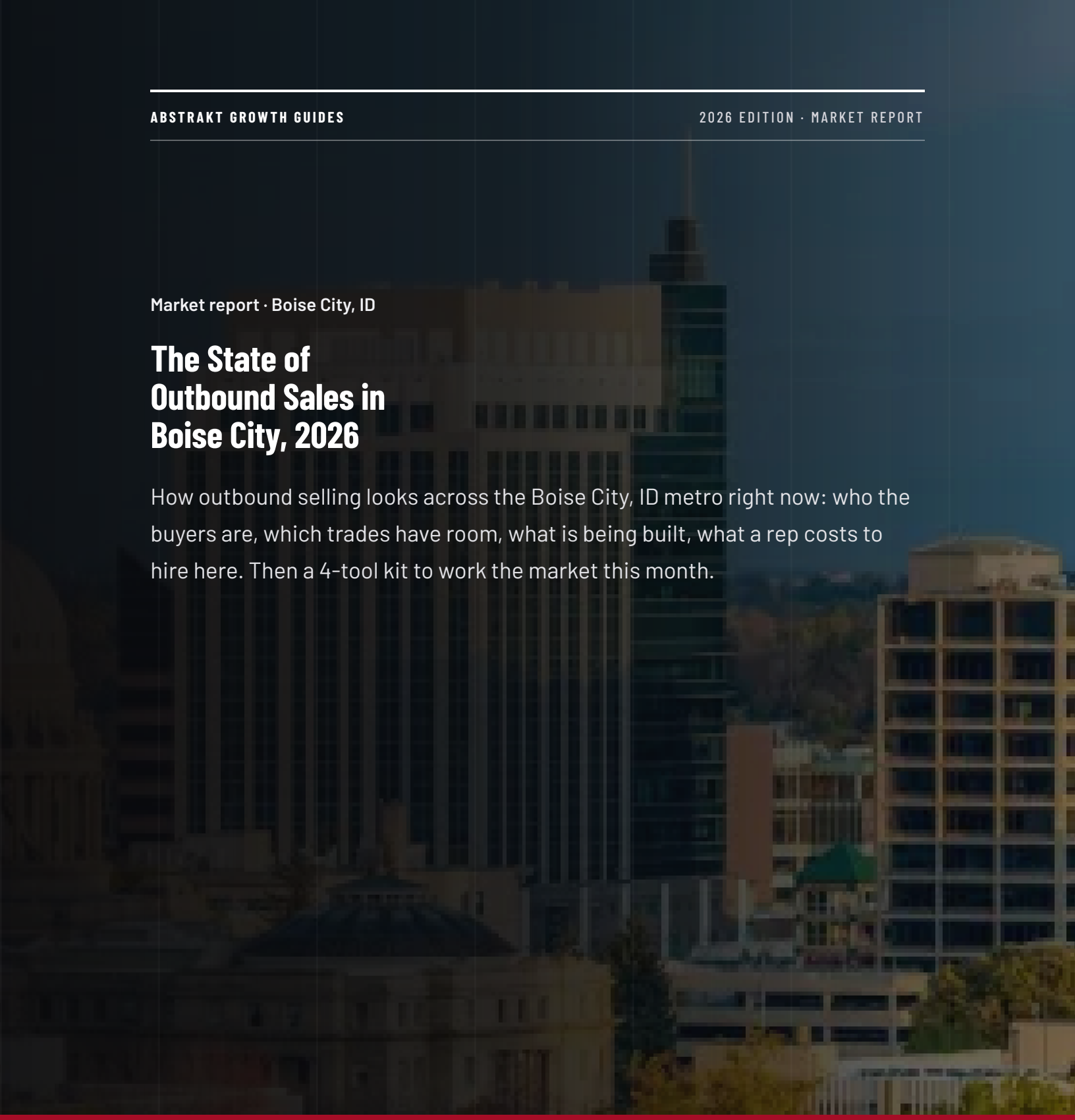


Market report · Boise City, ID

The State of Outbound Sales in Boise City, 2026

How outbound selling looks across the Boise City, ID 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.

1,985

business sites with 20+ people across the categories trades sell to, #66 of our 100 metros

9.7

buyer sites per mechanical contractor, #51 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 Boise City

1

Biggest buyer pool

Restaurants: 573 sites

with 20 or more people, the largest buyer category in Boise City, ahead of retail stores (426).

2

Where the metro leans

Medical, dental and outpatient offices: 1.71x the U.S. mix

Also over-represented: hospitals (1.50x) and hosting and data processing companies (1.37x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial HVAC & Mechanical: #51 of 100 markets

9.7 buyer sites with 20+ people for each of 74 local mechanical contractors. The most crowded is paving & asphalt, #93 of 94.

4

Biggest reason to call

Micron Idaho Memory Fabs (ID1 and ID2), $50 billion

Under construction, ID1 first wafer output targeted mid-2027 and ID2 late 2028. One of 12 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.

Contents

01 THE MARKET — Who buys in Boise City

02 THE COMPETITION — Which trades have the most room in Boise City

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

04 THE CALENDAR — The Boise City selling calendar

05 THE NUMBERS — What one meeting takes, trade by trade

06 BUILD OR BUY — What an in-house SDR costs in Boise City

Kit PART TWO: APPLY THIS — The toolkit

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 2026-10; 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 Boise City

1,985 business sites in Boise City have 20 or more people on site in the categories commercial trades sell to. That ranks #66 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 Boise City, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**573**	1,602	0.83x	-129
Retail stores	**426**	2,281	0.84x	-218
Medical, dental and outpatient offices	**255**	1,971	1.71x	-18
Manufacturing plants	**212**	782	1.18x	-42
Wholesale distributors	**160**	974	1.01x	-155
Senior living and nursing	**92**	177	0.74x	-1
Grocery stores	**59**	205	0.54x	-30
Hotels	**58**	107	0.66x	-6
Bank and credit union offices	**46**	512	1.17x	-23
Trucking companies	**45**	460	0.94x	-93

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.

Boise City leans toward medical, dental and outpatient offices (1.71x), hospitals (1.50x) and hosting and data processing companies (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 (0.47x) and grocery stores (0.54x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: hospitals (+9), private K-12 schools (+3) and commercial property managers (+3). New sites have no incumbent vendor yet.

The metro

Boise City, ID: 3 counties in this report's counts.

Ada County holds 73% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Boise City

COUNTY	SITES WITH 20+	SHARE OF METRO
Ada County START HERE	**1,454**	73%
Canyon County	**462**	23%
Gem County	**27**	1%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 42 of the metro's 1,985 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Boise City

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 Boise City figure is ranked against the other markets we track.

How Boise City 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	**#51 of 100**	9.7	74	-5
Managed Service Providers	**#62 of 100**	2.4	482	-68
Fire Protection	**#63 of 96**	38	32	-6
Commercial Roofing	**#68 of 89**	50	21	+1
Commercial Electrical	**#89 of 100**	6.5	132	-2
Commercial Cleaning & Janitorial	**#92 of 100**	2.3	334	-45
Commercial Flooring	**#63 of 68**	42	17	-2
Commercial Construction	**#94 of 100**	2.4	235	-10
Commercial Landscaping	**#96 of 100**	1.9	591	-72
Commercial Painting & Coatings	**#84 of 86**	36	31	-3
Paving & Asphalt	**#93 of 94**	21	52	0

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 (#51), managed service providers (#62) and fire protection (#63) rank best in Boise City. 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, #93 of 94: 21 buyer sites for each of 52 local paving contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial landscaping (-72) and managed service providers (-68) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial roofing (+1) added them.

Open programs

Our availability workbook does not cover Boise City 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

12 named, sourced projects and 6 anchor owners in Boise City. 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 · $50 billion

Micron Idaho Memory Fabs (ID1 and ID2)

Under construction, ID1 first wafer output targeted mid-2027 and ID2 late 2028

Two advanced memory chip fabs at Micron's Boise campus in Ada County, adding about 3,500 direct jobs.

> Fab construction and fit-out keep mechanical, electrical and fire protection trades in demand through 2028, and the growing workforce and support buildings feed commercial service work across the valley.

HVAC · electrical · fire protection · cleaning · construction

24/7 Wall St. via Yahoo Finance, 2026-08-20

02 · 254,000 sq ft

Saint Alphonsus Medical Center-Nampa Expansion

Groundbreaking June 2026, completion fall 2028

A seven-story tower and two-story vertical expansion at the Saint Alphonsus Nampa campus, 4300 E. Flamingo Avenue in Canyon County, adding 64 medical-surgical and ICU beds.

> A hospital tower on an operating campus runs two-plus years of mechanical, electrical, fire protection and interior finish work, followed by healthcare cleaning contracts.

HVAC · electrical · fire protection · flooring · cleaning

Idaho Business Review, 2026-03-09

03 · 80,000 sq ft

Saint Alphonsus North Meridian Health Plaza

Groundbreaking spring 2026, completion spring 2028

An outpatient center with urgent care, family medicine, pediatrics, imaging and specialty clinics on more than 17 acres at Highway 16 and Chinden Boulevard in north Meridian, Ada County.

> A greenfield medical campus needs site paving, landscaping, HVAC and electrical packages through 2027, then recurring cleaning and grounds contracts.

paving · landscaping · HVAC · electrical · cleaning

Idaho Business Review, 2026-03-09

04 · $107 million

Boise Airport Rental Car Center

Opened September 2026

A seven-story garage with nearly 1,000 rental car spaces, a customer service building and a covered walkway to the terminal at Boise Airport, clearing space for a future Concourse A expansion.

> The new garage adds recurring sweeping, striping, lighting and cleaning work, and freeing space for Concourse A sets up the airport's next construction phase.

cleaning · paving · electrical · construction

KBOI 2News, 2026-09-01

05 · $56.4 million

West Ada Lake Hazel Elementary rebuild and Locust Grove CTE center

Financing approved September 2026; both projects expected to open fall 2027

West Ada School District is rebuilding Lake Hazel Elementary and converting a vacant warehouse on Locust Grove in Meridian into a career and technical education center, funded by a $56.4 million certificate of participation loan.

> A school rebuild and a warehouse-to-classroom conversion on a fall 2027 deadline mean general contractor, roofing and fire sprinkler work over the next year, then flooring and painting packages in the final months before opening.

construction · roofing · fire protection · flooring · painting

Idaho Education News, 2026-09-30

06 · $20 million

Caldwell Fire Station 1 rebuild, Fire Station 4 and fire administration building

Construction scheduled to begin early 2026

Three bond-funded Caldwell Fire Department projects in Canyon County: a single-story rebuild of Fire Station 1 and a fire administration building in the former city hall downtown, plus a new Fire Station 4 on Lake Avenue south of Karcher Road, with CORE Construction as builder.

> Two new stations and a city hall conversion bring roofing, fire sprinkler and alarm systems, and interior flooring and painting through 2026, and the repurposed admin building is renovation work that suits finish trades.

construction · roofing · fire protection · flooring · painting

Idaho Business Review, 2025-12-18

07 · $29 million

Idaho State Police forensic services laboratory

Groundbreaking August 2026, completion scheduled January 2028

A 20,000-square-foot forensic laboratory at Idaho State Police headquarters in Meridian for DNA casework, latent prints, digital forensics and ballistics, the first phase of a larger planned lab expansion.

> The state lists specialized electrical, plumbing and HVAC infrastructure, and a new lab building also needs a roof, chemical-resistant flooring and coatings before the January 2028 finish.

construction · electrical · roofing · flooring · painting

Idaho State Police, 2026-08-20

08 · $21 million

Meridian Community Center and Settlers Park expansion

Groundbreaking February 19, 2026; completion projected late 2027 or early 2028

A 26,000-square-foot community center with a gymnasium, fitness rooms, classrooms and a Meridian Fire outreach center west of Settlers Park on North Venable Avenue, plus a park expansion with a dog park, green space, pathways, a playground and 347 parking spaces. Kreizenbeck Construction is construction manager.

> The building brings roofing, gym and classroom flooring and painting through 2027, and the Settlers Park expansion adds turf, pathway and planting work plus grounds maintenance once it opens.

construction · roofing · flooring · painting · landscaping

Construction Equipment Guide, 2026-04-02

09 · 20 acres

Alta Harris Park

Groundbreaking August 19, 2026; completion date not yet set

Boise's 103rd park, south of Eckert Road in east Boise's Harris Ranch area, with soccer fields, pickleball and bocce courts, a nature playground, shade shelters, a permanent restroom and a Boise River Greenbelt connection, funded by $3.7 million from the city plus family and soccer league donations.

> Twenty acres of new fields, lawn and greenbelt connection is landscape installation now and recurring mowing and irrigation work after opening, with paths, courts and a restroom building for site and paving contractors.

landscaping · paving · construction

Idaho Press, 2026-08-19

10 · 80 acres

Eagle Regional Athletic Park

Phase one (four baseball fields) moving forward; construction partner named March 2026

A multi-sport park off Highway 16 and Pollard Lane in Eagle, Ada County, planned for baseball, soccer, lacrosse, football and pickleball, with McAlvain Construction named as construction manager and general contractor.

> Phase one ballfields mean turf, irrigation and site grading for landscape contractors, plus parking and internal roads, with later phases adding more fields and support buildings.

landscaping · paving · construction

Idaho News 6 (KIVI), 2026-03-06

11

St. Luke's Boise Medical Center tower and medical plaza

Topped out June 2026; completion estimated September 2029

A nine-story hospital tower on the St. Luke's Boise campus downtown adding 80 beds and seven operating rooms, plus a six-story medical plaza linked to the First Street patient parking garage.

> With the steel topped out, interior work on the tower and plaza runs through 2029: mechanical and electrical systems for 27 operating rooms, fire sprinkler and alarm systems, and hospital-grade flooring. When patients arrive in early 2030 a 500-plus-bed flagship hospital needs round-the-clock environmental services.

HVAC · electrical · fire protection · flooring · cleaning

Idaho Press, 2026-06-27

12 · $1.2 billion

Meta Kuna Data Center

Operational September 2026; campus build continuing

Meta's data center campus on the outskirts of Kuna in Ada County, more than 750,000 square feet with two buildings now serving traffic and a closed-loop dry-cooler system.

> The campus is live with more than 75 operational staff, so facility contracts now shift to ongoing work: cooling equipment and dry-cooler service, electrical maintenance for 1,600-rack data halls, custodial service for offices and support areas, and upkeep of the native-vegetation grounds.

HVAC · electrical · cleaning · landscaping

KIVI-TV Idaho News 6, 2026-09-03

Projects current as of 2026-10; 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 Boise City. One relationship with a facilities team here can cover many buildings.

Health system · Boise, Ada County

St. Luke's Health System

The City of Boise's 2023 Annual Comprehensive Financial Report ranks St. Luke's as the city's top

Campus · Boise, Ada County

Boise State University

Boise State enrolled a total of 28,519 students for fall 2025, up 4.7% from the prior fall.

employer, with 6,000-6,999 employees.

> Boise-based system running hospitals, clinics and medical office buildings across the Treasure Valley, all with HVAC, life-safety, cleaning and parking needs.

HVAC · fire protection · cleaning · paving

Wikipedia

> Growing campus with classroom, research, residence and athletic buildings, parking structures and grounds that need roofing, mechanical and cleaning work.

HVAC · roofing · cleaning · landscaping

Boise State University

Major employer · Boise, Ada County

Micron Technology

The City of Boise's 2023 Annual Comprehensive Financial Report lists Micron Technology with 5,000-5,999 employees in the city.

> Headquarters and manufacturing campus with cleanroom mechanical systems, heavy electrical loads, specialized floors and large roofs.

HVAC · electrical · flooring · fire protection

Wikipedia

Major employer · Boise, Ada County

J.R. Simplot Company

The City of Boise's 2023 Annual Comprehensive Financial Report lists J.R. Simplot Company with 3,000-3,999 employees in the city.

> Downtown Boise headquarters office campus with occupied-building cleaning, HVAC, electrical and grounds needs.

cleaning · HVAC · electrical · landscaping

Wikipedia

Logistics hub · Nampa, Canyon County

Amazon Nampa fulfillment center

Amazon officially opened its Nampa fulfillment center on November 9, 2020, with about 2,000 jobs expected, making it Nampa's largest single employer.

> Large distribution building with big roofs, dock aprons, truck courts and lots, plus around-the-clock cleaning and mechanical needs.

roofing · paving · cleaning · fire protection

Idaho Press

Airport · Boise, Ada County

Boise Airport

Boise Airport served 5,229,399 passengers in 2025, its fourth straight record year.

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

paving · HVAC · cleaning · roofing

City of Boise

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, Boise City

TRADE	PROJECTS AND OWNERS
Commercial Cleaning & Janitorial	11
Commercial HVAC & Mechanical	10
Commercial Electrical	9
Fire Protection	8
Commercial Construction	8
Commercial Roofing	7
Commercial Flooring	7
Commercial Landscaping	7
Paving & Asphalt	7
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 Boise City selling calendar

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

Boise City 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	1	0	1	4	19	26	6	12	6	2	0	0
Cooling degree days average month	0	0	0	0	16	74	247	204	54	1	0	0
Heating degree days average month	1,097	871	739	550	314	134	22	26	157	493	838	1,108
Average high (°F) average month	37	44	53	59	69	78	89	87	77	62	47	37

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 18 hail reports of 1 inch or larger and 59 damaging wind reports across the metro's counties from 2015 to 2024: #77 of 100 markets for hail and #80 for wind. May, June and August carried 74% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 595 cooling degree days a year (#75 of 97 markets) and 6,347 heating degree days (#22 of 97). Cooling load peaks in 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.

6 months average a high of 60°F or more (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 Boise City, 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 Boise City program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Boise City-Mountain Home-Ontario territory.

1,733
Commercial Roofing

1,733
Commercial Construction

599
Commercial HVAC & Mechanical

452
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 Boise City

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

The salary is the smallest part of the decision. About 2,970 people hold the role in the Boise City, ID 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 Boise City 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 Ada County**
  73% of the metro's larger business sites are in this county.
- [ ] **It has 20 or more people on site**
  One of the 1,985 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Boise City over-indexes on**
  medical, dental and outpatient offices (1.71x the U.S. mix), hospitals (1.50x the U.S. mix) and hosting and data processing companies (1.37x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  St. Luke's Health System, Boise State University, Micron Technology and J.R. Simplot Company.
- [ ] **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 Idaho 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: 573 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.

Medical, dental and outpatient offices: 255 sites here

From our HVAC talk track. Patients notice a hot waiting room. Ask how comfort complaints get handled and who owns the equipment, the practice or the landlord.

1. **Does the practice own the HVAC equipment, or is it the landlord's responsibility under the lease?**
   Ownership tells you whether the buyer is the practice administrator or the property manager, which changes who you meet.

Retail stores: 426 sites here

From our roofing talk track. Leaks in front of customers. Qualify early whether the store or the landlord owns the roof.

1. **Does the store or the landlord own the roof under your lease?**
   This is the first qualifying question, since many retail roofs are the landlord's responsibility.
2. **Where have leaks hit, the sales floor, the stockroom or around rooftop units?**
   Leak location shows how much they affect customers and inventory, which drives urgency.
3. **Is a remodel or refresh scheduled for this location?**
   Remodels are when replacement or major repair gets funded and scheduled.

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.
2. **What happens if nothing changes this year?**
   Tells you whether there is a cost to waiting, or only curiosity.

2. **How many locations does the group run, and is service handled by one contractor or several?**
   Multi-site groups often want one agreement across every office, a bigger first contract than a single suite.
3. **How do patient and staff comfort complaints get handled today, and how fast?**
   Complaints in clinical spaces are felt immediately, and a slow response is the most common reason a practice will take another call.
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.

- [ ] **Micron Idaho Memory Fabs (ID1 and ID2)**
  Under construction, ID1 first wafer output targeted mid-2027 and ID2 late 2028. Fab construction and fit-out keep mechanical, electrical and fire protection trades in demand through 2028, and the growing workforce and support buildings feed commercial service work across the valley.
- [ ] **Saint Alphonsus Medical Center-Nampa Expansion**
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- [ ] **Boise Airport Rental Car Center**
  Opened September 2026. The new garage adds recurring sweeping, striping, lighting and cleaning work, and freeing space for Concourse A sets up the airport's next construction phase.

- [ ] **West Ada Lake Hazel Elementary rebuild and Locust Grove CTE center**

  Financing approved September 2026; both projects expected to open fall 2027. A school rebuild and a warehouse-to-classroom conversion on a fall 2027 deadline mean general contractor, roofing and fire sprinkler work over the next year, then flooring and painting packages in the final months before opening.

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

  74% of the 77 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: private K-12 schools**

  QCEW counted 3 more private K-12 schools in Boise City than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **Caldwell Fire Station 1 rebuild, Fire Station 4 and fire administration building**

  Construction scheduled to begin early 2026. Two new stations and a city hall conversion bring roofing, fire sprinkler and alarm systems, and interior flooring and painting through 2026, and the repurposed admin building is renovation work that suits finish trades.

- [ ] **New sites: hospitals**

  QCEW counted 9 more hospitals in Boise City 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 Ada County, which holds 73% 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 St. Luke's Health System and Boise State University at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Idaho 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: micron Idaho Memory Fabs (ID1 and ID2).
- [ ] 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 Boise City 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, Boise City, ID.
- 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 2026-10.
- 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 Boise City-Mountain Home-Ontario 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 Boise and the Idaho State Capitol, by Zain Creations 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 Boise City

Territory
Check whether your trade is open in Boise City

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Salt Lake City

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