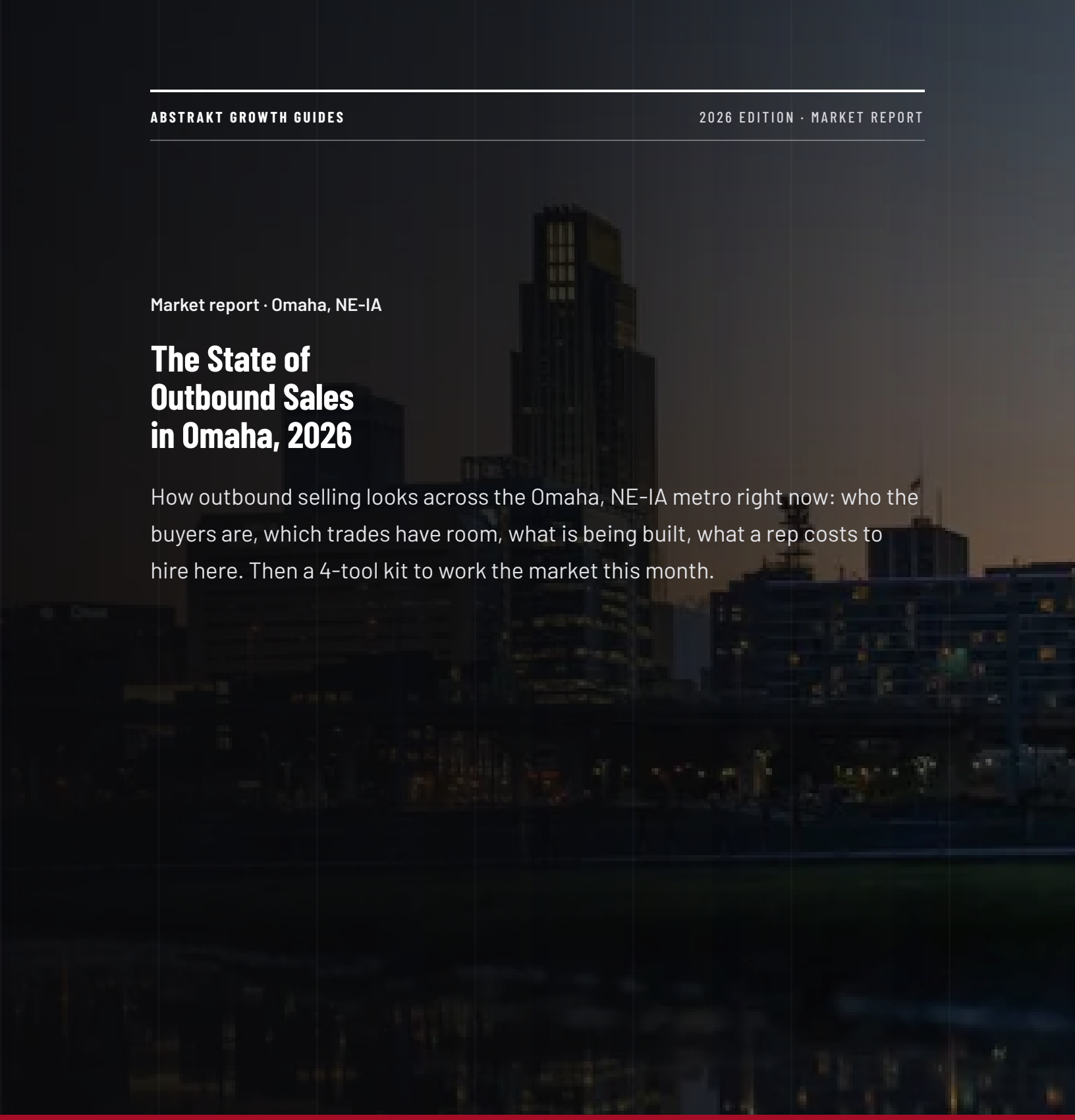


Market report · Omaha, NE-IA

The State of Outbound Sales in Omaha, 2026

How outbound selling looks across the Omaha, NE-IA metro right now: who the buyers are, which trades have room, what is being built, what a rep costs to hire here. Then a 4-tool kit to work the market this month.

2,542

business sites with 20+ people across the categories trades sell to, #54 of our 100 metros

48

buyer sites per fire protection contractor, #33 of 96 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 Omaha

1

Biggest buyer pool

Restaurants: 751 sites

with 20 or more people, the largest buyer category in Omaha, ahead of retail stores (555).

2

Where the metro leans

Hospitals: 1.81x the U.S. mix

Also over-represented: golf courses and country clubs (1.56x) and apartment and residential property managers (1.41x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Fire Protection: #33 of 96 markets

48 buyer sites with 20+ people for each of 29 local fire protection contractors. The most crowded is commercial roofing, #88 of 89.

4

Biggest reason to call

Omaha Streetcar, $421 million

Under construction; opening 2028. One of 10 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 Employment and Wages, private ownership, 2026 Q1; project sources as of 2026-09; U.S. Bureau of Labor Statistics,

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Occupational Employment and Wage Statistics (OEWS), May 2025. Full list at the end.

01

Chapter 01 The market

Who buys in Omaha

2,542 business sites in Omaha have 20 or more people on site in the categories commercial trades sell to. That ranks #54 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 Omaha, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**751**	2,130	1.21x	-11
Retail stores	**555**	2,618	1.04x	+32
Medical, dental and outpatient offices	**245**	2,042	1.28x	+137
Wholesale distributors	**241**	1,192	1.09x	+17
Manufacturing plants	**237**	639	0.74x	-2
Senior living and nursing	**130**	214	1.04x	+8
Grocery stores	**83**	263	0.71x	+5
Trucking companies	**80**	640	1.33x	-20
Bank and credit union offices	**68**	535	1.25x	-7
Churches and religious organizations	**63**	528	0.19x	-2

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.

Omaha leans toward hospitals (1.81x), golf courses and country clubs (1.56x) and apartment and residential property managers (1.41x). 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 (0.19x) and private K-12 schools (0.42x). 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 (+137), retail stores (+32) and hosting and data processing companies (+30). New sites have no incumbent vendor yet.

The metro

Omaha, NE-IA: 8 counties in this report's counts.

Douglas County, Sarpy County and Pottawattamie County hold 92% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Omaha

COUNTY	SITES WITH 20+	SHARE OF METRO
Douglas County START HERE	**1,690**	66%
Sarpy County	**437**	17%
Pottawattamie County, Iowa	**216**	8%
Saunders County	**22**	1%
Cass County	**21**	1%
Washington County	**21**	1%

COUNTY	SITES WITH 20+	SHARE OF METRO
Harrison County, Iowa	11	0%
Mills County, Iowa	7	0%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 117 of the metro's 2,542 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Omaha

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 Omaha figure is ranked against the other markets we track.

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

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Fire Protection MOST ROOM	**#33 of 96**	48	29	-1
Managed Service Providers	**#41 of 100**	3.1	467	+28
Commercial Construction	**#63 of 100**	3.8	189	+3
Commercial Cleaning & Janitorial	**#71 of 100**	3.3	281	0
Commercial Electrical	**#79 of 100**	8.1	139	+8
Commercial HVAC & Mechanical	**#82 of 100**	7.3	110	+1
Commercial Landscaping	**#84 of 100**	2.7	489	+13
Commercial Flooring	**#61 of 68**	44	17	-1
Paving & Asphalt	**#87 of 94**	26	48	+3
Commercial Painting & Coatings	**#81 of 86**	40	32	-4
Commercial Roofing	**#88 of 89**	29	42	+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.

Fire protection (#33), managed service providers (#41) and commercial construction (#63) rank best in Omaha. 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, #88 of 89: 29 buyer sites for each of 42 local commercial roofing contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial painting & coatings (-4) and fire protection (-1) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+28) and commercial landscaping (+13) added them.

Open programs

Our availability workbook does not cover Omaha 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

10 named, sourced projects and 7 anchor owners in Omaha. 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 · $421 million

Omaha Streetcar

Under construction; opening 2028

A 3.2-mile streetcar line through downtown and midtown Omaha along Farnam, Harney and 10th streets.

> Utility relocation and track work in 2026 lead to street reconstruction, paving and traction power and signal electrical work before the 2028 opening.

paving · electrical · construction

Nebraska Public Media, 2026-02-03

02

Boys Town National Research Hospital expansion

Under construction; broke ground November 2025

An expansion at 144th and Pacific streets in Omaha adding 131,000 square feet of hospital space and 123,000 square feet of research labs and clinics.

> Hospital and lab space bring large HVAC, electrical and fire protection scopes, followed by flooring and medical cleaning as floors open.

HVAC · electrical · fire protection · flooring

Boys Town National Research Hospital, 2026-06

03 · $67.5 million

UNO Howard L. Hawks Training Center and Maverick Park Clubhouse

Under construction; clubhouse July 2027, training center summer 2028

A $55 million training center east of Baxter Arena and a $12.5 million baseball and softball clubhouse at the University of Nebraska Omaha.

> Practice courts, locker rooms, sports medicine and strength space bring HVAC, electrical, flooring and painting work through 2028.

HVAC · electrical · flooring · painting

University of Nebraska Omaha, 2026-09-18

04 · $99.3 million

Nebraska Medicine Farnam Health Center

Under construction; opening September 2027

A four-story Nebraska Medicine outpatient center for dermatology, internal medicine, GI and behavioral health at 42nd and Farnam streets in midtown Omaha.

> Clinic and procedure space carries mechanical, sprinkler and finish scopes through summer 2027 completion, then a standing need for medical-grade cleaning once patients arrive.

construction · HVAC · fire protection · flooring · cleaning

University of Nebraska Medical Center, 2026-03-10

05

Millwork Commons hotel (Disbrow building conversion)

Under construction; opening by end of 2027

PGSA is converting the 1886 M.A. Disbrow Company building at 12th and Nicholas streets in Omaha's Millwork Commons into a 144-room hotel with a restaurant, atrium and an added floor with a rooftop bar.

> Adding a floor and a rooftop bar to a historic structure means new roofing and sprinkler work in an old building, then hotel flooring and finishes and ongoing housekeeping and janitorial demand after the 2027 opening.

construction · roofing · fire protection · flooring · cleaning

KETV, 2026-06-10

06

Drury Plaza Hotel downtown Omaha

Approved by City Council August 2026

An eight-story, 210-room Drury Plaza Hotel with a 160-stall underground parking garage and a public restaurant and bar in downtown Omaha.

> A new eight-story hotel brings structure, roofing, sprinkler and corridor and guest-room flooring packages, and Drury says it plans to own the property long term, which means steady cleaning and renovation work after opening.

construction · roofing · fire protection · flooring · cleaning

KETV, 2026-08-27

07 · $200 million

Hollywood Casino Hotel Council Bluffs

Broke ground September 2026

PENN Entertainment is building a land-based casino on one level to replace the Ameristar Council Bluffs riverboat in Council Bluffs, Pottawattamie County, tied to the existing 160-room hotel.

> A single-level casino floor means a large new roof, sprinkler and gaming-floor electrical work over the build, then round-the-clock cleaning contracts for a 24-hour casino and its restaurants.

construction · roofing · fire protection · electrical · cleaning

KETV, 2026-09-14

08

Creighton University Sports Performance Center

Under construction; completion 2027

A 50,000-square-foot athlete facility with strength and conditioning, nutrition, sports medicine and academic space at Creighton University, the first project in its $300 million Fly Together athletics corridor plan near downtown Omaha.

> The building needs roofing, rubber and sport flooring in the 10,000-square-foot strength area and heavy HVAC for training space, and the 12-block corridor is set to get 11 new or upgraded facilities in total.

construction · roofing · flooring · HVAC

KETV, 2025-11-13

09 · 168,486 sq ft

Highway 370 Logistics

Under construction

A 168,486-square-foot speculative industrial building on a 12-acre site near I-80 and Highway 370 in Papillion (Sarpy County), started in March 2026.

> The site plan includes 115 car stalls, 31 trailer stalls and truck courts for 10 dock doors (expandable to 26), so heavy-duty paving and site concrete come with the 2026 build.

paving · construction · roofing · fire protection

Opus, 2026-03-24

10 · $50 million

156th Street and Capehart Road area improvements (Sarpy County)

Construction from spring 2026

A Sarpy County road program that adds new road on 156th Street, widens roads to three lanes and builds a roundabout at 168th Street and Schram Road to serve industrial growth in western Sarpy County.

> At least two years of road paving, and the industrial sites it opens up bring parking lot and site paving work behind it.

paving · construction · landscaping

KMTV 3 News Now, 2025-12

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

Health system · Omaha, Douglas County

Nebraska Medicine

Nebraska Medicine's two hospitals, Nebraska Medical Center and Bellevue Medical Center, have more than 800 licensed beds.

> Academic medical campus in Omaha plus a Bellevue hospital and clinics, all with heavy HVAC, life-safety, cleaning and parking demands.

HVAC · fire protection · cleaning · electrical

Nebraska Medicine

Campus · Omaha, Douglas County

University of Nebraska at Omaha

UNO reported a total headcount of 14,810 students for fall 2026.

> Multi-campus university with classroom, research, housing and athletic buildings plus surface lots and grounds.

HVAC · cleaning · roofing · landscaping

University of Nebraska at Omaha

Major employer · Omaha, Douglas County

Union Pacific Railroad

The Greater Omaha Chamber lists Union Pacific Railroad among regional employers with 2,500-4,999 employees.

> Headquarters office tower and regional rail facilities with occupied-building cleaning, mechanical and electrical needs.

cleaning · HVAC · electrical · fire protection

Greater Omaha Chamber

Public owner · Bellevue, Sarpy County

Offutt Air Force Base

The Greater Omaha Chamber lists Offutt Air Force Base among employers with 5,000+ employees.

> Federal installation with hangars, airfield pavement, offices and housing maintained through federal contracting.

paving · roofing · HVAC · construction

Greater Omaha Chamber

Major employer · Council Bluffs, Pottawattamie County

Google Council Bluffs data center

Google says its Iowa presence began in 2007 as a single hub in Council Bluffs.

> Data center campus with large mechanical and electrical systems, fire protection and secured grounds.

electrical · HVAC · fire protection · construction

Google Data Centers

Industrial park · Mills County, Iowa

Mills Crossing Megasite

The Greater Omaha Chamber lists the Go Ready certified site with 1,641 acres available.

> Large certified industrial site where new plants or warehouses bring site work, paving, power and fire protection.

construction · paving · electrical · fire protection

Greater Omaha Chamber

Airport · Omaha, Douglas County

Eppley Airfield

Eppley Airfield served over 5.2 million passengers in 2025.

> Terminal, parking and airfield pavement run by the Omaha Airport Authority, with mechanical, paving, roofing and cleaning needs.

paving · HVAC · cleaning · roofing

Omaha Airport Authority

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, Omaha

TRADE	PROJECTS AND OWNERS	
Commercial Construction		11
Fire Protection		10

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		10
Commercial Cleaning & Janitorial		8
Commercial Electrical		8
Commercial Roofing		8
Commercial Flooring		6
Paving & Asphalt		6
Commercial Landscaping		2
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 Omaha selling calendar

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

Omaha 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	0	0	17	100	167	270	157	74	50	12	3	26
Cooling degree days average month	0	0	5	4	76	231	340	279	112	9	0	0
Heating degree days average month	1,302	1,047	792	429	179	23	10	17	92	379	784	1,165
Average high (°F) average month	32	37	50	63	73	83	86	84	78	65	49	36

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 405 hail reports of 1 inch or larger and 471 damaging wind reports across the metro's counties from 2015 to 2024: #10 of 100 markets for hail and #38 for wind. May, June and July carried 68% 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 1,055 cooling degree days a year (#52 of 97 markets) and 6,220 heating degree days (#24 of 97). Cooling load peaks in June, July and August; heating in January, February, March, November and December. Peak months are when HVAC calls lead with service and response times; the rest of the year they lead with planned work and budgets.

Trades with no weather season

Cleaning, construction, electrical, flooring and fire protection sell on contract end dates, budgets and inspection cycles. Learn each account's date on the first call and come back before it.

7 months average a high of 60°F or more (April, May, June, July, August, September and October). That is when exterior painting, paving and landscaping crews are busiest, so in-season calls catch owners while they can see the work that needs doing. The contracts themselves are bid on each property's own dates, so the selling runs all year.

> "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 Omaha, 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 Omaha program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Omaha-Council Bluffs-Fremont territory.

2,452 Commercial Roofing	**2,452** Commercial Construction
971 Commercial HVAC & Mechanical	**770** 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 Omaha

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

The salary is the smallest part of the decision. About 3,430 people hold the role in the Omaha, NE-IA 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 Omaha 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 Douglas County, Sarpy County and Pottawattamie County**
  92% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 2,542 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Omaha over-indexes on**
  hospitals (1.81x the U.S. mix), golf courses and country clubs (1.56x the U.S. mix) and apartment and residential property managers (1.41x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Nebraska Medicine, University of Nebraska at Omaha, Union Pacific Railroad and Offutt Air Force Base.
- [ ] **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 Nebraska 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: 751 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: 555 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: 245 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.

- [ ] **Omaha Streetcar**

  Under construction; opening 2028. Utility relocation and track work in 2026 lead to street reconstruction, paving and traction power and signal electrical work before the 2028 opening.

- [ ] **Boys Town National Research Hospital expansion**

  Under construction; broke ground November 2025. Hospital and lab space bring large HVAC, electrical and fire protection scopes, followed by flooring and medical cleaning as floors open.

- [ ] **UNO Howard L. Hawks Training Center and Maverick Park Clubhouse**

  Under construction; clubhouse July 2027, training center summer 2028. Practice courts, locker rooms, sports medicine and strength space bring HVAC, electrical, flooring and painting work through 2028.

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- [ ] **Millwork Commons hotel (Disbrow building conversion)**

  Under construction; opening by end of 2027. Adding a floor and a rooftop bar to a historic structure means new roofing and sprinkler work in an old building, then hotel flooring and finishes and ongoing housekeeping and janitorial demand after the 2027 opening.

- [ ] **Drury Plaza Hotel downtown Omaha**

  Approved by City Council August 2026. A new eight-story hotel brings structure, roofing, sprinkler and corridor and guest-room flooring packages, and Drury says it plans to own the property long term, which means steady cleaning and renovation work after opening.

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

  68% of the 876 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: medical, dental and outpatient offices**

  QCEW counted 137 more medical, dental and outpatient offices in Omaha than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: retail stores**

  QCEW counted 32 more retail stores in Omaha than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 9 on your watchlist

TOOL 04

30-day action plan

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

Week 1

Draw the territory

- [ ] Start in Douglas County, Sarpy County and Pottawattamie County, which hold 92% 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 Nebraska Medicine and University of Nebraska at Omaha at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Nebraska 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: omaha Streetcar.
- [ ] 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 Omaha 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, Omaha, NE-IA.
- 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 Omaha-Council Bluffs-Fremont territory.
- U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics (OEWS), May 2025: Sales representatives of services, except advertising, insurance, financial services and travel (SOC 41-3091).
- Cover photo: Downtown Omaha skyline reflected at dusk, by Tim Umphreys 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 Omaha

Territory
Check whether your trade is open in Omaha

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Des Moines

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