inc</a>	MD	\$66,596	President	\$20,272	<b>\$20,771</b>	2023
<a href="#">Stevenson Land Corporation</a>	CA	\$66,664	President	\$39,896	<b>\$36,672</b>	2024
<a href="#">Kenwood Properties Inc</a>	WI	\$65,587	President	\$12,066	<b>\$13,414</b>	2024
<a href="#">Cedar Lake - Washburn Inc</a>	KY	\$66,746	President & Ceo (See Sch O)	\$11,133	<b>\$12,732</b>	2024
<a href="#">Georgetown Apartments Inc</a>	MD	\$64,932	President	\$20,272	<b>\$20,771</b>	2023
<a href="#">Habitat For Humanity Of Jessamine</a>	KY	\$67,405	Director	\$38,100	<b>\$43,573</b>	2024
<a href="#">Rural Community Improvement Corporation</a>	GA	\$68,048	President	\$3,071	<b>\$3,384</b>	2023
<a href="#">Westminsterwashingtonnmtc Inc</a>	MA	\$68,073	Board Member	\$4,648	<b>\$4,331</b>	2025
<a href="#">D&amp;b Affordable Housing Inc</a>	NV	\$68,274	President, Treasurer, Dire	\$12,694	<b>\$13,545</b>	2024
<a href="#">Walden Place Inc</a>	MD	\$68,485	President	\$20,272	<b>\$20,771</b>	2023
<a href="#">Westside Affordable Housing Inc</a>	GA	\$63,489	President & Ceo	\$84,307	<b>\$92,901</b>	2023
<a href="#">O'connor Homes Inc</a>	MD	\$63,231	President	\$20,272	<b>\$20,771</b>	2023
<a href="#">Kalani Mala Inc</a>	HI	\$69,194	Vp/secretary	\$29,184	<b>\$27,813</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Escalante Meadows Development Company</a>	CA	\$69,334	Ceo	\$35,624	<b>\$32,745</b>	2024
<a href="#">Work Housing Corporation</a>	MA	\$62,931	President	\$28,956	<b>\$27,698</b>	2024
<a href="#">Centennial Housing Inc</a>	MD	\$69,439	President	\$20,272	<b>\$20,771</b>	2023
<a href="#">Abilities At Morningside Ii Inc</a>	FL	\$69,616	President/ceo	\$38,173	<b>\$39,301</b>	2023
<a href="#">Catalina Housing Foundation</a>	AZ	\$69,765	President & Ceo	\$8,192	<b>\$8,634</b>	2023
<a href="#">Passavant Memorial Homes Housing</a>	PA	\$62,448	Ceo & President	\$36,502	<b>\$38,748</b>	2024
<a href="#">Appletree Housing Inc</a>	PA	\$70,173	President & Ceo	\$10,357	<b>\$10,711</b>	2025
<a href="#">Dpi Webster Inc</a>	MA	\$61,884	President/director	\$25,500	<b>\$24,392</b>	2024
<a href="#">Oakland Estates Apartments Inc</a>	IN	\$70,856	President & Ceo	\$52,409	<b>\$58,832</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to FL cost of living and 2024 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 FL 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	130 organizations. Compensation range \$867–\$313,540; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$66,138); for reference, expenses \$71,831 and assets \$143,489.
ROLE MATCH	Laura Carter, reported title " <i>Director</i> ", benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.</b>
RELATED-ORG PAY	116 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

**OUTLIERS** 11 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	68 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	68 <sup>th</sup>
Reportable pay only (column D), adjusted	94 <sup>th</sup>
All sources (D + E + F), adjusted	5 <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 (Laura Carter) 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 130 similarly situated organizations (Same NTEE sector (L20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$35,000 is reasonable (approximately the 68<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.