

Market report · Akron, OH

The State of Outbound Sales in Akron, 2026

How outbound selling looks across the Akron, OH metro right now: who the buyers are, which trades have room, what is being built, what a rep costs to hire here. Then a 4-tool kit to work the market this month.

1,989

business sites with 20+ people across the categories
trades sell to, #65 of our 100 metros

15

buyer sites per mechanical contractor, #8 of 100
markets: the best rank of any trade here

Sites: U.S. Census Bureau, County Business Patterns 2023; rank among the 100 metros on our market pages. Room: U.S. Census Bureau, County Business Patterns 2023 sites per contractor in U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1, among markets with at least 10 contractors.

Executive summary Read this if nothing else

5 things to know about outbound sales in Akron

1

Biggest buyer pool

Restaurants: 534 sites

with 20 or more people, the largest buyer category in Akron, ahead of manufacturing plants (386).

2

Where the metro leans

Senior living and nursing: 1.86x the U.S. mix

Also over-represented: warehousing and distribution (1.83x) and manufacturing plants (1.82x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial HVAC & Mechanical: #8 of 100 markets

15 buyer sites with 20+ people for each of 53 local mechanical contractors. The most crowded is paving & asphalt, #81 of 94.

4

Biggest reason to call

Martin Wheel Brimfield Township Manufacturing Facility, 193,000 sq ft

Opened July 2026. One of 10 named, sourced projects in this report.

5

Hiring locally

\$124,700 for an in-house SDR's first year (illustrative)

At a \$55,000 base salary, once commission, payroll taxes and benefits, tools, recruiting and training, turnover and manager time are added, before ramp time.

Sources: U.S. Census Bureau, County Business Patterns 2023; U.S. Bureau of Labor Statistics, Quarterly Census of

Contents

01

THE MARKET

Who buys in Akron

02

THE COMPETITION

Which trades have the most room in Akron

03

THE PROJECTS

What is being built, and who owns the buildings

04

THE CALENDAR

The Akron selling calendar

05

THE NUMBERS

What one meeting takes, trade by trade

06

BUILD OR BUY

What an in-house SDR costs in Akron

Kit

PART TWO: APPLY THIS

The toolkit

Src

METHOD

Sources and notes

Employment and Wages, private ownership, 2026 Q1; project sources as of 2026-09; U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics (OEWS), May 2025. Full list at the end.

01

Chapter 01 The market

Who buys in Akron

1,989 business sites in Akron have 20 or more people on site in the categories commercial trades sell to. That ranks #65 of the 100 metros we publish. Here is what those buyers are and where they sit.

The largest buyer categories

Sites with 20 or more people are the ones worth an SDR's time: big enough to have a facility lead, a service budget and a contract that comes up for renewal. The "vs. U.S. mix" column compares each category's share of local employment with its national share (1.00x is the U.S. average).

Business sites with 20+ people in Akron, top 10 categories

CATEGORY		SITES WITH 20+		ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants	LARGEST POOL		534	1,507	1.31x	-17
Manufacturing plants			386	957	1.82x	-18
Retail stores			381	1,994	1.25x	-30
Wholesale distributors			200	974	1.33x	-52
Medical, dental and outpatient offices			172	1,192	1.11x	+39
Senior living and nursing			112	230	1.86x	-1
Grocery stores			63	258	1.25x	+5
Trucking companies			61	339	1.26x	-26
Auto dealerships			51	111	1.56x	-7
Churches and religious organizations			38	443	0.49x	-2

Sources: U.S. Census Bureau, County Business Patterns 2023 (sites by size); U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1 (concentration and one-year change in establishments). Suppressed size classes count as zero.

Akron leans toward senior living and nursing (1.86x), warehousing and distribution (1.83x) and manufacturing plants (1.82x). A trade that already sells to those buyers elsewhere has a deeper pool here than the national numbers suggest, and a case study from one of them travels well on the phone.

It is thinner than the U.S. mix in churches and religious organizations (0.49x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: medical, dental and outpatient offices (+39), grocery stores (+5) and apartment and residential property managers (+4). New sites have no incumbent vendor yet.

The metro

Akron, OH: 2 counties in this report's counts.

Summit County holds 79% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Akron

COUNTY	SITES WITH 20+	SHARE OF METRO
Summit County	START HERE 1,567	79%
Portage County	404	20%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 18 of the metro's 1,989 sites are not assigned to a county.

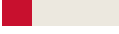
02

Chapter 02 The competition

Which trades have the most room in Akron

Buyer sites per contractor is a rough read on how crowded a trade is: more sites for each local competitor means more doors nobody else is knocking on. Each trade's Akron figure is ranked against the other markets we track.

How Akron ranks for each trade, by buyer sites per contractor (longer bar = more room)

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Commercial HVAC & Mechanical MOST ROOM	 #8 of 100	15	53	-2
Commercial Electrical	 #12 of 100	14	71	+1
Commercial Construction	 #13 of 100	7.7	93	-4
Fire Protection	 #14 of 96	65	19	+1
Commercial Cleaning & Janitorial	 #20 of 100	4.8	176	-9
Managed Service Providers	 #20 of 100	4.3	253	-9
Commercial Painting & Coatings	 #35 of 86	74	15	0
Commercial Roofing	 #40 of 89	69	15	-1
Commercial Landscaping	 #77 of 100	2.9	306	-6
Paving & Asphalt	 #81 of 94	30	29	-2

Sources: U.S. Census Bureau, County Business Patterns 2023 (each trade's own buyer categories, 20+ people); U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1 (contractor establishments and one-year change). Each trade counts different buyers, so compare ranks across trades, not the raw ratios. Ranked among markets with at least 10 contractors in the trade.

Commercial HVAC & mechanical (#8), commercial electrical (#12) and commercial construction (#13) rank best in Akron. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Paving & asphalt is the most crowded trade here, #81 of 94: 30 buyer sites for each of 29 local paving contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial cleaning & janitorial (-9) and managed service providers (-9) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial electrical (+1) and fire protection (+1) added them.

Not ranked here: commercial flooring (6 contractors). With fewer than 10 local contractors the ratio is noise, though a thin field is itself a sign of open ground.

Open programs

Our availability workbook does not cover Akron yet. We take one client per trade per territory, so ask before you plan around it.

Check whether your trade is open

03

Chapter 03 The projects

What is being built, and who owns the buildings

10 named, sourced projects and 7 anchor owners in Akron. Each one is a reason to call that has nothing to do with your company and everything to do with the buyer's building.

The projects

01 - 193,000 sq ft

Martin Wheel Brimfield Township Manufacturing Facility

Opened July 2026

A 193,000 sq ft plant (180,000 sq ft of manufacturing and warehouse space plus 13,000 sq ft of offices) in Brimfield Township near Kent, Portage County, where Kenda's Martin Wheel makes steel wheels and tire-and-wheel assemblies after moving from Tallmadge.

A newly occupied plant needs HVAC and electrical service contracts, sprinkler inspections, and recurring cleaning, and the 28-acre site has room for another 400,000 sq ft of building space that would bring new construction and paving work.

HVAC

electrical

fire protection

cleaning

paving

Modern Tire Dealer, 2026-07-23

02 - \$76 million

Pfeiffer-Miller South Campus

Under construction, completion expected August 2028

A dual-school campus on the former Kenmore High School site in Akron's Kenmore neighborhood that combines Pfeiffer Elementary and Miller South School for the Visual and Performing Arts.

A new school building runs through mechanical, electrical, fire protection and roofing packages into 2028, then finish work in flooring and painting before students arrive.

construction

HVAC

electrical

flooring

painting

Signal Akron, 2026-03-20

03 · \$32 million

University of Akron Polsky Building Downtown Project

Phase 1 completion March 2027, full completion end of 2028

A phased buildout of the University of Akron's Polsky Building in downtown Akron for purchasing, HR and administrative offices, followed by the School of Counseling, bringing about 100 employees downtown.

Office and classroom buildouts inside an existing building are steady work for electrical, HVAC, flooring and painting crews across 2027 and 2028.

electrical

HVAC

flooring

painting

Signal Akron, 2026-06-15

04 · \$21 million

Lehner Family Foundation Giraffe Journey at the Akron Zoo

Broke ground June 2026, opening 2028

A 9.25-acre expansion of the Akron Zoo with indoor and outdoor giraffe viewing areas, a concessions stand, gift shop and tower ride, the zoo's largest expansion to date.

Indoor animal buildings and visitor amenities need heating, ventilation and electrical work, and a 9.25-acre outdoor exhibit brings landscaping and paving scope through 2028.

construction

HVAC

electrical

landscaping

paving

Signal Akron, 2026-06-05

05

Akron Children's Inpatient Behavioral Health Unit Expansion

Opened August 2026

An expanded pediatric inpatient behavioral health unit on the fifth floor of Akron Children's Kay Jewelers Pavilion in Akron, growing from 24 to 30 beds with room for 40, and adding a crisis stabilization unit.

Behavioral health units need medical-grade cleaning and durable flooring, and room to grow to 40 beds signals more interior fit-out work for HVAC and electrical contractors.

cleaning

flooring

HVAC

electrical

Akron.com, 2026-09-10

06 • \$85 million

Akron North High School replacement

In design; scope under board review September 2026

A new or partly renovated North High School in Akron's North Hill for about 1,100 students, with Hasenstab Architects presenting options from an \$85 million, 169,000-square-foot new build to a \$105 million to \$110 million version; the 90-plus-year-old original building will be demolished under every option.

Whichever concept the board picks, a high school of 169,000 square feet or more needs roofing, fire sprinkler and alarm systems, flooring and painting, with a construction manager at risk now pricing the work.

construction

roofing

fire protection

flooring

painting

Signal Akron, 2026-09-18

07 · \$16.5 million

University of Akron Schrank Hall North and South renovation

State capital funding approved June 2026;
programming study planned

State capital money toward renovating Schrank Hall North and South, a pair of multipurpose academic halls in the center of the University of Akron campus, as part of the university's plan to consolidate into fewer buildings.

The university puts elevator repairs, roof replacements and interior renovations at about \$20 million, so roofing contractors and interior finish trades are the main openings once the program is set.

roofing

construction

flooring

painting

Signal Akron, 2026-06-15

08 · \$40.7 million

Quaker Square and Quaker Station redevelopment

Ohio historic tax credits awarded June 2026

Conversion of the Quaker Oats silos at Quaker Square in downtown Akron into a hotel and residences, plus updates to the restrooms, kitchen facilities and roof of the neighboring Quaker Station conference center at 120 E. Mill St.

The state describes the work as addressing deteriorated materials and modernizing building systems, which in a hotel conversion means fire sprinkler and alarm work, new floors and interior build-out, while Quaker Station adds a roof job and an operating banquet venue that needs cleaning.

roofing

fire protection

construction

flooring

cleaning

Signal Akron, 2026-06-25

09 · \$37 million

CitiCenter apartment conversion

Interior demolition started September 2026;
completion expected January 2028

Welty Development's conversion of the vacant 10-story former YWCA building at 146 S. High St. in downtown Akron into 115 market-rate apartments.

Converting a 95-year-old building to apartments means new fire sprinkler and alarm systems, flooring and painting throughout, with historic plaster restoration adding specialty finish work through 2027.

fire protection

construction

flooring

painting

Signal Akron, 2026-09-10

10 · \$160 million

Akron-Summit County Public Library branch renovation program

Bonds approved April 2026; first phase under way, six-to-11-year program

A voter-approved bond program to renovate all 19 Akron-Summit County Public Library locations, including a \$33 million Main Library makeover, a new Springfield-Lakemore branch and about \$6.8 million for each remaining branch.

The first phase is roof replacement at the Ellet, Nordon Hills and Tallmadge branches, closed until summer 2027, and the phased renovations that follow at the other branches bring interior construction, flooring and paint work for years.

roofing

construction

flooring

painting

Akron.com, 2026-04-30

Projects current as of 2026-09; each source is linked on its card. Values are as reported by the source.

The anchor owners

Health systems, campuses, large employers and industrial parks hold the biggest concentrations of commercial buildings in Akron. One relationship with a facilities team here can cover many buildings.

Health system · Akron, Summit County

Summa Health (Akron City Hospital)

The City of Akron's 2025 principal employers schedule lists Akron Assurance Hospital (Summa) first, with 6,572 employees.

Campus · Kent, Portage County

Kent State University

Kent State says it has more than 33,000 students across its campuses.

A large residential main campus in Kent with academic buildings, residence halls and

Summa's Akron hospital campus, clinics and medical office buildings, the city's largest employer.

HVAC cleaning fire protection electrical

City of Akron

athletic venues, plus regional campuses.

HVAC cleaning roofing landscaping painting

Kent State University

Airport · Green, Summit County

Akron-Canton Airport (CAK)

CAK closed 2025 with 938,814 total commercial passengers, above its forecast of 925,000.

A passenger terminal, parking lots and airfield pavement serving Summit and Stark counties.

paving cleaning HVAC electrical

Akron-Canton Airport

Logistics hub · Akron, Summit County

Amazon.com Services LLC

The City of Akron's 2025 principal employers schedule lists Amazon.com Services LLC third, with 6,114 employees.

Fulfillment and delivery buildings with truck courts and large parking lots.

paving electrical fire protection cleaning

City of Akron

Major employer · Akron, Summit County

The Goodyear Tire & Rubber Company

The City of Akron's 2025 principal employers schedule lists Goodyear Tire & Rubber Company with 2,653 employees.

Goodyear's global headquarters and technical center buildings in Akron.

HVAC cleaning electrical roofing

City of Akron

Industrial park · Akron, Summit County

Ascot Industrial Park

The City of Akron describes Ascot Industrial Park as a 200 acre industrial park with approximately 48 acres remaining available for development.

A city industrial park on State Road for light industrial users, with lots still open for new buildings.

construction paving landscaping electrical

City of Akron

Public owner · Akron, Summit County

County of Summit

The City of Akron's 2025 principal employers schedule lists Summit County/Government with 3,410 employees.

County courts, offices, jail, garages and other public buildings centered in downtown Akron.

HVAC

cleaning

roofing

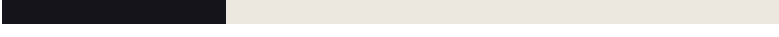
construction

City of Akron

Anchor facts checked 2026-10; each source is linked on its card.

Which trades the work touches

Projects and anchor owners in this report that buy each trade, Akron

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		10
Commercial Electrical		10
Commercial Construction		9
Commercial Cleaning & Janitorial		9
Commercial Flooring		8
Commercial Painting & Coatings		7
Commercial Roofing		7
Fire Protection		6
Paving & Asphalt		5
Commercial Landscaping		3

Count of the projects and anchor owners above whose scope includes the trade, from the sourced descriptions.

04

Chapter 04 The calendar

The Akron selling calendar

Outbound runs every month, but the weather changes what a buyer wants to hear. These are the NOAA records for the Akron metro's counties, month by month.

Akron by month: storm reports, degree days and average highs

MEASURE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Hail and damaging wind reports total, 2015 to 2024	0	0	10	33	27	41	43	66	5	2	10	0
Cooling degree days average month	0	0	1	0	49	136	233	189	63	3	0	0
Heating degree days average month	1,184	1,008	855	482	218	35	7	16	97	389	707	1,017
Average high (°F) average month	34	38	47	60	71	79	83	81	75	63	50	39

Sources: NOAA NCEI Storm Events Database, 2015 to 2024: reports of hail 1 inch or larger and thunderstorm wind of 58 mph or more, by month, across the market counties. NOAA NCEI nClimDiv county monthly series, 1991-2020 averages. Degree days count how far the daily average sits above (cooling) or below (heating) 65°F, summed over the month.

NOAA logged 35 hail reports of 1 inch or larger and 202 damaging wind reports across the metro's counties from 2015 to 2024: #61 of 100 markets for hail and #63 for wind. June, July and August carried 63% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 675 cooling degree days a year (#66 of 97 markets) and 6,014 heating degree days (#29 of 97). Cooling load peaks in June, July and August; heating in January, February, March, November and December. Peak months are when HVAC calls lead with service and response times; the rest of the year they lead with planned work and budgets.

Trades with no weather season

Cleaning, construction, electrical, flooring and fire protection sell on contract end dates, budgets and inspection cycles. Learn each account's date on the first call and come back before it.

7 months average a high of 60°F or more (April, May, June, July, August, September and October). That is when exterior painting, paving and landscaping crews are busiest, so in-season calls catch owners while they can see the work that needs doing. The contracts themselves are bid on each property's own dates, so the selling runs all year.

05

Chapter 05 The numbers

What one meeting takes, trade by trade

What booking a meeting has taken on our own calling floor for the trades we run in Akron, next to the records we can prospect here. The sales center figures are national; it does not break them out by city yet.

Dials per booked appointment, by trade (lower is faster), national

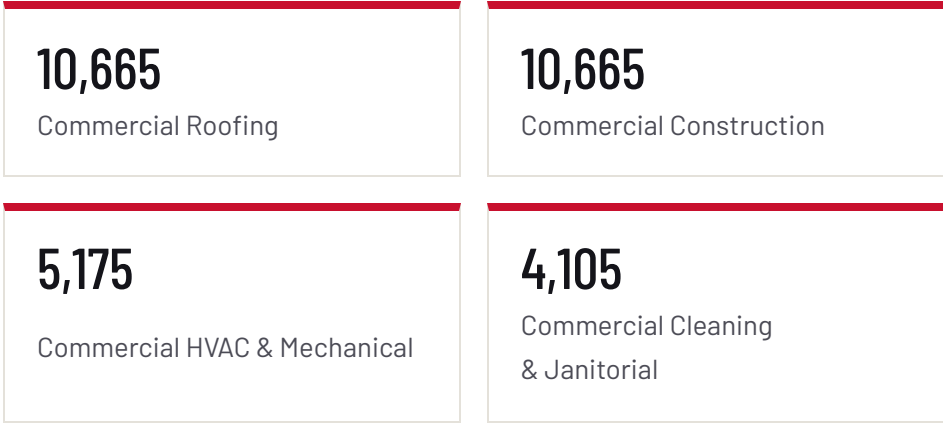
TRADE		DIALS PER APPOINTMENT	REACHED PROPOSAL	PROPOSALS WON	DIALS FOR 10 MEETINGS
Fire Protection	FASTEST TO BOOK	 78	21.6%	13.2%	about 780
Paving & Asphalt		 86	32.2%	7.4%	about 860
Commercial Landscaping		 88	18.8%	12.7%	about 880
Commercial Electrical		 96	14.6%	21.1%	about 960
Commercial HVAC & Mechanical		 98	16.6%	24.9%	about 980
Commercial Painting & Coatings		 115	31.2%	14.4%	about 1,150
Commercial Flooring		 122	30.8%	9.8%	about 1,220
Commercial Roofing		 140	25.9%	16.1%	about 1,400
Commercial Cleaning & Janitorial		 142	23.9%	21.7%	about 1,420
Managed Service Providers		 162	10.0%	20.5%	about 1,620

| All of these trades together: 122 dials per appointment

Source: Abstrakt sales center, Performance Intelligence, national, as of October 2026. Dials per appointment = prospecting calls divided by appointments set. History, not a promise. Full benchmarks and method.

The records behind a Akron program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Cleveland-Akron-Canton territory, which reaches past the Akron metro.



Source: Abstrakt territory record counts, as of October 2026: estimated decision-maker records Abstrakt can prospect for each program in the territory. Shown for the programs the count covers.

Read it this way

Divide the records by the dials one meeting takes and you see how long a list lasts before it repeats. A thin list means a program has to work every record well, not just call more.

06

Chapter 06 Build or buy

What an in-house SDR costs in Akron

Before you hire a sales development rep in Akron, price the whole job, not just the salary.

The salary is the smallest part of the decision. About 2,380 people hold the role in the Akron, OH metro, and every one of their employers is competing for the same hires.

An in-house SDR's first year, at a \$55,000 base salary (illustrative model)

COST	YEAR ONE
Base salary	\$55,000
Commission and bonus	\$15,000
Payroll taxes and benefits (25% of pay)	\$17,500
Tools and data (\$550 a month)	\$6,600
Recruiting and training	\$7,000
Turnover (35% a year, rehiring)	\$2,450
Manager and QA time (5 hours a week) and admin (4 hours a month)	\$21,150
Total, before ramp time	\$124,700

Headcount: U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics (OEWS), May 2025. Sales representatives of services, except advertising, insurance, financial services and travel (SOC 41-3091). The cost lines are the starting values of our SDR cost calculator: \$15,000 commission, 25% payroll taxes and benefits, \$550 a month in tools, \$7,000 recruiting and training, 35% yearly turnover, and manager, QA and admin time. Change any of them there.

\$124,700

for one in-house SDR's first year at a \$55,000 base salary.

That buys one rep. It does not buy the list, the manager's coaching system or cover when the rep leaves.

Ask us what a program would cost for the same work

The Akron market toolkit

4 working tools built from the chapters above. Tick the boxes as you go (they stay ticked in this browser), copy the scripts into your CRM, or save the whole guide as a PDF and print this part as a worksheet.

01

Account scorecard

Score an account before anyone dials it.

02

Discovery question bank

The questions that qualify a meeting.

03

Trigger watchlist

The changes that make a buyer take the call.

04

30-day action plan

Four weeks of steps you can start Monday.

TOOL 01

Account scorecard

Before an account goes on the call list, check every line that fits. Call the accounts with the most ticks first, and leave the ones with none for later.

☐

It sits in Summit County

79% of the metro's larger business sites are in this county.

☐

It has 20 or more people on site

One of the 1,989 sites this report counts. At that size a facility lead usually owns the building decisions.

☐

It is in a category Akron over-indexes on

senior living and nursing (1.86x the U.S. mix), warehousing and distribution (1.83x the U.S. mix) and manufacturing plants (1.82x the U.S. mix).

☐

It belongs to an anchor owner or a named project

Summa Health (Akron City Hospital), Kent State University, Akron-Canton Airport (CAK) and Amazon.com Services LLC.

☐

You can name the person who signs

A name and a title before the first dial, not just the main line.



You are calling a business line

A business line, not a personal phone. Look up the calling laws for Ohio before you dial.

0 of 6 checked

TOOL 02

Discovery question bank

Ask fewer, better questions. Pick three or four for the call and save the rest for the meeting. Each one comes with the reason it earns its place.

Restaurants: 534 sites here

From our fire protection talk track. Staying open and passing inspection. Multi-unit operators are worth more than single locations.

1. When was your hood suppression system last inspected, and when is the next one due?

Due dates tell you when to call and what to offer.

2. Have you had a failed inspection or a citation recently?

Failed inspections threaten the ability to stay open and create urgency.

3. How many locations do you operate, and does each one use a different vendor?

Multi-unit operators are more valuable and often want one vendor across locations.

Retail stores: 381 sites here

From our electrical talk track. Lighting cost and fast repair. For chains, decisions often sit in a regional facilities office, so find who owns vendors for your area.

Manufacturing plants: 386 sites here

From our HVAC talk track. Production uptime and energy. Ask how cooling issues affect the line.

1. Where does cooling or ventilation actually touch production, in process cooling, make-up air or the control rooms?

This separates comfort cooling from equipment that affects output, and output is where the plant spends money quickly.

2. When was the last time a mechanical issue slowed or stopped a line?

A recent incident gives you the cost of failure in the plant's own words, which justifies a preventative program.

3. When are your planned shutdowns, and does HVAC work get scheduled into them?

Shutdown windows are when real work gets done, so knowing them tells you when a proposal needs to be approved.

Any first meeting

Plain practice that works in every market.

1. How are you handling this today, and what would you change about it?

The gap between today and what they want is the whole reason to meet.

1. Who handles electrical service for this store, the store, a regional facilities office or a national provider?

For chains, decisions often sit outside the store, so this tells you who to call next.

2. Is a lighting retrofit or remodel planned for this location?

Remodels and retrofits are defined projects with budgets.

3. How fast does your current electrician respond when lights or signs go out?

Slow response during business hours is a common reason to add a vendor.

2. What happens if nothing changes this year?

Tells you whether there is a cost to waiting, or only curiosity.

3. Who else would need to agree before anything moves?

Names the people who can stall the deal, while you can still invite them.

4. When does the current contract or budget come up for review?

Gives you the date to plan around, even when the answer today is no.

5. What would make a first meeting worth your time?

Lets the buyer set the agenda, which is the agenda they will show up for.

TOOL 03

Trigger watchlist

Each of these changes gives a buyer a reason to take the call this month instead of next year. Tick the ones you will track, and set a news alert or CRM field for each so you hear about it first.

☐

Martin Wheel Brimfield Township Manufacturing Facility

Opened July 2026. A newly occupied plant needs HVAC and electrical service contracts, sprinkler inspections, and recurring cleaning, and the 28-acre site has room for another 400,000 sq ft of building space that would bring new construction and paving work.

☐

Pfeiffer-Miller South Campus

Under construction, completion expected August 2028. A new school building runs through mechanical, electrical, fire protection and roofing packages into 2028, then finish work in flooring and painting before students arrive.

☐

University of Akron Polsky Building Downtown Project

Phase 1 completion March 2027, full completion end of 2028. Office and classroom buildouts inside an existing building are steady work for electrical, HVAC, flooring and painting crews across 2027 and 2028.

☐

Lehner Family Foundation Giraffe Journey at the Akron Zoo

Broke ground June 2026, opening 2028. Indoor animal buildings and visitor amenities need heating, ventilation and electrical work, and a 9.25-acre outdoor exhibit brings landscaping and paving scope through 2028.



Akron Children's Inpatient Behavioral Health Unit Expansion

Opened August 2026. Behavioral health units need medical-grade cleaning and durable flooring, and room to grow to 40 beds signals more interior fit-out work for HVAC and electrical contractors.



Akron North High School replacement

In design; scope under board review September 2026. Whichever concept the board picks, a high school of 169,000 square feet or more needs roofing, fire sprinkler and alarm systems, flooring and painting, with a construction manager at risk now pricing the work.



Storm season: June, July and August

63% of the 237 large-hail and damaging-wind reports NOAA logged across the metro, 2015 to 2024, fell in these months. Owners want an inspection after an event; call the ones you already know first.



New sites: medical, dental and outpatient offices

QCEW counted 39 more medical, dental and outpatient offices in Akron than a year earlier. Every new site has to choose its service vendors; call before the choice settles.



New sites: grocery stores

QCEW counted 5 more grocery stores in Akron than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 9 on your watchlist

TOOL 04

30-day action plan

4 weeks, 15 steps, nothing you need to buy. Tick each one off as you finish it; your progress stays in this browser.

Week 1

Draw the territory

- ☐ Start in Summit County, which holds 79% of the larger business sites.
- ☐ Pull the sites with 20 or more people in restaurants, manufacturing plants and retail stores.
- ☐ Score every account with the scorecard above and sort the list by score.
- ☐ Put the accounts tied to Summa Health (Akron City Hospital) and Kent State University at the top.

Week 2

Check the rules, then write the talk track

- ☐ Look up the calling laws for Ohio and every state you call into, and confirm them with your own counsel before the first dial.
- ☐ Pick four questions from the question bank for every call and print them next to the phone.
- ☐ Write one opening line per account type that names something local: a project, an owner or the season.

Week 3

Make the calls

- ☐ Call business lines during business hours, 8am to 5pm in the buyer's local time, in the same blocked hours every day.
- ☐ Log every dial, every conversation and every meeting set, so you know your own numbers.
- ☐ Open with the trigger when you know it: martin Wheel Brimfield Township Manufacturing Facility.
- ☐ Close every good conversation with two specific meeting times.

Week 4

Measure and decide

- ☐ Divide your dials by meetings set and compare it with the 78 dials per appointment our sales center averaged on fire protection calls (national, as of October 2026).
- ☐ Put a return date on every "not now", tied to the contract or budget date they gave you.
- ☐ Before you hire, price an in-house rep with the Akron pay figures in this report.
- ☐ Keep what worked, rewrite the line that drew the most pushback, and run the next 30 days.

0 of 15 steps done

Sources and notes

- U.S. Census Bureau, County Business Patterns 2023: business sites by category, size and county, Akron, OH.
- U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1: contractor establishments, one-year change and concentration (location quotient).
- Projects: named public sources linked on each card, current as of 2026-09.
- Anchor owners: sources linked on each card, checked 2026-10.
- NOAA NCEI Storm Events Database, 2015 to 2024: hail and damaging wind reports by month across the metro's counties.
- NOAA NCEI nClimDiv county monthly series, 1991-2020 averages: degree days and average highs by month.
- Abstrakt sales center, Performance Intelligence, national, as of October 2026: dials, appointments, proposals and wins by trade. Method.
- Abstrakt territory record counts, as of October 2026: decision-maker records per program in the Cleveland-Akron-Canton territory.
- U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics (OEWS), May 2025: Sales representatives of services, except advertising, insurance, financial services and travel (SOC 41-3091).
- Cover photo: Downtown Akron, Ohio, at night, by Leo_Visions on Unsplash, Unsplash License.
- The toolkit's discovery questions come from our trade talk tracks; the plan and checklists are sales practice, not data.

Keep reading

Market page Appointment setting in Akron	Territory Check whether your trade is open in Akron	Benchmarks The full sales center benchmarks and method
Calculator Run the in-house SDR numbers yourself	Nearby market The State of Outbound Sales in Cleveland	

Photos on this page: Leo_Visions on Unsplash (Unsplash License).

Sales Talk newsletter

Get Sales Talk in your inbox

New playbooks, benchmarks and guides from our sales floor, for owners and sales leaders who sell to businesses. One email a month. [See past issues.](#)

First name (optional)

Work email

What do you sell? (optional)

Choose one 

Subscribe

Your email and the details you choose to add, nothing else. We never sell or share your address, and every issue has a one-click unsubscribe. [Privacy Policy.](#)