Market report · Albuquerque, NM

The State of Outbound Sales in Albuquerque, 2026

How outbound selling looks across the Albuquerque, NM 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.

1,917

business sites with 20+ people across the categories trades sell to, #71 of our 100 metros

7.1

buyer sites per commercial landscaping contractor, #5 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 Albuquerque

1

Biggest buyer pool

Restaurants: 642 sites

with 20 or more people, the largest buyer category in Albuquerque, ahead of retail stores (439).

2

Where the metro leans

Hosting and data processing companies: 2.43x the U.S. mix

Also over-represented: colleges and universities (2.18x) and private K-12 schools (1.66x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Landscaping: #5 of 100 markets

7.1 buyer sites with 20+ people for each of 160 local commercial landscaping contractors. The most crowded is commercial electrical, #100 of 100.

4

Biggest reason to call

Pacific Fusion Research and Manufacturing Campus, $1 billion

Broke ground August 2026. One of 9 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 Albuquerque

02 THE COMPETITION
Which trades have the most room in Albuquerque

03 THE PROJECTS
What is being built, and who owns the buildings

04 THE CALENDAR
The Albuquerque selling calendar

05 THE NUMBERS
What one meeting takes, trade by trade

06 BUILD OR BUY
What an in-house SDR costs in Albuquerque

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 Albuquerque

1,917 business sites in Albuquerque have 20 or more people on site in the categories commercial trades sell to. That ranks #71 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 Albuquerque, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**642**	1,747	0.99x	+13
Retail stores	**439**	2,358	0.97x	-127
Medical, dental and outpatient offices	**212**	1,725	1.05x	+44
Manufacturing plants	**149**	630	0.80x	-33
Wholesale distributors	**135**	777	0.96x	+19
Senior living and nursing	**82**	208	0.79x	+5
Grocery stores	**71**	205	0.51x	+2
Hotels	**63**	162	1.12x	-1
Auto dealerships	**46**	141	1.21x	0
Churches and religious organizations	**43**	370	0.79x	0

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.

Albuquerque leans toward hosting and data processing companies (2.43x), colleges and universities (2.18x) and private K-12 schools (1.66x). 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 grocery stores (0.51x) and trucking companies (0.67x). 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 (+44), hosting and data processing companies (+37) and wholesale distributors (+19). New sites have no incumbent vendor yet.

The metro

Albuquerque, NM: 4 counties in this report's counts.

Bernalillo County, Sandoval County and Valencia County hold 97% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Albuquerque

COUNTY	SITES WITH 20+	SHARE OF METRO
Bernalillo County START HERE	**1,628**	85%
Sandoval County	**151**	8%
Valencia County	**80**	4%
Torrance County	**8**	0%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 50 of the metro's 1,917 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Albuquerque

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 Albuquerque figure is ranked against the other markets we track.

How Albuquerque 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 Landscaping MOST ROOM	**#5 of 100**	7.1	160	+3
Commercial Cleaning & Janitorial	**#53 of 100**	3.7	190	+8
Commercial Painting & Coatings	**#50 of 86**	63	17	-1
Fire Protection	**#68 of 96**	36	33	-1
Managed Service Providers	**#73 of 100**	2.1	500	+3
Paving & Asphalt	**#72 of 94**	33	33	+3
Commercial Roofing	**#74 of 89**	47	22	-1
Commercial Flooring	**#58 of 68**	46	15	-1
Commercial Construction	**#96 of 100**	2.3	247	+5
Commercial HVAC & Mechanical	**#98 of 100**	4.6	132	+4
Commercial Electrical	**#100 of 100**	4.2	201	-3

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 landscaping (#5), commercial cleaning & janitorial (#53) and commercial painting & coatings (#50) rank best in Albuquerque. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial electrical is the most crowded trade here, #100 of 100: 4.2 buyer sites for each of 201 local electrical contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial electrical (-3) and commercial painting & coatings (-1) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial cleaning & janitorial (+8) and commercial construction (+5) added them.

Open programs

Our availability workbook does not cover Albuquerque 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

9 named, sourced projects and 6 anchor owners in Albuquerque. 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 · $1 billion

Pacific Fusion Research and Manufacturing Campus

Broke ground August 2026

An approximately 225,000 sq ft fusion research and manufacturing campus at Mesa del Sol in Albuquerque.

> A research campus built around high-energy equipment needs large electrical service, process cooling and specialized fire protection, with site paving and landscaping on a greenfield Mesa del Sol parcel.

electrical · HVAC · fire protection · paving · construction

New Mexico Economic Development Department, 2026-08-25

02 · $30 million

AeroVironment Albuquerque Manufacturing Campus Expansion

Announced March 2026, occupancy planned about April 2027

An expansion of AeroVironment's defense manufacturing campus at Sandia Science and Technology Park for laser systems, space payloads and defense electronics, adding 450 jobs.

> Expanding and modernizing manufacturing space for electronics and laser systems across three existing buildings means electrical upgrades, controlled-environment HVAC, interior buildout with flooring and painting ahead of the 2027 move-in.

electrical · HVAC · construction · flooring · painting

City of Albuquerque, 2026-03-03

03 · 570,000 sq ft

UNM Hospital Critical Care Tower

Opened October 2025

A 570,000 sq ft critical care tower at the University of New Mexico Hospital campus in Albuquerque with a 68-bed adult emergency department, 96 intensive care beds and 18 new operating rooms.

> A newly opened tower of this size creates long-term demand for hospital-grade cleaning, HVAC and life-safety service contracts, and fit-outs of remaining or shifted space in older UNMH buildings, including new flooring.

cleaning · HVAC · fire protection · electrical · flooring

HCO News, 2025-10-21

04 · $111 million

Uptown Connect

Financing approved September 2026, construction expected to start first quarter 2027

A transit-oriented development at the ABQ RIDE Uptown transit hub with two five-story buildings, 198 apartments, more than 18,000 sq ft of ground-floor retail, a parking garage and a public plaza.

> Two mid-rise buildings over structured parking will need MEP, fire sprinkler, roofing and finish packages starting in 2027, plus plaza hardscape and landscaping.

HVAC · fire protection · roofing · landscaping · construction

The Paper., 2026-09-30

05 · $30.3 million

Harrison Middle School rebuild

Phase 1 of 3 opened September 2026

A 54,480 sq ft new wing with a cafeteria, kitchen, gym and band, orchestra, drama and art spaces at Harrison Middle School in Albuquerque's South Valley, the first phase of a full remodel of the 66-year-old campus.

> The rest of the campus is slated for remodel in later phases as funding goes to future bond ballots, which means more new construction, roofing, gym and classroom flooring and interior painting packages at this school over the next several years.

construction · flooring · painting · roofing

Albuquerque Journal, 2026-09-12

06

Residence Inn and Highlands Central Market

Under construction, about 45 to 50 percent complete in September 2026

A 126-room Residence Inn by Marriott and a food hall by Titan Development on Central Avenue across from Presbyterian Hospital in Albuquerque, connected to the hospital by a skybridge.

> With the roof on and drywall going up, the work is moving to hotel rooms and interior finishes: flooring, painting, fire sprinkler and electrical trim-out, then a post-construction clean before a hotel and food hall open.

flooring · painting · fire protection · electrical · cleaning

KRQE, 2026-09-01

07 · $56.7 million

Corrales Elementary K-8 expansion

Under construction, completion estimated July 2027

An Albuquerque Public Schools project in the Village of Corrales (Sandoval County) turning Corrales Elementary into a nearly 121,000 sq ft K-8 campus with a new two-story classroom building, dining hall and sports hall plus renovation of existing buildings.

> New buildings mean roofing, and renovated ones mean interior painting; the site redesign adds a new field and track, playgrounds and improved parking, and a larger campus needs a final construction clean before the July 2027 handover.

roofing · paving · landscaping · painting · cleaning

Corrales Comment, 2025-05-06

08 · $106.45 million

Rio Rancho Public Schools bond program

24 projects in design, construction and closeout; new Independence High completion spring 2027

Rio Rancho Public Schools' current bond projects in Sandoval County, led by a $36 million new Independence High School building and a $22 million Rio Rancho High School systems, security and fine arts upgrade.

> The list puts real scopes in front of contractors: a fire alarm and roof package in the Rio Rancho High systems work, parking lot and bus lane upgrades, a parent loop at Vista Grande, turf and track replacements, and a new high school building that needs a construction clean before fall 2027.

roofing · fire protection · paving · landscaping · cleaning

Rio Rancho Observer, 2026-08-12

09 · $11.5 million

Isleta Boulevard Corridor Project

Construction from fall 2025, about 18 months

Bernalillo County's reconstruction of Isleta Boulevard SW from Malpais Road to Luchetti Road in the South Valley, with new pavement, bike lanes, sidewalks, signals and lighting.

> The scope includes new pavement, landscaping with irrigation and new street lighting and traffic signals, which puts paving, landscape and electrical subcontract work on the road through 2027.

paving · landscaping · electrical

nm.news, 2025-06-02

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 Albuquerque. One relationship with a facilities team here can cover many buildings.

Health system · Albuquerque, Bernalillo County

Presbyterian Healthcare Services

Presbyterian describes itself as a system of nine hospitals, a medical group with more than 900 providers and a statewide health plan.

> Albuquerque-based system running hospitals, clinics and office buildings that need HVAC, life-safety, cleaning and parking lot work.

HVAC · fire protection · cleaning · paving

Presbyterian Healthcare Services

Campus · Albuquerque, Bernalillo County

University of New Mexico

UNM enrolled 23,955 students for the fall 2025 semester on a campus of nearly 800 acres.

> Runs a large main campus of academic, research, residence and athletic buildings with ongoing roofing, mechanical and grounds needs.

HVAC · roofing · cleaning · landscaping

University of New Mexico

Public owner · Albuquerque, Bernalillo County

Sandia National Laboratories

Sandia's Albuquerque site has 718 buildings and trailers totaling 6,330,936 gross square feet (FY25).

> Federal laboratory campus with labs, offices and test facilities maintained through federal contracting and subcontracts.

HVAC · electrical · fire protection · roofing

Sandia National Laboratories

Major employer · Rio Rancho, Sandoval County

Intel Rio Rancho

Intel opened Fab 9 in Rio Rancho on January 24, 2024, as part of a $3.5 billion investment in its New Mexico operations.

> Semiconductor manufacturing campus with cleanroom mechanical systems, heavy electrical loads and specialized floors.

HVAC · electrical · flooring · fire protection

Intel Newsroom

Airport · Albuquerque, Bernalillo County

Industrial park · Albuquerque, Bernalillo County

Mesa del Sol

The master plan calls for 18,000,000 square feet of office, industrial and retail space on Albuquerque's South Mesa.

> Master-planned employment land next to the Sunport where new buildings bring site work, paving, power and fire protection.

construction · paving · electrical · fire protection

Wikipedia

Albuquerque International Sunport

ABQ welcomed 5,274,764 passengers in 2025.

> City-owned terminal, parking structures and airfield pavement that need mechanical, paving, roofing and cleaning work.

paving · HVAC · cleaning · roofing

Albuquerque International Sunport

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, Albuquerque

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

TRADE	PROJECTS AND OWNERS	
Commercial Painting & Coatings		4

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

04

Chapter 04 The calendar

The Albuquerque selling calendar

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

Albuquerque 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	1	0	5	42	48	39	15	21	3	3	0
Cooling degree days average month	0	0	0	1	29	173	266	202	62	1	0	0
Heating degree days average month	977	758	627	409	173	17	1	4	70	356	699	982
Average high (°F) average month	47	52	60	68	77	88	89	86	80	69	56	47

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 95 hail reports of 1 inch or larger and 82 damaging wind reports across the metro's counties from 2015 to 2024: #39 of 100 markets for hail and #76 for wind. May, June and July carried 73% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 734 cooling degree days a year (#64 of 97 markets) and 5,071 heating degree days (#39 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.

8 months average a high of 60°F or more (March, 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 Albuquerque, 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 Albuquerque program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Albuquerque-Santa Fe-Las Vegas territory.

2,385
Commercial Roofing

2,385
Commercial Construction

699
Commercial HVAC & Mechanical

533
Commercial Cleaning & Janitorial

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 Albuquerque

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

The salary is the smallest part of the decision. About 1,650 people hold the role in the Albuquerque, NM 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

Part two Apply this

The Albuquerque 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 Bernalillo County, Sandoval County and Valencia County**
  97% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 1,917 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Albuquerque over-indexes on**
  hosting and data processing companies (2.43x the U.S. mix), colleges and universities (2.18x the U.S. mix) and private K-12 schools (1.66x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Presbyterian Healthcare Services, University of New Mexico, Sandia National Laboratories and Intel Rio Rancho.
- [ ] **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 New Mexico 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: 642 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: 439 sites here

From our landscaping talk track. Store appearance and snow safety. In shopping centers the landlord usually controls the contract, so qualify who buys.

1. **Is this a freestanding store, or does the shopping center landlord handle the grounds?**
   In centers the landlord usually buys, so this qualifies whether you are talking to the right company.
2. **Is grounds and snow bought store by store or through a regional or national program?**
   Regional programs need a different conversation and a different contact than a single store.
3. **How is snow and ice handled before the store opens?**
   Opening-time snow coverage is a safety and liability issue that gets attention fast.

Medical, dental and outpatient offices: 212 sites here

From our landscaping talk track. Patient access and safety. Many practices lease, so the landlord or property manager is often the buyer.

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. **Do you own the building, or does a landlord or property manager handle the grounds?**
   Many practices lease, so this tells you whether to keep selling here or move to the landlord.
2. **How are walkways and parking handled when it snows or ices over?**
   Patient access and slip risk are the strongest reasons a practice will act.
3. **Have patients complained about the entrance, parking or grounds?**
   Complaints give the practice administrator a reason to push for a change.
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.

- [ ] **Pacific Fusion Research and Manufacturing Campus**

  Broke ground August 2026. A research campus built around high-energy equipment needs large electrical service, process cooling and specialized fire protection, with site paving and landscaping on a greenfield Mesa del Sol parcel.

- [ ] **AeroVironment Albuquerque Manufacturing Campus Expansion**

  Announced March 2026, occupancy planned about April 2027. Expanding and modernizing manufacturing space for electronics and laser systems across three existing buildings means electrical upgrades, controlled-environment HVAC, interior buildout with flooring and painting ahead of the 2027 move-in.

- [ ] **UNM Hospital Critical Care Tower**

  Opened October 2025. A newly opened tower of this size creates long-term demand for hospital-grade cleaning, HVAC and life-safety service contracts, and fit-outs of remaining or shifted space in older UNMH buildings, including new flooring.

- [ ] **Harrison Middle School rebuild**

  Phase 1 of 3 opened September 2026. The rest of the campus is slated for remodel in later phases as funding goes to future bond ballots, which means more new construction, roofing, gym and classroom flooring and interior painting packages at this school over the next several years.

- [ ] **Storm season: May, June and July**

  73% of the 177 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: hosting and data processing companies**

  QCEW counted 37 more hosting and data processing companies in Albuquerque than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **Uptown Connect**

  Financing approved September 2026, construction expected to start first quarter 2027. Two mid-rise buildings over structured parking will need MEP, fire sprinkler, roofing and finish packages starting in 2027, plus plaza hardscape and landscaping.

- [ ] **Residence Inn and Highlands Central Market**

  Under construction, about 45 to 50 percent complete in September 2026. With the roof on and drywall going up, the work is moving to hotel rooms and interior finishes: flooring, painting, fire sprinkler and electrical trim-out, then a post-construction clean before a hotel and food hall open.

- [ ] **New sites: medical, dental and outpatient offices**

  QCEW counted 44 more medical, dental and outpatient offices in Albuquerque 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 Bernalillo County, Sandoval County and Valencia County, which hold 97% of the larger business sites.
- [ ] Pull the sites with 20 or more people in restaurants, retail stores and medical, dental and outpatient offices.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to Presbyterian Healthcare Services and University of New Mexico at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for New Mexico 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: pacific Fusion Research and Manufacturing Campus.
- [ ] 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 Albuquerque 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, Albuquerque, NM.
- 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 Albuquerque-Santa Fe-Las Vegas 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: Albuquerque and the surrounding mesa, by Gabriel Griego 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 Albuquerque

Territory
Check whether your trade is open in Albuquerque

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in El Paso

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