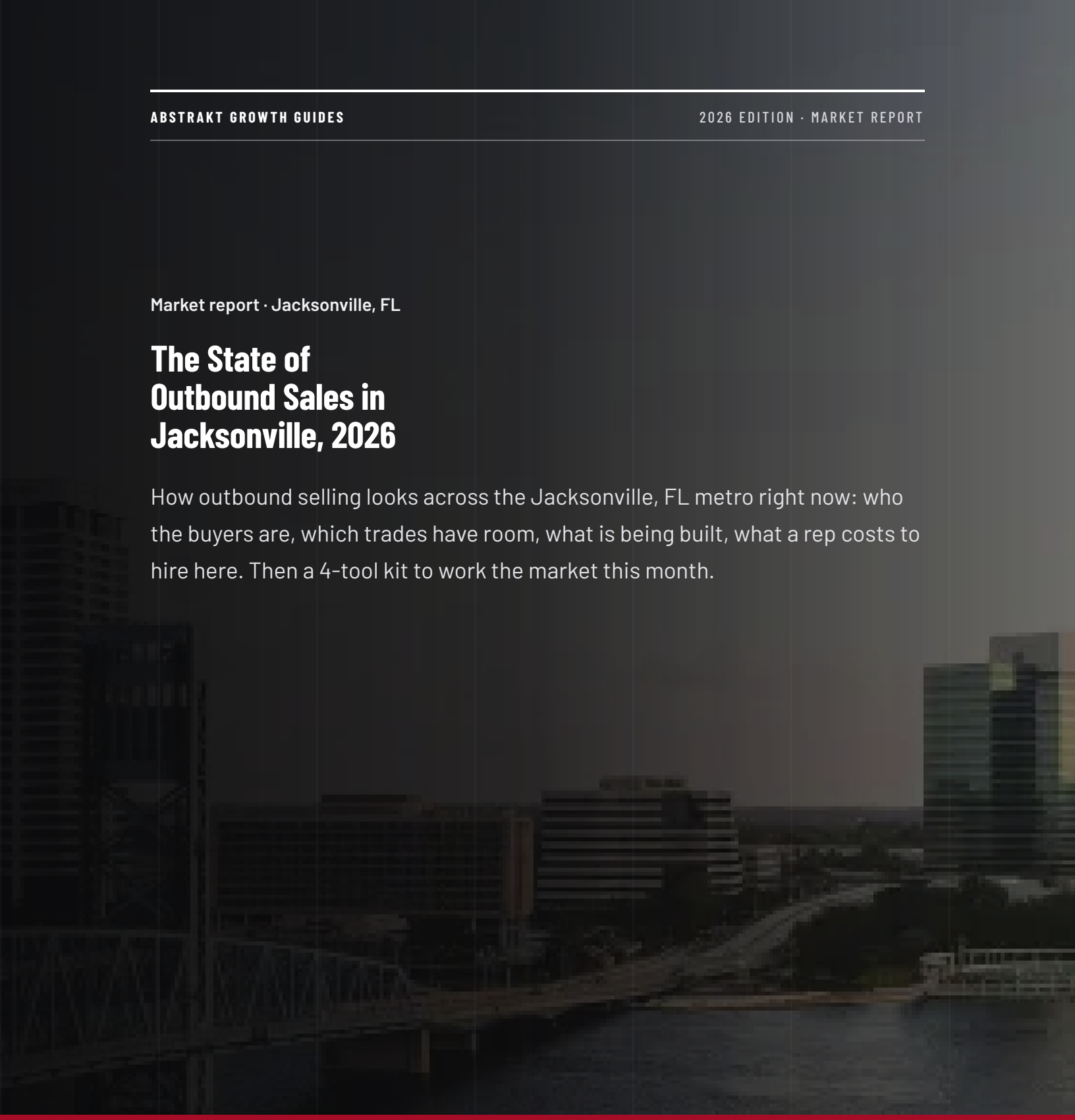
Market report · Jacksonville, FL

The State of Outbound Sales in Jacksonville, 2026

How outbound selling looks across the Jacksonville, 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.



3,730

business sites with 20+ people across the categories trades sell to, #41 of our 100 metros

81

buyer sites per commercial flooring contractor, #22 of 68 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 Jacksonville

1

Biggest buyer pool

Restaurants: 1,216 sites

with 20 or more people, the largest buyer category in Jacksonville, ahead of retail stores (847).

2

Where the metro leans

Hospitals: 1.92x the U.S. mix

Also over-represented: private K-12 schools (1.59x) and commercial property managers (1.53x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Flooring: #22 of 68 markets

81 buyer sites with 20+ people for each of 17 local commercial flooring contractors. The most crowded is commercial cleaning & janitorial, #89 of 100.

4

Biggest reason to call

Johnson & Johnson Vision Care expansion and Airport Commerce Center distribution facility, $550 million

City incentives requested. One of 8 named, sourced projects in this report.

5

Hiring locally

$124,700 for an in-house SDR's first year (illustrative)

At a $55,000 base salary, once commission, payroll taxes and benefits, tools, recruiting and training, turnover and manager time are added, before ramp time.

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

Contents

01 THE MARKET
Who buys in Jacksonville

02 THE COMPETITION
Which trades have the most room in Jacksonville

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

04 THE CALENDAR
The Jacksonville selling calendar

05 THE NUMBERS
What one meeting takes, trade by trade

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

Kit PART TWO: APPLY THIS
The toolkit

Src METHOD
Sources and notes

Employment and Wages, private ownership, 2026 Q1; project sources as of 2026-09; U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics (OEWS), May 2025. Full list at the end.

01

Chapter 01 The market

Who buys in Jacksonville

3,730 business sites in Jacksonville have 20 or more people on site in the categories commercial trades sell to. That ranks #41 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 Jacksonville, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**1,216**	3,443	1.17x	+216
Retail stores	**847**	5,351	1.21x	+188
Medical, dental and outpatient offices	**424**	4,033	1.23x	+201
Wholesale distributors	**291**	1,628	0.73x	+57
Manufacturing plants	**234**	930	0.89x	+73
Grocery stores	**145**	781	1.27x	+60
Senior living and nursing	**132**	292	0.67x	+5
Churches and religious organizations	**94**	879	0.98x	-3
Bank and credit union offices	**92**	889	1.02x	+5
Private K-12 schools	**88**	155	1.59x	+6

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.

Jacksonville leans toward hospitals (1.92x), private K-12 schools (1.59x) and commercial property managers (1.53x). 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 senior living and nursing (0.67x) and wholesale distributors (0.73x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: restaurants (+216), medical, dental and outpatient offices (+201) and retail stores (+188). New sites have no incumbent vendor yet.

The metro

Jacksonville, FL: 5 counties in this report's counts.

Duval County, St. Johns County and Clay County hold 93% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Jacksonville

COUNTY	SITES WITH 20+	SHARE OF METRO
Duval County START HERE	**2,595**	70%
St. Johns County	**554**	15%
Clay County	**316**	8%
Nassau County	**138**	4%
Baker County	**20**	1%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 107 of the metro's 3,730 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Jacksonville

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 Jacksonville figure is ranked against the other markets we track.

How Jacksonville 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 Flooring MOST ROOM	**#22 of 68**	81	17	-2
Commercial Roofing	**#39 of 89**	71	28	-8
Commercial Electrical	**#45 of 100**	11	145	-3
Managed Service Providers	**#47 of 100**	2.8	703	+27
Commercial HVAC & Mechanical	**#53 of 100**	9.6	118	0
Commercial Painting & Coatings	**#48 of 86**	65	31	-3
Fire Protection	**#70 of 96**	35	63	+1
Commercial Construction	**#83 of 100**	3.0	336	+11
Paving & Asphalt	**#80 of 94**	30	73	-2
Commercial Landscaping	**#86 of 100**	2.6	845	+8
Commercial Cleaning & Janitorial	**#89 of 100**	2.5	538	+24

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 flooring (#22), commercial roofing (#39) and commercial electrical (#45) rank best in Jacksonville. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial cleaning & janitorial is the most crowded trade here, #89 of 100: 2.5 buyer sites for each of 538 local commercial cleaning companies. Winning there takes a sharper reason to switch than a lower price.

Commercial roofing (-8) and commercial electrical (-3) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+27) and commercial cleaning & janitorial (+24) added them.

Open programs

Our availability workbook does not cover Jacksonville 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

8 named, sourced projects and 6 anchor owners in Jacksonville. 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 · $550 million

Johnson & Johnson Vision Care expansion and Airport Commerce Center distribution facility

City incentives requested

A $500 million production equipment expansion at J&J's Deerwood Park contact lens plant plus a $50 million packaging and distribution center of about 1 million square feet at Airport Commerce Center in Northwest Jacksonville.

> A new million-square-foot distribution building needs roofing, sprinkler systems, electrical service and large paved truck courts, while the plant expansion brings power and process mechanical work through 2028.

roofing · fire protection · electrical · paving · HVAC

Jacksonville Daily Record, 2026-04-20

02 · $387.6 million

Four Seasons Hotel and Residences Jacksonville

Under construction; completion targeted June 30, 2027

A 170-key Four Seasons hotel with 26 private residences, a spa, three restaurants and a 78-slip marina at 1406 E. Bay Street on the Downtown Jacksonville riverfront, with $360 million in construction financing.

> The tower topped off in August 2025, so the remaining work through mid-2027 is interior: mechanical and electrical trim-out, high-end flooring and painting, then landscaping and ongoing hotel cleaning contracts.

flooring · painting · HVAC · landscaping · cleaning

Jacksonville Daily Record, 2026-02-02

03 · $58.38 million

ICE Mortgage Technology divisional headquarters renovation

Permitted

Renovation of nearly 140,000 square feet inside a three-story, 170,098-square-foot building at 4800 Deer Lake Drive E. in Deerwood Park North, plus curtain wall replacement and new canopies, with Auld & White Constructors as contractor.

> A gut renovation of a 1992 office building means new mechanical, electrical and sprinkler work, flooring and painting across three floors, and a finished headquarters for 1,500-plus employees needs janitorial service.

HVAC · electrical · flooring · painting · cleaning

Jacksonville Daily Record, 2026-03-27

04 · 1.11 million sq ft

Pattillo NorthPoint Industrial Park warehouse

Planning; environmental permit approved

A proposed 1.11-million-square-foot warehouse with 76 loading docks and 430 parking spaces on 66.43 acres at 3855 Port Jacksonville Parkway in North Jacksonville, developed by Pattillo Industrial Real Estate.

> If it moves forward, a building this size means a large roof, ESFR sprinkler system, site paving and dock-area electrical work, with grounds maintenance after delivery.

roofing · fire protection · paving · electrical · landscaping

Jacksonville Daily Record, 2026-06-02

05 · more than $1.4 billion

EverBank Stadium "Stadium of the Future" renovation

Under construction; final $696.5 million permit issued February 2026, reopening August 2028

A renovation of EverBank Stadium in Downtown Jacksonville by a Hunt Construction and Barton Malow joint venture, covering eight levels and 652,735 square feet in the final package, with a partial roof canopy and expanded concourses.

> The final package lists new mechanical, electrical, lighting and fire alarm systems, and a separate fire sprinkler pipe permit of almost $6.8 million is in review, so trade work runs through 2028.

construction · fire protection · electrical · HVAC

Jacksonville Daily Record, 2026-03-01

06 · about $43.7 million

Hogan-Spring Glen Elementary School rebuild

Groundbreaking April 2026; opening August 2027

A new pre-K-5 school for about 930 students on the Beach Boulevard site in Jacksonville, funded by the Duval County half-penny sales surtax; Spring Park Elementary is also being rebuilt for fall 2027.

> A full school rebuild on a 2027 deadline means roofing, sprinkler and alarm systems, then flooring and painting in the last months, and the district's surtax plan keeps similar rebuilds coming.

construction · fire protection · roofing · flooring · painting

Jacksonville Today, 2026-04-28

07 · $187.38 million

Baptist Health McGehee Family Tower

Under construction; built in phases, completion expected 2029

A four-story, 123,000-square-foot emergency tower with 100 adult and pediatric emergency rooms at Baptist Medical Center Jacksonville, 800 Prudential Drive on the Southbank, with shell space for future cardiac rooms and 68 inpatient rooms.

> A phased hospital tower runs fire protection, mechanical and healthcare flooring work through 2029, and shell floors mean more fit-out packages later.

construction · fire protection · HVAC · flooring

Jacksonville Daily Record, 2026-02-27

08 · nearly $110 million

Baptist Health hotel, Downtown Southbank

Planned

A 15-story, 226-room dual-brand hotel planned by Baptist Health at Palm Avenue and Gary Street on the Downtown Southbank, on a 1.82-acre parking lot at 1051 Palm Ave., with a rooftop restaurant and 130 parking spaces.

> If it proceeds, a 15-story hotel is a large sprinkler, flooring and painting job, followed by housekeeping-support cleaning contracts.

construction · fire protection · flooring · painting · cleaning

Jacksonville Daily Record, 2026-02-27

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

Health system · Jacksonville, Duval County

Baptist Health

Baptist Health says it is Northeast Florida's largest health system, with six hospitals and ten emergency centers.

> Hospitals, freestanding emergency centers and more than 200 outpatient points of care spread across the region each carry

Major employer · Jacksonville, Duval County

Mayo Clinic in Florida

Mayo Clinic added a 210-acre North Campus to its San Pablo Road property, expanding the 392-acre medical center property to 602 acres, and employs about 9,000 workers there.

> A 602-acre campus of clinical, research and hospital buildings has large grounds, parking

> mechanical, life-safety and environmental services needs.

HVAC · cleaning · fire protection · flooring · roofing

Baptist Health

> and building systems to service.

landscaping · HVAC · cleaning · paving · electrical

Jacksonville Daily Record

Campus · Jacksonville, Duval County

University of North Florida

UNF reported its largest total enrollment in history in fall 2025, with approximately 17,600 students.

> A growing campus with residence halls, classroom buildings and athletic venues needs cleaning, HVAC service and grounds care.

cleaning · HVAC · landscaping · painting

University of North Florida

Airport · Jacksonville, Duval County

Jacksonville International Airport (JAX)

More than 7.6 million people flew through JAX in 2024, the busiest year in the airport's history.

> Terminal concourses, parking garages and surface lots run by the Jacksonville Aviation Authority need cleaning, HVAC and pavement work.

cleaning · HVAC · paving · electrical

News4JAX

Logistics hub · Jacksonville, Duval County

JAXPORT

JAXPORT describes itself as a 1,500-acre international trade seaport; its 754-acre Blount Island Marine Terminal is its largest marine facility.

> Marine terminals, cargo sheds, intermodal yards and the cruise terminal carry heavy paving, electrical and roofing needs.

paving · electrical · roofing · fire protection

JAXPORT

Industrial park · Jacksonville (Westside), Duval County

Cecil Commerce Center

The City of Jacksonville says Cecil Commerce Center covers 17,000 acres, more than three percent of Duval County's land area, under a 31-million-square-foot master plan.

> Industrial and distribution sites being built out under the master plan, next to Cecil Airport, bring large roofs, truck courts and sprinkler systems that need installing and servicing.

roofing · paving · fire protection · construction · electrical

City of Jacksonville

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, Jacksonville

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		9
Fire Protection		9
Commercial Electrical		8
Commercial Cleaning & Janitorial		7
Commercial Flooring		6
Commercial Roofing		6
Paving & Asphalt		6
Commercial Painting & Coatings		5
Commercial Construction		5
Commercial Landscaping		4

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

04

Chapter 04 The calendar

The Jacksonville selling calendar

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

Jacksonville 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	9	21	15	96	81	123	111	65	22	2	3	16
Cooling degree days average month	41	44	79	128	308	449	527	515	410	216	75	42
Heating degree days average month	363	246	149	29	0	0	0	0	0	16	141	287
Average high (°F) average month	66	69	75	80	86	90	92	91	88	81	74	68

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 78 hail reports of 1 inch or larger and 486 damaging wind reports across the metro's counties from 2015 to 2024: #47 of 100 markets for hail and #36 for wind. April, June and July carried 59% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 2,833 cooling degree days a year (#16 of 97 markets) and 1,230 heating degree days (#89 of 97). Cooling load peaks in May, 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.

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 Jacksonville, 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 Jacksonville program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Jacksonville-St. Marys-Palatka territory.

4,334
Commercial Roofing

4,334
Commercial Construction

1,531
Commercial HVAC & Mechanical

1,062
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 Jacksonville

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

The salary is the smallest part of the decision. About 7,700 people hold the role in the Jacksonville, 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 Jacksonville 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 Duval County, St. Johns County and Clay County**
  93% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 3,730 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Jacksonville over-indexes on**
  hospitals (1.92x the U.S. mix), private K-12 schools (1.59x the U.S. mix) and commercial property managers (1.53x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Baptist Health, Mayo Clinic in Florida, University of North Florida and Jacksonville International Airport (JAX).
- [ ] **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 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: 1,216 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: 424 sites here

From our flooring talk track. Cleanable surfaces and installing without closing the practice. Weekend installs are common.

1. **Which areas are clinical and which are office, and what is in each now?**
   Clinical areas need cleanable, seamless surfaces, which changes product and price.

Retail stores: 847 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. **Can installs happen on weekends or after hours so the practice stays open?**
   Keeping patients flowing is the main concern, so scheduling answers matter.
3. **Is a remodel, acquisition or new location planned?**
   New clinics and remodels bring the largest flooring projects.

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.

- [ ] **Johnson & Johnson Vision Care expansion and Airport Commerce Center distribution facility**
  City incentives requested. A new million-square-foot distribution building needs roofing, sprinkler systems, electrical service and large paved truck courts, while the plant expansion brings power and process mechanical work through 2028.
- [ ] **ICE Mortgage Technology divisional headquarters renovation**
  Permitted. A gut renovation of a 1992 office building means new mechanical, electrical and sprinkler work, flooring and painting across three floors, and a finished headquarters for 1,500-plus employees needs janitorial service.
- [ ] **Four Seasons Hotel and Residences Jacksonville**
  Under construction; completion targeted June 30, 2027. The tower topped off in August 2025, so the remaining work through mid-2027 is interior: mechanical and electrical trim-out, high-end flooring and painting, then landscaping and ongoing hotel cleaning contracts.
- [ ] **Pattillo NorthPoint Industrial Park warehouse**
  Planning; environmental permit approved. If it moves forward, a building this size means a large roof, ESFR sprinkler system, site paving and dock-area electrical work, with grounds maintenance after delivery.

- [ ] **EverBank Stadium "Stadium of the Future" renovation**

  Under construction; final $696.5 million permit issued February 2026, reopening August 2028. The final package lists new mechanical, electrical, lighting and fire alarm systems, and a separate fire sprinkler pipe permit of almost $6.8 million is in review, so trade work runs through 2028.

- [ ] **Hogan-Spring Glen Elementary School rebuild**

  Groundbreaking April 2026; opening August 2027. A full school rebuild on a 2027 deadline means roofing, sprinkler and alarm systems, then flooring and painting in the last months, and the district's surtax plan keeps similar rebuilds coming.

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

  59% of the 564 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: May, 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: restaurants**

  QCEW counted 216 more restaurants in Jacksonville than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

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

  QCEW counted 201 more medical, dental and outpatient offices in Jacksonville than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 10 on your watchlist

TOOL 04

30-day action plan

4 weeks, 15 steps, nothing you need to buy. Tick each one off as you finish it; your progress stays in this browser.

Week 1

Draw the territory

- [ ] Start in Duval County, St. Johns County and Clay County, which hold 93% 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 Baptist Health and Mayo Clinic in Florida 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: johnson & Johnson Vision Care expansion and Airport Commerce Center distribution facility.
- [ ] 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 Jacksonville 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, Jacksonville, 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 Jacksonville-St. Marys-Palatka 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: Jacksonville skyline and bridge over the St. Johns River, by Trevor Neely 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 Jacksonville

Territory
Check whether your trade is open in Jacksonville

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Daytona Beach

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