Market report · Dallas-Fort Worth-Arlington, TX

The State of Outbound Sales in Dallas, 2026

How outbound selling looks across the Dallas-Fort Worth-Arlington, TX 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.

19,472

business sites with 20+ people across the categories trades sell to, #4 of our 100 metros

6.8

buyer sites per commercial landscaping contractor, #7 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 Dallas

1

Biggest buyer pool

Restaurants: 6,105 sites

with 20 or more people, the largest buyer category in Dallas-Fort Worth, ahead of retail stores (3,884).

2

Where the metro leans

Nonresidential building owners: 2.27x the U.S. mix

Also over-represented: commercial property managers (1.85x) and warehousing and distribution (1.68x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Landscaping: #7 of 100 markets

6.8 buyer sites with 20+ people for each of 1,548 local commercial landscaping contractors. The most crowded is commercial roofing, #73 of 89.

4

Biggest reason to call

DFW Industrial Pipeline, 29.6M sq ft under construction

Ongoing, #1 in the U.S.. One of 4 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 2026-07; 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 Dallas-Fort Worth

19,472 business sites in Dallas-Fort Worth have 20 or more people on site in the categories commercial trades sell to. That ranks #4 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 Dallas-Fort Worth, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**6,105**	16,793	1.29x	+249
Retail stores	**3,884**	21,680	1.17x	-289
Medical, dental and outpatient offices	**2,100**	19,385	1.50x	+367
Manufacturing plants	**2,039**	5,673	1.09x	-11
Wholesale distributors	**1,725**	9,324	1.10x	-373
Grocery stores	**647**	3,117	1.03x	+1
Senior living and nursing	**614**	1,084	0.64x	+17
Churches and religious organizations	**516**	3,758	0.30x	+7
Bank and credit union offices	**495**	4,186	1.29x	+74
Trucking companies	**425**	3,420	0.94x	-125

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.

Dallas-Fort Worth leans toward nonresidential building owners (2.27x), commercial property managers (1.85x) and warehousing and distribution (1.68x). 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 (0.30x) and colleges and universities (0.35x). 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 (+367), restaurants (+249) and commercial property managers (+77). New sites have no incumbent vendor yet.

The metro

Dallas-Fort Worth-Arlington, TX: 11 counties in this report's counts.

Dallas County, Tarrant County and Collin County hold 81% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Dallas-Fort Worth

COUNTY	SITES WITH 20+	SHARE OF METRO
Dallas County START HERE	**7,678**	39%
Tarrant County	**5,461**	28%
Collin County	**2,561**	13%
Denton County	**1,767**	9%
Ellis County	**386**	2%

COUNTY	SITES WITH 20+	SHARE OF METRO
Johnson County	**325**	2%
Parker County	**269**	1%
Rockwall County	**265**	1%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 261 of the metro's 19,472 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Dallas

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 Dallas figure is ranked against the other markets we track.

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

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Commercial Landscaping MOST ROOM	**#7 of 100**	6.8	1,548	-21
Commercial Cleaning & Janitorial	**#17 of 100**	4.9	1,531	-11
Commercial Flooring	**#16 of 68**	85	79	+1
Paving & Asphalt	**#26 of 94**	49	216	+9
Commercial Painting & Coatings	**#24 of 86**	81	130	-4
Commercial Construction	**#50 of 100**	4.7	1,252	+8
Fire Protection	**#51 of 96**	42	284	-3
Commercial Electrical	**#55 of 100**	10	867	0
Commercial HVAC & Mechanical	**#61 of 100**	8.7	753	-7
Managed Service Providers	**#78 of 100**	1.8	6,078	+26
Commercial Roofing	**#73 of 89**	47	220	+2

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

Commercial landscaping (#7), commercial cleaning & janitorial (#17) and commercial flooring (#16) rank best in Dallas. 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, #73 of 89: 47 buyer sites for each of 220 local commercial roofing contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial landscaping (-21) and commercial cleaning & janitorial (-11) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+26) and paving & asphalt (+9) added them.

Open programs

Our availability workbook does not cover Dallas 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

4 named, sourced projects and 7 anchor owners in Dallas-Fort Worth. 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 · 29.6M sq ft under construction

DFW Industrial Pipeline

Ongoing, #1 in the U.S.

More industrial square footage under construction than any other American metro: warehouses, distribution, and manufacturing shells that all need mechanical, electrical, roofing, and site work.

HVAC · electrical · roofing · paving · fire protection

credaily.com

02 · 550MW campus

Yondr Hyperscale Data Campus

In development

Part of a multi-billion-dollar wave of DFW data-center construction, precision mechanical and electrical work with long-term facility contracts behind it.

HVAC · electrical · fire protection · construction

innergyintegral.com

03 · Multi-billion semiconductor complex

Texas Instruments Sherman Megafab

Under construction

One of the largest semiconductor investments in Texas history, north of the metro, cleanroom-grade trades demand for years.

HVAC · electrical · fire protection · construction

innergyintegral.com

04 · $830M+ in starts

2026 Highway Program

Beginning 2026

Major TxDOT starts across the metro, paving, electrical, and site packages, plus the service disruption that reshuffles who wins nearby building contracts.

electrical · paving · construction

innergyintegral.com

Projects current as of 2026-07; 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 Dallas-Fort Worth. One relationship with a facilities team here can cover many buildings.

Health system · Dallas, Dallas County

Parkland Memorial Hospital

Parkland says its 2.8-million-square-foot campus, opened in 2015, includes an acute care hospital licensed for 983 beds.

> Dallas County's public hospital system runs the main campus plus a network of community health centers, all with central plant, life-safety and environmental services needs.

HVAC · fire protection · cleaning · electrical

Parkland Health

Campus · Denton, Denton County

University of North Texas

Wikipedia, citing UNT's Fact Books, gives the University of North Texas 46,940 students in fall 2024.

> A large Denton campus, plus a Frisco location, with residence halls, classroom and lab buildings, athletic venues, parking and grounds.

HVAC · roofing · landscaping · paving

Wikipedia

Campus · Arlington, Tarrant County

The University of Texas at Arlington

UTA reports 42,710 total students enrolled in Fall 2025.

> The campus spans 420 acres and more than 100 buildings, some dating from 1919, with ongoing roofing, HVAC, painting and grounds needs.

HVAC · roofing · painting · landscaping

Airport · DFW Airport, Dallas and Tarrant counties

Dallas Fort Worth International Airport

DFW Airport says its real property consists of 17,183 acres.

> Five terminals, 160+ gates, seven runways, parking and its own police and fire departments make DFW a city-scale facility owner.

paving · HVAC · electrical · cleaning · fire protection

The University of Texas at Arlington

DFW Airport

Industrial park · Fort Worth, Tarrant and Denton counties

AllianceTexas

Hillwood says AllianceTexas, its 27,000-acre development in north Fort Worth, is home to 602 companies.

> Distribution centers, manufacturing plants, offices and an airport spread across a master-planned development, with large roofs, truck courts and sprinkler systems.

roofing · paving · fire protection · construction · landscaping

Hillwood

Major employer · Arlington, Tarrant County

General Motors Arlington Assembly

Wikipedia, citing the City of Arlington's 2024 annual financial report, lists General Motors as the city's top employer with 8,919 employees.

> GM says the Arlington plant, opened in 1954, builds full-size SUVs; a vehicle assembly plant means large roofs, plant electrical, paint and process systems and paved yards.

electrical · roofing · HVAC · paving

Wikipedia

Major employer · Plano, Collin County

JPMorgan Chase Plano campus

Wikipedia, citing Plano's 2025 Corporate and Regional Headquarters report, lists JPMorgan Chase as Plano's top employer with 11,261 employees.

> A large corporate office presence in Plano with buildings, parking and grounds that need janitorial, HVAC, landscaping and lot maintenance.

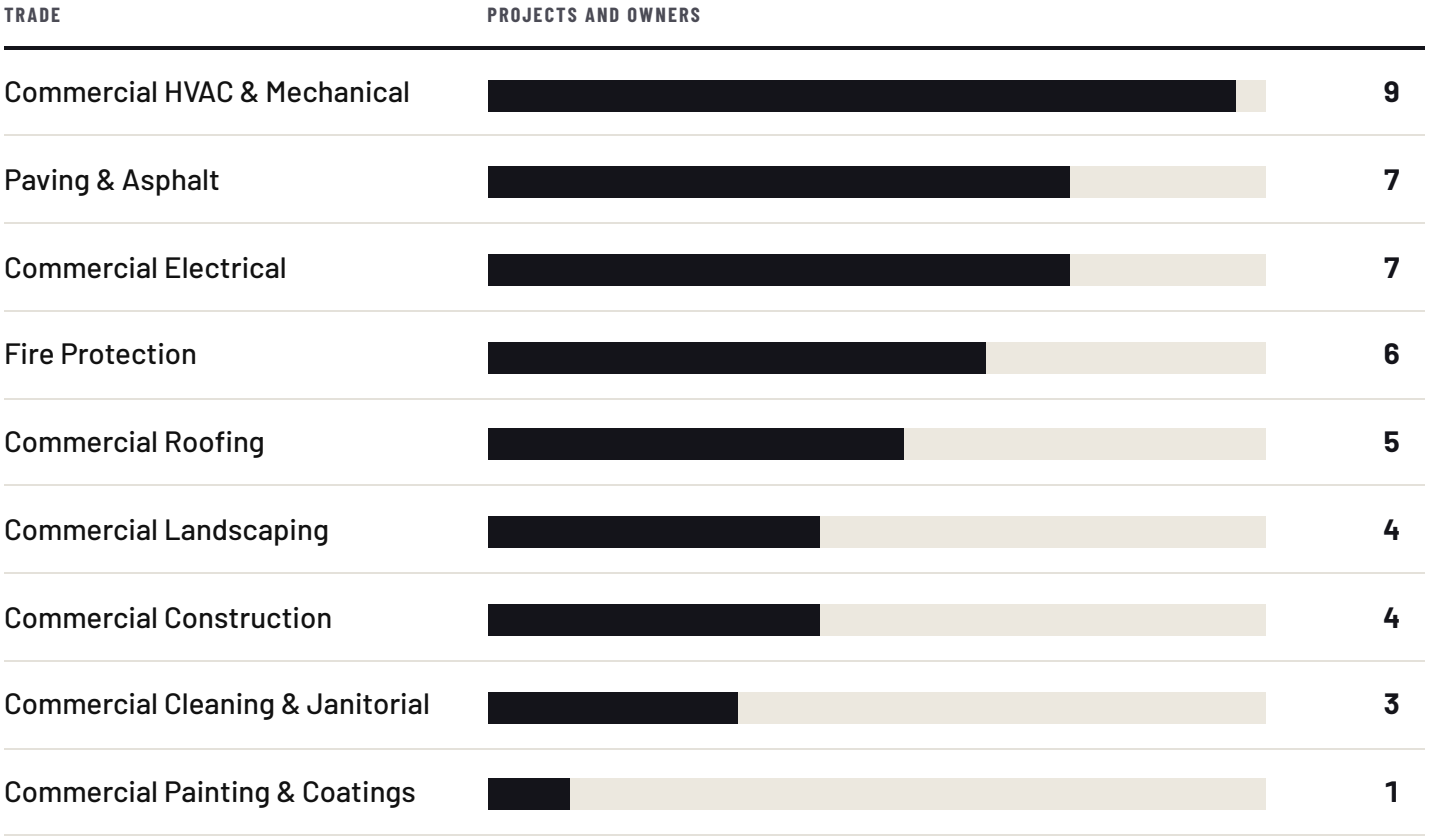
cleaning · HVAC · landscaping · paving

Wikipedia

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, Dallas–Fort Worth



TRADE	PROJECTS AND OWNERS
Commercial HVAC & Mechanical	9
Paving & Asphalt	7
Commercial Electrical	7
Fire Protection	6
Commercial Roofing	5
Commercial Landscaping	4
Commercial Construction	4
Commercial Cleaning & Janitorial	3
Commercial Painting & Coatings	1

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

04

Chapter 04 The calendar

The Dallas selling calendar

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

Dallas 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	28	54	483	577	464	322	74	69	90	61	60	21
Cooling degree days average month	4	8	41	77	246	463	600	599	369	117	18	0
Heating degree days average month	608	438	284	94	8	0	0	0	3	71	302	550
Average high (°F) average month	56	61	68	76	83	91	95	95	88	78	66	58

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 1,503 hail reports of 1 inch or larger and 800 damaging wind reports across the metro's counties from 2015 to 2024: #1 of 100 markets for hail and #14 for wind. March, April and May carried 66% of the reports. Storm calls are a real door-opener here, and the contractor who is already known before the season gets the inspection.

The metro averages 2,541 cooling degree days a year (#19 of 97 markets) and 2,357 heating degree days (#77 of 97). Cooling load peaks in June, July, August and September; 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.

10 months average a high of 60°F or more (February, 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 Dallas, 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 Dallas program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Dallas-Fort Worth territory.

18,825
Commercial Roofing

18,825
Commercial Construction

9,260
Commercial HVAC & Mechanical

5,500
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 Dallas

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

The salary is the smallest part of the decision. About 43,560 people hold the role in the Dallas-Fort Worth-Arlington, TX 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 Dallas 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 Dallas County, Tarrant County and Collin County**
  81% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 19,472 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Dallas over-indexes on**
  nonresidential building owners (2.27x the U.S. mix), commercial property managers (1.85x the U.S. mix) and warehousing and distribution (1.68x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Parkland Memorial Hospital, University of North Texas, The University of Texas at Arlington and Dallas Fort Worth International Airport.
- [ ] **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 Texas 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: 6,105 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: 3,884 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: 2,100 sites here

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

Any first meeting

Plain practice that works in every market.

1. **How are you handling this today, and what would you change about it?**
   The gap between today and what they want is the whole reason to meet.

1. **Do you own the building, or does a landlord or property manager handle the grounds?**
   Many practices lease, so this tells you whether to keep selling here or move to the landlord.
2. **Have patients complained about the entrance, parking or grounds?**
   Complaints give the practice administrator a reason to push for a change.
3. **When does the current grounds contract end?**
   The date sets your follow-up timing.
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.

- [ ] **DFW Industrial Pipeline**
  Ongoing, #1 in the U.S.. More industrial square footage under construction than any other American metro: warehouses, distribution, and manufacturing shells that all need mechanical, electrical, roofing, and site work.
- [ ] **Texas Instruments Sherman Megafab**
  Under construction. One of the largest semiconductor investments in Texas history, north of the metro, cleanroom-grade trades demand for years.
- [ ] **Yondr Hyperscale Data Campus**
  In development. Part of a multi-billion-dollar wave of DFW data-center construction, precision mechanical and electrical work with long-term facility contracts behind it.
- [ ] **2026 Highway Program**
  Beginning 2026. Major TxDOT starts across the metro, paving, electrical, and site packages, plus the service disruption that reshuffles who wins nearby building contracts.

- [ ] **Storm season: March, April and May**

  66% of the 2,303 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 367 more medical, dental and outpatient offices in Dallas-Fort Worth than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 249 more restaurants in Dallas-Fort Worth than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 8 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 Dallas County, Tarrant County and Collin County, which hold 81% 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 Parkland Memorial Hospital and University of North Texas at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Texas 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: DFW Industrial Pipeline.
- [ ] 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 Dallas 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, Dallas-Fort Worth-Arlington, TX.
- 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 2026-07.
- 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 Dallas-Fort Worth 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: Dallas skyline and Reunion Tower at night, by Gabriel Tovar 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 Dallas

Territory
Check whether your trade is open in Dallas

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Oklahoma City

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