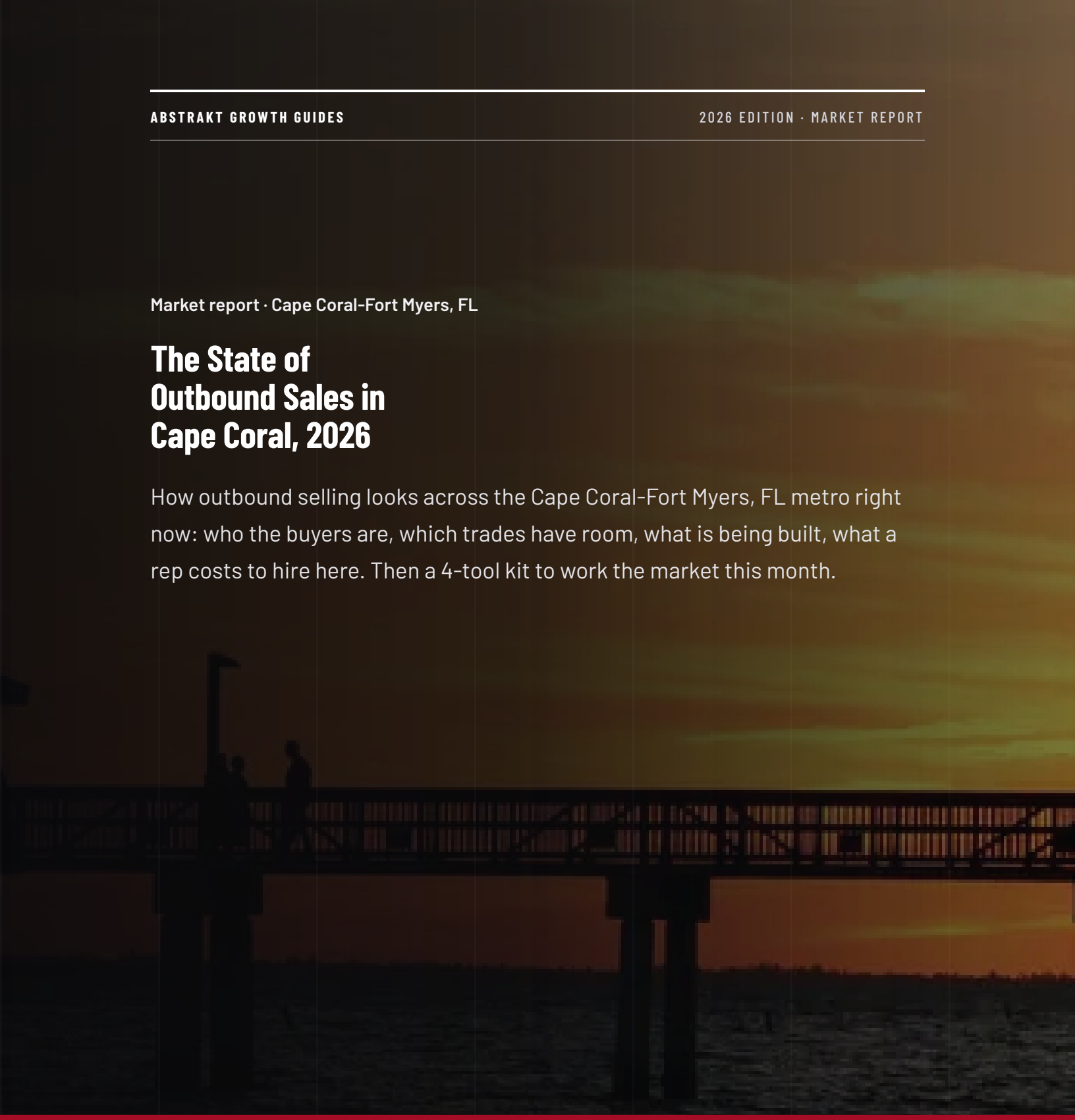
Market report · Cape Coral-Fort Myers, FL

The State of Outbound Sales in Cape Coral, 2026

How outbound selling looks across the Cape Coral-Fort Myers, FL 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.



1,610

business sites with 20+ people across the categories trades sell to, #80 of our 100 metros

3.4

buyer sites per managed service provider, #35 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 Cape Coral

1

Biggest buyer pool

Restaurants: 549 sites

with 20 or more people, the largest buyer category in Cape Coral-Fort Myers, ahead of retail stores (466).

2

Where the metro leans

Golf courses and country clubs: 2.91x the U.S. mix

Also over-represented: apartment and residential property managers (1.45x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Managed Service Providers: #35 of 100 markets

3.4 buyer sites with 20+ people for each of 281 local managed service providers. The most crowded is commercial roofing, #89 of 89.

4

Biggest reason to call

Lee Health Fort Myers Hospital Campus, $824 million

Topped out March 2026, opening fall 2028. One of 5 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

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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 Cape Coral-Fort Myers

1,610 business sites in Cape Coral-Fort Myers have 20 or more people on site in the categories commercial trades sell to. That ranks #80 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 Cape Coral-Fort Myers, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**549**	1,482	1.01x	+111
Retail stores	**466**	2,620	1.13x	+82
Medical, dental and outpatient offices	**191**	1,770	1.03x	+101
Grocery stores	**89**	311	0.91x	+19
Wholesale distributors	**86**	786	0.70x	+37
Manufacturing plants	**80**	398	0.83x	+51
Senior living and nursing	**56**	136	0.69x	+7
Hotels	**50**	97	0.88x	+14
Golf courses and country clubs	**35**	47	2.91x	+1
Auto dealerships	**29**	113	1.00x	+5

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.

Cape Coral-Fort Myers leans toward golf courses and country clubs (2.91x) and apartment and residential property managers (1.45x). 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 trucking companies (0.68x) and senior living and nursing (0.69x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: restaurants (+111), medical, dental and outpatient offices (+101) and retail stores (+82). New sites have no incumbent vendor yet.

The metro

Cape Coral-Fort Myers, FL: 1 county in this report's counts.

02

Chapter 02 The competition

Which trades have the most room in Cape Coral

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 Cape Coral figure is ranked against the other markets we track.

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

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Managed Service Providers MOST ROOM	**#35 of 100**	3.4	281	+14
Commercial Electrical	**#53 of 100**	10	72	+5
Commercial Flooring	**#41 of 68**	64	10	-1
Paving & Asphalt	**#65 of 94**	37	30	+3
Commercial Painting & Coatings	**#70 of 86**	50	20	-1
Fire Protection	**#89 of 96**	24	42	-9
Commercial HVAC & Mechanical	**#94 of 100**	5.3	84	0
Commercial Landscaping	**#99 of 100**	1.8	653	+31
Commercial Cleaning & Janitorial	**#100 of 100**	1.2	430	+26
Commercial Construction	**#100 of 100**	1.9	207	+7
Commercial Roofing	**#89 of 89**	22	44	+2

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

Managed service providers (#35), commercial electrical (#53) and commercial flooring (#41) rank best in Cape Coral. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial roofing is the most crowded trade here, #89 of 89: 22 buyer sites for each of 44 local commercial roofing contractors. Winning there takes a sharper reason to switch than a lower price.

Fire protection (-9) and commercial flooring (-1) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial landscaping (+31) and commercial cleaning & janitorial (+26) added them.

Open programs

Our availability workbook does not cover Cape Coral 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

5 named, sourced projects and 6 anchor owners in Cape Coral-Fort Myers. 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 · $824 million

Lee Health Fort Myers Hospital Campus

Topped out March 2026, opening fall 2028

A 535,000 sq ft hospital with 260 beds at full buildout plus a 125,000 sq ft medical office building on a 53-acre site at 4453 Challenger Boulevard in Fort Myers.

> With the structure topped out, the job moves into enclosure and interior fit-out, which means two years of mechanical, electrical, fire protection, flooring and painting work before the 2028 opening.

HVAC · electrical · fire protection · flooring · painting

Construction Review Online, 2026-03-11

02 · $117 million

FGCU Marieb Hall South

Construction began May 2026, completion spring 2029

A four-story, 158,040 sq ft health sciences building with simulation labs and student health offices on the Florida Gulf Coast University campus near Fort Myers.

> Simulation labs and clinical training rooms need above-average HVAC, power and data work, and the largest academic building on campus will add long-term cleaning and maintenance demand.

HVAC · electrical · fire protection · flooring · cleaning

FGCU 360, 2026-04-16

03 · $147.2 million

Fort Myers Police Headquarters

Broke ground September 2026, completion late summer 2028

A 182,000 sq ft consolidated police headquarters with a real-time crime center and indoor gun range on an 8.5-acre site at 2150 Fowler Street in Fort Myers' Midtown district.

> Public safety buildings carry redundant electrical and HVAC systems, specialized range ventilation and full fire protection, plus site paving and a public lawn to landscape.

HVAC · electrical · fire protection · paving · landscaping

Gulfshore Business, 2026-09-22

04 · $162 million

Alva High School

Under construction, opening August 2027

A 2,000-student Lee County high school at 21700 Tuckahoe Road serving the Alva and Lehigh Acres areas, with agriculture and career academies and hurricane shelter capability.

> As walls close in, the school moves into roofing, MEP and interior finish work, followed by site paving and landscaping ahead of the 2027 opening.

roofing · HVAC · flooring · paving · landscaping

The News-Press via Yahoo News, 2026-07-14

05 · $300 million

HCA Florida Cape Coral Hospital

Announced August 2026, construction expected 2027, opening 2029

A three-story, full-service hospital with an emergency department, operating rooms, cardiac care and imaging on Pine Island Road in Cape Coral.

> A new acute-care hospital will bring a full slate of MEP, fire protection and healthcare finish packages from 2027, plus site paving on a growing commercial corridor.

HVAC · electrical · fire protection · paving · construction

WINK News, 2026-08-15

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 Cape Coral-Fort Myers. One relationship with a facilities team here can cover many buildings.

Health system · Fort Myers, Lee County

Lee Health

Gulfshore Business, reporting FGCU's Regional Economic Research Institute Top 100 list in June 2026, says Lee Health is Southwest Florida's largest employer with 16,506 employees.

> The system's hospital campuses in Fort Myers and Cape Coral, plus outpatient sites across the county, carry constant mechanical, life-safety, cleaning and flooring work.

HVAC · fire protection · cleaning · flooring · roofing

Gulfshore Business

Campus · Fort Myers, Lee County

Florida Gulf Coast University

FGCU reports 16,803 total enrollment for Fall 2025 on an 800-acre campus, about half of it restored or preserved nature.

> Classroom buildings, residence halls, athletic venues and large managed grounds need HVAC service, cleaning and landscape maintenance.

HVAC · cleaning · landscaping · roofing

Florida Gulf Coast University

Airport · Fort Myers, Lee County

Southwest Florida International Airport (RSW)

WGCU reports RSW finished 2025 with a little more than 11 million 154 thousand passengers, the busiest year in the airport's history.

> Terminal, concourses, parking and airfield support buildings need cleaning, HVAC, electrical and pavement work.

cleaning · HVAC · paving · electrical

Major employer · Estero, Lee County

Hertz corporate headquarters

Wikipedia, citing contemporary coverage, says Hertz announced in 2013 it was moving its headquarters and about 750 jobs to Estero and built a $75 million building at US-41 and Williams Road.

> A corporate headquarters campus with office floors, parking and landscaped grounds needs janitorial, HVAC, landscape and paving work.

WGCU

cleaning HVAC landscaping paving

Wikipedia

Industrial park · Fort Myers, Lee County

CenterLinks Business Park

REBusinessOnline reports the 41-acre park on Oriole Road has nine warehouses spanning 450,000 square feet that were leased to 40 tenants when it sold for $92.5 million.

> Forty tenants in dock-high flex buildings means many separate buyers for roofing, paving, electrical and fire protection work in one park.

roofing paving electrical fire protection

REBusinessOnline

Public owner · Fort Myers, Lee County

Lee County Public Schools

The FGCU Regional Economic Research Institute Top 100 list, as published by Gulfshore Business in June 2026, shows Lee County Public Schools with 12,264 employees, second in the region.

> A countywide district runs school campuses with roofs, HVAC systems, gyms, fields and parking lots that need summer and year-round work.

HVAC roofing cleaning flooring paving

Gulfshore Business

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, Cape Coral-Fort Myers

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		10
Paving & Asphalt		7
Commercial Electrical		6
Fire Protection		6
Commercial Cleaning & Janitorial		6
Commercial Flooring		5

TRADE	PROJECTS AND OWNERS	
Commercial Roofing		5
Commercial Landscaping		4
Commercial Painting & Coatings		1
Commercial Construction		1

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

04

Chapter 04 The calendar

The Cape Coral selling calendar

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

Cape Coral 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	10	0	1	1	7	6	5	2	0	0	1	1
Cooling degree days average month	109	132	180	272	418	508	562	569	512	396	208	142
Heating degree days average month	137	82	37	1	0	0	0	0	0	0	22	85
Average high (°F) average month	75	78	81	85	89	91	92	92	90	87	81	77

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 7 hail reports of 1 inch or larger and 27 damaging wind reports across the metro's counties from 2015 to 2024: #87 of 100 markets for hail and #85 for wind. January, May and June carried 68% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 4,005 cooling degree days a year (#4 of 97 markets) and 363 heating degree days (#95 of 97). Cooling load peaks in May, June, July, August, September and October; heating in January, February 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.

Every month averages a high of 60°F or more, so exterior painting, paving and landscaping work is not squeezed into a short season here. The calendar that matters is each property's contract and budget date.

> "HVAC outbound runs every month of the year, and the season changes the message, not the effort. In peak months calls lead with service: which units struggled, how fast the current contractor responded, and when the agreement renews. The rest of the year they lead with planned work, budgets and equipment past mid-life."
>
> — How HVAC timing works, from our HVAC 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 Cape Coral, 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 Cape Coral program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Cape Coral-Fort Myers-Naples territory.

2,853
Commercial Roofing

2,853
Commercial Construction

869
Commercial HVAC & Mechanical

624
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 Cape Coral

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

The salary is the smallest part of the decision. About 3,170 people hold the role in the Cape Coral-Fort Myers, FL 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 Cape Coral 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 has 20 or more people on site**
  One of the 1,610 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Cape Coral over-indexes on**
  golf courses and country clubs (2.91x the U.S. mix) and apartment and residential property managers (1.45x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Lee Health, Florida Gulf Coast University, Southwest Florida International Airport (RSW) and Hertz corporate headquarters.
- [ ] **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 Florida before you dial.

0 of 5 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: 549 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: 466 sites here

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

1. **Who handles electrical service for this store, the store, a regional facilities office or a national provider?**
   For chains, decisions often sit outside the store, so this tells you who to call next.
2. **Is a lighting retrofit or remodel planned for this location?**
   Remodels and retrofits are defined projects with budgets.
3. **How fast does your current electrician respond when lights or signs go out?**
   Slow response during business hours is a common reason to add a vendor.

Medical, dental and outpatient offices: 191 sites here

From our MSP talk track. Patient data rules and uptime at the front desk. Ask who did the last HIPAA security risk assessment and what happens when the scheduling system goes down.

1. **Who completed your last HIPAA security risk assessment, and when?**
   The HIPAA Security Rule expects a risk analysis. A blank or an old date is a concrete, compliance-driven reason to meet.

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. **When the practice management or imaging system goes down, who do your front desk staff call, and how fast does someone respond?**
   Downtime at the front desk is felt in canceled patients the same day, so response time is where practices notice a weak provider.

3. **How many locations do you run, and does each one have the same network and security setup?**
   Multi-location groups often grew one office at a time, and the differences between sites are the scope for a standardization project.

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.

- [ ] **Lee Health Fort Myers Hospital Campus**
  Topped out March 2026, opening fall 2028. With the structure topped out, the job moves into enclosure and interior fit-out, which means two years of mechanical, electrical, fire protection, flooring and painting work before the 2028 opening.

- [ ] **FGCU Marieb Hall South**
  Construction began May 2026, completion spring 2029. Simulation labs and clinical training rooms need above-average HVAC, power and data work, and the largest academic building on campus will add long-term cleaning and maintenance demand.

- [ ] **Fort Myers Police Headquarters**
  Broke ground September 2026, completion late summer 2028. Public safety buildings carry redundant electrical and HVAC systems, specialized range ventilation and full fire protection, plus site paving and a public lawn to landscape.

- [ ] **Alva High School**
  Under construction, opening August 2027. As walls close in, the school moves into roofing, MEP and interior finish work, followed by site paving and landscaping ahead of the 2027 opening.

- [ ] **HCA Florida Cape Coral Hospital**

  Announced August 2026, construction expected 2027, opening 2029. A new acute-care hospital will bring a full slate of MEP, fire protection and healthcare finish packages from 2027, plus site paving on a growing commercial corridor.

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

  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 101 more medical, dental and outpatient offices in Cape Coral-Fort Myers than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

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

  68% of the 34 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: restaurants**

  QCEW counted 111 more restaurants in Cape Coral-Fort Myers 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

- [ ] Map the Cape Coral accounts your crews can reach in a day.
- [ ] 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 Lee Health and Florida Gulf Coast University at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Florida 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: lee Health Fort Myers Hospital 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 Cape Coral 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, Cape Coral-Fort Myers, FL.
- 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 Cape Coral-Fort Myers-Naples 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: Pier at sunset in Fort Myers, Florida, by MONIQUE ANGELICH 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 Cape Coral

Territory
Check whether your trade is open in Cape Coral

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in North Port

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