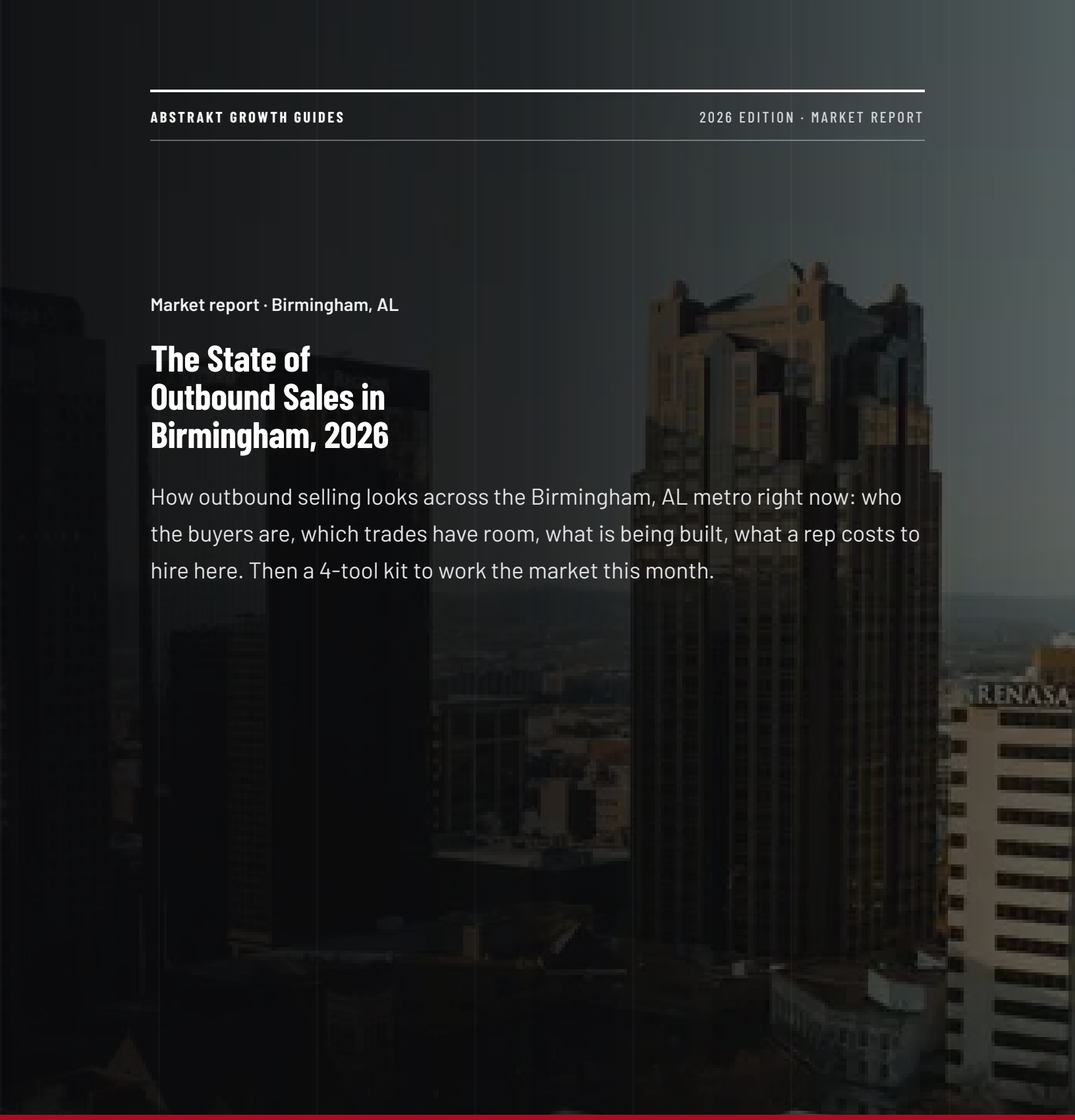


Market report · Birmingham, AL

The State of Outbound Sales in Birmingham, 2026

How outbound selling looks across the Birmingham, AL 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.

2,872

business sites with 20+ people across the categories trades sell to, #52 of our 100 metros

4.7

buyer sites per commercial cleaning company, #24 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 Birmingham

1

Biggest buyer pool

Restaurants: 808 sites

with 20 or more people, the largest buyer category in Birmingham, ahead of retail stores (605).

2

Where the metro leans

Hosting and data processing companies: 1.67x the U.S. mix

Also over-represented: bank and credit union offices (1.56x) and auto dealerships (1.37x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Cleaning & Janitorial: #24 of 100 markets

4.7 buyer sites with 20+ people for each of 233 local commercial cleaning companies. The most crowded is commercial electrical, #97 of 100.

4

Biggest reason to call

UAB Biomedical Research and Psychology Building, $190 million

Under construction, completion expected summer 2026. One of 7 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.

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Who buys in Birmingham

02 THE COMPETITION
Which trades have the most room in Birmingham

03 THE PROJECTS
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Src METHOD
Sources and notes

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

2,872 business sites in Birmingham have 20 or more people on site in the categories commercial trades sell to. That ranks #52 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 Birmingham, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**808**	2,203	1.15x	+112
Retail stores	**605**	4,055	1.34x	+46
Medical, dental and outpatient offices	**341**	2,226	1.15x	+197
Wholesale distributors	**305**	1,552	1.26x	+93
Manufacturing plants	**293**	890	1.20x	+39
Grocery stores	**115**	444	0.69x	+13
Churches and religious organizations	**113**	1,104	0.35x	+4
Senior living and nursing	**93**	167	0.67x	+9
Bank and credit union offices	**76**	851	1.56x	+45
Trucking companies	**72**	411	1.07x	+12

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.

Birmingham leans toward hosting and data processing companies (1.67x), bank and credit union offices (1.56x) and auto dealerships (1.37x). 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 (0.35x) and private K-12 schools (0.64x). 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 (+197), restaurants (+112) and wholesale distributors (+93). New sites have no incumbent vendor yet.

The metro

Birmingham, AL: 7 counties in this report's counts.

Jefferson County, Shelby County and St. Clair County hold 89% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Birmingham

COUNTY	SITES WITH 20+	SHARE OF METRO
Jefferson County START HERE	**1,922**	67%
Shelby County	**499**	17%
St. Clair County	**123**	4%
Walker County	**113**	4%
Chilton County	**57**	2%
Blount County	**40**	1%

COUNTY	SITES WITH 20+	SHARE OF METRO
Bibb County	**9**	0%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 109 of the metro's 2,872 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Birmingham

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 Birmingham figure is ranked against the other markets we track.

How Birmingham 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 Cleaning & Janitorial MOST ROOM	**#24 of 100**	4.7	233	+15
Managed Service Providers	**#33 of 100**	3.4	499	+40
Commercial Landscaping	**#47 of 100**	3.8	410	-4
Paving & Asphalt	**#66 of 94**	36	42	+3
Commercial Construction	**#72 of 100**	3.4	247	+20
Commercial Roofing	**#75 of 89**	45	32	-4
Commercial Flooring	**#60 of 68**	44	20	0
Commercial Painting & Coatings	**#82 of 86**	37	38	+1
Fire Protection	**#92 of 96**	23	66	+8
Commercial HVAC & Mechanical	**#96 of 100**	5.1	181	+7
Commercial Electrical	**#97 of 100**	5.0	242	+4

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 cleaning & janitorial (#24), managed service providers (#33) and commercial landscaping (#47) rank best in Birmingham. 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, #97 of 100: 5.0 buyer sites for each of 242 local electrical contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial landscaping (-4) and commercial roofing (-4) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+40) and commercial construction (+20) added them.

Open programs

Our availability workbook does not cover Birmingham 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

7 named, sourced projects and 7 anchor owners in Birmingham. 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 · $190 million

UAB Biomedical Research and Psychology Building

Under construction, completion expected summer 2026

An eight-story, 228,735 sq ft research building with wet and dry labs for the Heersink School of Medicine and the Department of Psychology on the UAB campus in Birmingham.

> Lab buildings carry dense HVAC, exhaust and electrical systems. As the building moves into occupancy, demand shifts to lab-grade cleaning, mechanical service and fire protection inspections.

HVAC · electrical · fire protection · cleaning

The Birmingham Times, 2026-01-23

02 · $110 million

Andrews Sports Medicine Center at Brookwood Village

Approved December 2025, opening targeted summer 2027

Conversion of the former Belk store at Brookwood Village in Homewood into a 55,000 sq ft clinic and a 65,000 sq ft ambulatory orthopedic surgery center, with parking improvements.

> Turning a department store into a surgery center means new mechanical and medical gas systems, electrical upgrades, sprinklers, healthcare flooring and repaved parking through 2026 and 2027.

HVAC · electrical · fire protection · flooring · paving

The Bama Buzz, 2025-12-09

03 · $7 million

Nebius Data Center, Lakeshore Parkway

Building permit issued April 2026 for a phase of the project

An AI and high-performance computing data center on the 75-acre former Regions Lakeshore Operations Center site off Lakeshore Parkway in Birmingham; the $7 million figure is the permit for one phase of a larger development.

> Reusing an operations campus for AI computing needs large electrical and cooling upgrades plus fire suppression, with ongoing facility service once live.

electrical · HVAC · fire protection · construction

Bham Now, 2026-04-13

04

AC Hotel and Element Hotel in the Brown Marx Tower

Under renovation; Starbucks space reviewed by the Birmingham Design Review Committee September 2026

Ascent Hospitality is converting the 16-story Brown Marx Tower at 20th Street North and 1st Avenue North in downtown Birmingham into a 338-room dual-branded Marriott hotel: a 190-room AC Hotel and a 148-room Element for short and long stays, with a street-level Starbucks.

> Turning a 1906 office tower into 338 guest rooms means new sprinkler and fire alarm systems, HVAC for every room, and carpet and hard flooring throughout, then a post-construction clean and recurring housekeeping support for two hotels and a coffee shop on one block.

fire protection · HVAC · flooring · cleaning

Bham Now, 2026-09-23

05 · $9.2 million

Tunnel to Towers Veterans Village, Colonnade Parkway

Remodel expected to start late summer 2026, construction to wrap by end of 2026, opening early 2027

The Tunnel to Towers Foundation is gutting a vacant hotel at 4300 Colonnade Parkway off U.S. 280 in Birmingham and converting it into up to 110 studio apartments for veterans, with dining rooms, lounges, a library, game and screening rooms, multipurpose rooms and workforce development space on the first floor.

> A gut renovation that removes the old banquet and meeting rooms needs a general contractor, new flooring and paint across 110 units and the shared spaces, and a final clean before the early 2027 opening; a residential building with dining and program rooms then needs ongoing cleaning of common areas.

construction · flooring · painting · cleaning

WBRC, 2026-07-08

06 · $15.4 million

UAB Bartow Arena renovation

Under construction since May 2026, completion expected October 2026

The University of Alabama at Birmingham is renovating Bartow Arena, home of UAB basketball and volleyball, with a new club area, an expanded entrance lobby, replacement lower-bowl retractable seating and concourse improvements including updated lighting and restrooms.

> Lobby and club build-out and concourse upgrades bring lighting and finish work, including new flooring, on a tight October deadline; a multipurpose arena that also hosts commencement and civic events needs event-day and recurring cleaning once it reopens.

electrical · flooring · cleaning · construction

UAB Athletics, 2026-05-12

07 · $40 million

Birmingham City Schools Future Ready Career and Innovation Center

Funding approved by Birmingham City Council August 4, 2026; opening planned fall 2029

A new workforce development campus for Birmingham City Schools at the former Arthur School site, training students in health sciences, trades such as welding, plumbing and aviation maintenance, and public safety careers; part of a $45 million package that also includes $4.1 million for school basketball court renovations.

> A new career-tech building with health science labs and trade shops needs a general contractor, heavy electrical and ventilation scope for welding and automotive bays, and sprinkler and fire alarm systems, with bids likely ahead of the fall 2029 opening.

construction · electrical · HVAC · fire protection

Bham Now, 2026-08-05

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

Health system · Birmingham, Jefferson County

UAB Hospital

Campus · Birmingham, Jefferson County

University of Alabama at Birmingham (UAB)

UAB Hospital is a 1,207-licensed-bed hospital in Birmingham's Medical District.

> The centerpiece of UAB's clinical enterprise, with hospital towers, clinics and parking decks in the Medical District.

HVAC · cleaning · fire protection · electrical

UAB Medicine

The City of Birmingham's 2025 ACFR, citing the Birmingham Business Journal, lists UAB as the metro's largest employer with 35,000 employees.

> A downtown university and academic medical campus with classroom, research, housing and athletic buildings.

HVAC · cleaning · roofing · landscaping · painting

City of Birmingham

Airport · Birmingham, Jefferson County

Birmingham-Shuttlesworth International Airport (BHM)

The Birmingham Airport Authority reported 3,252,994 total passengers for fiscal year to date 2025 through June 2025.

> A passenger terminal, parking decks and airfield pavement serving central Alabama.

paving · cleaning · HVAC · electrical

Birmingham Airport Authority

Major employer · Birmingham, Jefferson County

Regions Financial Corporation

The City of Birmingham's 2025 ACFR, citing the Birmingham Business Journal, lists Regions Financial Corporation as the metro's second-largest employer with 9,000 employees.

> A bank headquarters with downtown office towers, operations centers and branches across the metro.

cleaning · HVAC · electrical · fire protection

City of Birmingham

Health system · Birmingham, Jefferson County

Children's of Alabama

The City of Birmingham's 2025 ACFR, citing the Birmingham Business Journal, lists Children's of Alabama with 5,635 employees.

> A pediatric hospital campus with inpatient buildings, outpatient clinics and parking.

HVAC · cleaning · fire protection · electrical

Logistics hub · Birmingham (Kingston), Jefferson County

Coca-Cola Bottling Company UNITED headquarters and distribution center

The City of Birmingham's 2025 ACFR says Coca-Cola Bottling Company UNITED has moved forward with a $350 million investment in a corporate headquarters and distribution center in Kingston.

City of Birmingham

A combined office and distribution campus with warehouse, fleet and truck yard space.

construction · paving · electrical · fire protection

City of Birmingham

Public owner · Birmingham, Jefferson County

Jefferson County Commission

The City of Birmingham's 2025 ACFR, citing the Birmingham Business Journal, lists the Jefferson County Commission with 2,500 employees.

County courthouses, administrative buildings, sewer plants and road facilities.

HVAC · roofing · paving · cleaning

City of Birmingham

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, Birmingham

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		11
Commercial Cleaning & Janitorial		10
Commercial Electrical		10
Fire Protection		9
Commercial Construction		5

TRADE	PROJECTS AND OWNERS	
Paving & Asphalt		4
Commercial Flooring		4
Commercial Roofing		2
Commercial Painting & Coatings		2
Commercial Landscaping		1

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

04

Chapter 04 The calendar

The Birmingham selling calendar

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

Birmingham 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	32	9	79	101	58	128	100	75	10	2	8	17
Cooling degree days average month	8	6	27	43	182	358	466	445	277	75	6	4
Heating degree days average month	673	493	346	133	28	0	0	0	5	127	381	593
Average high (°F) average month	54	59	67	75	82	88	91	90	86	76	65	57

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 136 hail reports of 1 inch or larger and 483 damaging wind reports across the metro's counties from 2015 to 2024: #29 of 100 markets for hail and #37 for wind. April, June and July carried 53% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 1,895 cooling degree days a year (#26 of 97 markets) and 2,777 heating degree days (#72 of 97). Cooling load peaks in June, July, August and September; 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.

9 months average a high of 60°F or more (March, April, May, June, July, August, September, October and November). 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.

> "Roofing demand spikes after hail and wind events, when owners want an inspection and documentation for their insurer, so be the known contractor before the storm, not one of many calling after it. Planned work follows each owner's budget: inspections feed capital requests, and replacements are approved ahead of installation. Outbound runs every month, keyed to each building's roof age and budget date."
>
> — How roofing timing works, from our roofing talk track

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 Birmingham, 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 Birmingham program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Birmingham-Hoover-Talladega territory.

3,450
Commercial Roofing

3,450
Commercial Construction

1,477
Commercial HVAC & Mechanical

1,071
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 Birmingham

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

The salary is the smallest part of the decision. About 3,770 people hold the role in the Birmingham, AL 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 Birmingham 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 Jefferson County, Shelby County and St. Clair County**
  89% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 2,872 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Birmingham over-indexes on**
  hosting and data processing companies (1.67x the U.S. mix), bank and credit union offices (1.56x the U.S. mix) and auto dealerships (1.37x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  UAB Hospital, University of Alabama at Birmingham (UAB), Birmingham-Shuttlesworth International Airport (BHM) and Regions Financial Corporation.
- [ ] **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 Alabama 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: 808 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: 605 sites here

From our paving talk track. First impressions and liability. Many stores lease, so confirm who controls the lot before pitching.

1. **Does the store control the parking lot, or does the landlord or shopping center manage it?**
   This is the first qualifying question, since many retail lots belong to the landlord.
2. **Are there potholes, cracks or faded striping customers have complained about?**
   Visible problems in front of customers drive action and point to a first job.
3. **Is a remodel or refresh planned for this location?**
   Remodels are when lot work often gets funded and scheduled.

Medical, dental and outpatient offices: 341 sites here

From our cleaning talk track. Infection control and documentation. Ask how they verify what the crew did last night.

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 cleans the practice now, and when does that agreement end or renew?**
   The end date tells you whether this is a proposal now or a walkthrough scheduled ahead of the renewal.
2. **What did your last infection-control review or patient complaint flag about cleaning?**
   A specific finding gives you the reason to change and the standard your proposal has to answer.
3. **Which rooms need terminal cleaning after procedures, and which just need routine nightly service?**
   This separates the scope that needs trained, documented crews from general janitorial and shapes pricing.
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.

- [ ] **UAB Biomedical Research and Psychology Building**
  Under construction, completion expected summer 2026. Lab buildings carry dense HVAC, exhaust and electrical systems. As the building moves into occupancy, demand shifts to lab-grade cleaning, mechanical service and fire protection inspections.
- [ ] **Andrews Sports Medicine Center at Brookwood Village**
  Approved December 2025, opening targeted summer 2027. Turning a department store into a surgery center means new mechanical and medical gas systems, electrical upgrades, sprinklers, healthcare flooring and repaved parking through 2026 and 2027.

- [ ] **Nebius Data Center, Lakeshore Parkway**

  Building permit issued April 2026 for a phase of the project. Reusing an operations campus for AI computing needs large electrical and cooling upgrades plus fire suppression, with ongoing facility service once live.

- [ ] **AC Hotel and Element Hotel in the Brown Marx Tower**

  Under renovation; Starbucks space reviewed by the Birmingham Design Review Committee September 2026. Turning a 1906 office tower into 338 guest rooms means new sprinkler and fire alarm systems, HVAC for every room, and carpet and hard flooring throughout, then a post-construction clean and recurring housekeeping support for two hotels and a coffee shop on one block.

- [ ] **Tunnel to Towers Veterans Village, Colonnade Parkway**

  Remodel expected to start late summer 2026, construction to wrap by end of 2026, opening early 2027. A gut renovation that removes the old banquet and meeting rooms needs a general contractor, new flooring and paint across 110 units and the shared spaces, and a final clean before the early 2027 opening; a residential building with dining and program rooms then needs ongoing cleaning of common areas.

- [ ] **UAB Bartow Arena renovation**

  Under construction since May 2026, completion expected October 2026. Lobby and club build-out and concourse upgrades bring lighting and finish work, including new flooring, on a tight October deadline; a multipurpose arena that also hosts commencement and civic events needs event-day and recurring cleaning once it reopens.

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

  53% of the 619 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.

- [ ] **Cooling season: June, July, August and September**

  The months with the most cooling load here. Units that struggle now give a facility lead a reason to take a second contractor's call.

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

  QCEW counted 197 more medical, dental and outpatient offices in Birmingham than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 112 more restaurants in Birmingham than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 10 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 Jefferson County, Shelby County and St. Clair County, which hold 89% 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 UAB Hospital and University of Alabama at Birmingham (UAB) at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Alabama 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: UAB Biomedical Research and Psychology Building.
- [ ] 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 Birmingham 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, Birmingham, AL.
- 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 Birmingham-Hoover-Talladega 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 Birmingham, Alabama, skyline, by Lance Asper 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 Birmingham

Territory
Check whether your trade is open in Birmingham

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Huntsville

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