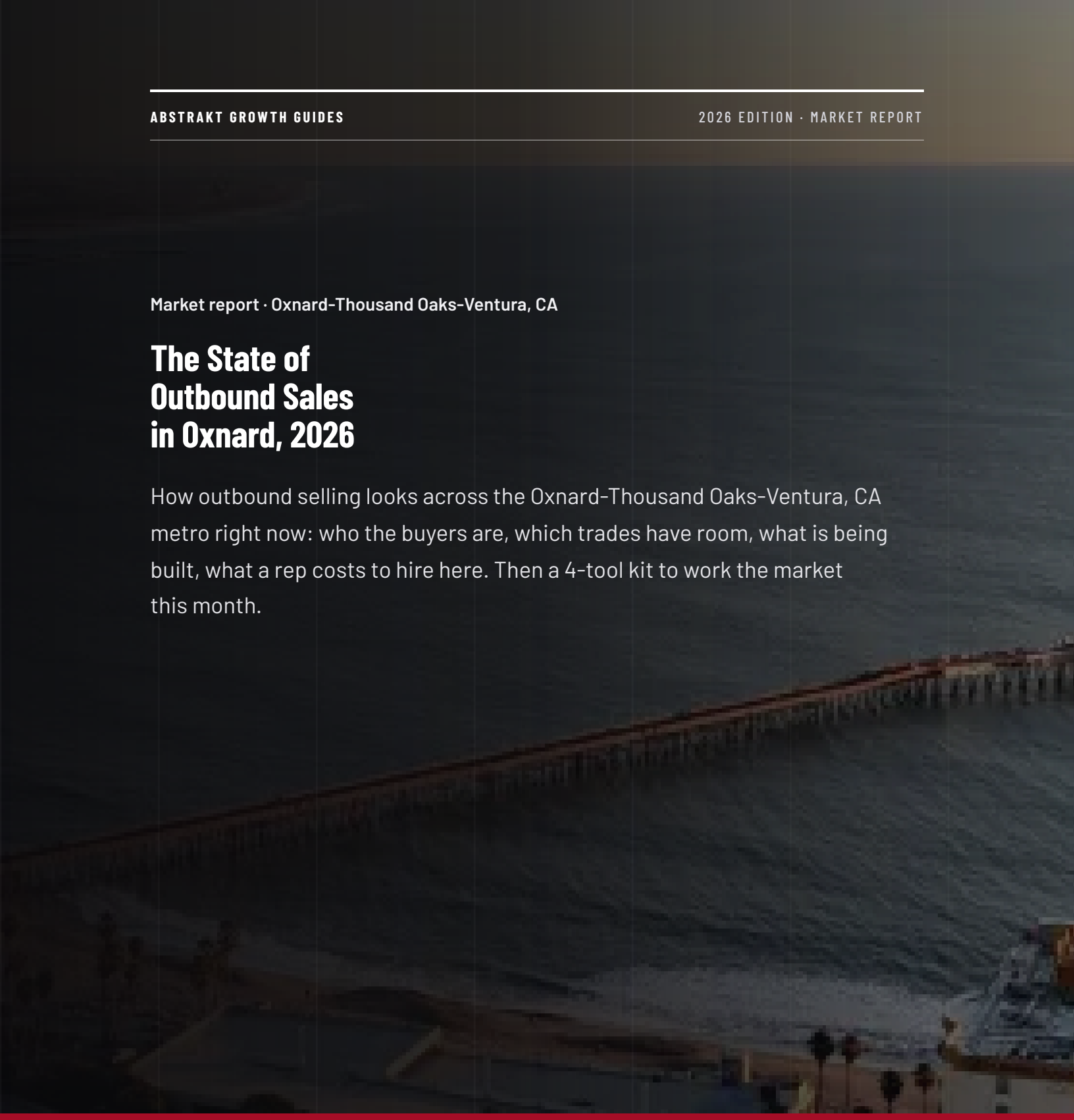


Market report · Oxnard-Thousand Oaks-Ventura, CA

The State of Outbound Sales in Oxnard, 2026

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

1,860

business sites with 20+ people across the categories trades sell to, #74 of our 100 metros

52

buyer sites per paving contractor, #19 of 94 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 Oxnard

1

Biggest buyer pool

Restaurants: 581 sites

with 20 or more people, the largest buyer category in Oxnard-Thousand Oaks, ahead of retail stores (460).

2

Where the metro leans

Medical, dental and outpatient offices: 1.25x the U.S. mix

The one category that stands out against the national mix. Trades that serve it have more of these buyers here than average.

3

Most room

Paving & Asphalt: #19 of 94 markets

52 buyer sites with 20+ people for each of 20 local paving contractors. The most crowded is commercial HVAC & mechanical, #65 of 100.

4

Biggest reason to call

Port of Hueneme Port and Freight Infrastructure Program projects, $80 million

Under way; program deadline June 30, 2028. 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 Employment and Wages, private ownership, 2026 Q1; project

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Sources and notes

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 Oxnard-Thousand Oaks

1,860 business sites in Oxnard-Thousand Oaks have 20 or more people on site in the categories commercial trades sell to. That ranks #74 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 Oxnard-Thousand Oaks, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**581**	1,694	0.89x	+81
Retail stores	**460**	2,552	0.85x	-20
Manufacturing plants	**228**	868	0.91x	+1
Medical, dental and outpatient offices	**171**	2,507	1.25x	+122
Wholesale distributors	**168**	1,106	0.61x	-1
Grocery stores	**97**	442	1.10x	+13
Senior living and nursing	**68**	285	1.08x	+11
Auto dealerships	**52**	86	0.63x	+2
Hotels	**39**	90	0.53x	+4
Churches and religious organizations	**38**	275	0.79x	+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.

Oxnard-Thousand Oaks leans toward medical, dental and outpatient offices (1.25x). 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 hotels (0.53x) and wholesale distributors (0.61x). 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 (+122), restaurants (+81) and trucking companies (+21). New sites have no incumbent vendor yet.

The metro

Oxnard-Thousand Oaks-Ventura, CA: 1 county in this report's counts.

02

Chapter 02 The competition

Which trades have the most room in Oxnard

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 Oxnard figure is ranked against the other markets we track.

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

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Paving & Asphalt MOST ROOM	**#19 of 94**	52	20	-3
Managed Service Providers	**#25 of 100**	4.1	237	+18
Commercial Construction	**#44 of 100**	5.0	118	0
Fire Protection	**#43 of 96**	46	26	+6
Commercial Electrical	**#47 of 100**	11	85	-1
Commercial Landscaping	**#60 of 100**	3.4	327	+11
Commercial Cleaning & Janitorial	**#61 of 100**	3.5	205	+2
Commercial HVAC & Mechanical	**#65 of 100**	8.6	70	+7

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.

Paving & asphalt (#19), managed service providers (#25) and commercial construction (#44) rank best in Oxnard. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial HVAC & mechanical is the most crowded trade here, #65 of 100: 8.6 buyer sites for each of 70 local mechanical contractors. Winning there takes a sharper reason to switch than a lower price.

Paving & asphalt (-3) and commercial electrical (-1) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+18) and commercial landscaping (+11) added them.

Not ranked here: commercial flooring (4 contractors), commercial painting & coatings (9 contractors) and commercial roofing (8 contractors). With fewer than 10 local contractors the ratio is noise, though a thin field is itself a sign of open ground.

Open programs

Our availability workbook does not cover Oxnard 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 6 anchor owners in Oxnard-Thousand Oaks. 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 · $80 million

Port of Hueneme Port and Freight Infrastructure Program projects

Under way; program deadline June 30, 2028

State-funded projects at the Port of Hueneme in Port Hueneme, including a shoreside power system replacement and new cargo-handling space where an old warehouse was removed.

> Shoreside power means high-voltage electrical work at the berths, and new cargo yard space needs paving; an $11.25 million federal grant awarded in 2026 adds wharf and berth upgrades.

electrical · paving · construction

Port of Hueneme, 2026-07-02

02 · $50 million

Food Share Ventura County facility

Broke ground September 11, 2026

An 85,000-square-foot food bank facility on Mariner Drive in Oxnard that consolidates Food Share's operations with more storage, refrigeration and freezer capacity, distribution space and disaster-response readiness.

> Cold storage and freezer space make refrigeration and electrical the largest trade packages, and a distribution building of this size also needs a large roof, sprinklers and paved truck areas.

HVAC · electrical · roofing · fire protection · paving

Ventura County Star (via Yahoo News), 2026-09-13

03

Karls Village at Channel Islands Harbor

Demolition began August 2026; opening targeted spring 2028

A strawberry-themed family dining, shopping and entertainment village replacing the 1960s Fisherman's Wharf at Channel Islands Boulevard and Victoria Avenue in Oxnard, the first U.S. location of a German attraction.

> Restaurants and retail buildings bring kitchen ventilation, electrical and sprinkler scopes, and a public waterfront attraction needs site paving, landscaping and ongoing cleaning once open.

HVAC · electrical · fire protection · paving · landscaping

KEYT News Channel 3-12, 2026-08-15

04 · $35 million or more

Santa Paula medical office and expanded care center

Approved by Ventura County supervisors August 18, 2026; site selection next

A county medical office building and expanded access care center with urgent care, imaging, lab and pharmacy services to replace Santa Paula Hospital when it closes in 2030, with an opening possible in three to five years.

> Once a site is picked, a new outpatient building with imaging rooms means mechanical, electrical and fire protection packages, followed by flooring and medical-grade cleaning contracts.

HVAC · electrical · fire protection · cleaning

Ventura County Star (via Yahoo News), 2026-08-19

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 Oxnard-Thousand Oaks. One relationship with a facilities team here can cover many buildings.

Health system · Thousand Oaks, Ventura County

Los Robles Hospital & Medical Center

Wikipedia, citing California's health facility records, describes Los Robles as a 382-bed acute care hospital with a level II trauma center.

Campus · Camarillo, Ventura County

California State University Channel Islands

Wikipedia, citing the university's enrollment dashboard, gives CSU Channel Islands 4,880 students in fall 2024.

> The county's public four-year campus, with classroom, lab and housing buildings, parking

> An HCA-owned hospital and medical center complex with acute care buildings, outpatient space and parking that need mechanical, life-safety and cleaning work.

HVAC · fire protection · cleaning · electrical

Wikipedia

> and landscaped grounds.

HVAC · roofing · landscaping · painting

Wikipedia

Major employer · Thousand Oaks, Ventura County

Amgen headquarters

Wikipedia, citing the City of Thousand Oaks 2024 Annual Comprehensive Financial Report, lists Amgen with 5,000 employees, the city's top employer.

> A biotech headquarters campus at One Amgen Center Drive with labs, offices, parking and grounds.

HVAC · electrical · cleaning · landscaping

Wikipedia

Major employer · Oxnard, Ventura County

Haas Automation

Wikipedia lists 1,300 employees at Haas Automation's Oxnard headquarters and manufacturing facility as of 2018.

> A machine tool manufacturing plant with production floor, offices, roofs and paved yards in Oxnard.

roofing · electrical · paving · cleaning

Wikipedia

Public owner · Point Mugu and Port Hueneme, Ventura County

Naval Base Ventura County

Military OneSource puts total personnel on or associated with NBVC at more than 19,000 people, counting active duty, civilian employees, reservists and contractors.

> An airfield, deepwater port and railhead serving many tenant commands, with hangars, warehouses, offices and housing maintained under federal contracts.

construction · HVAC · roofing · paving

Military OneSource

Logistics hub · Port Hueneme, Ventura County

Port of Hueneme

The Port of Hueneme lists 120 acres of port-owned on-port terminal.

> The port ranks among the top ten U.S. ports for autos and fresh produce, with on-dock cold storage and nearby auto processing centers that rely on heavy-duty pavement, electrical and refrigeration systems.

paving · electrical · HVAC · roofing

Port of Hueneme

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, Oxnard-Thousand Oaks

TRADE	PROJECTS AND OWNERS	
Commercial Electrical		8
Commercial HVAC & Mechanical		8
Paving & Asphalt		6
Commercial Roofing		5
Fire Protection		4
Commercial Cleaning & Janitorial		4
Commercial Landscaping		3
Commercial Construction		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 Oxnard selling calendar

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

Oxnard by month: storm reports, degree days and average highs

MEASURE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Hail and damaging wind reports total, 2015 to 2024	1	3	1	0	0	0	0	0	0	2	0	0
Cooling degree days average month	1	0	1	4	19	69	184	204	128	26	3	0
Heating degree days average month	489	454	431	335	206	77	10	7	30	145	333	513
Average high (°F) average month	60	60	63	66	71	78	84	86	82	74	67	60

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 0 hail reports of 1 inch or larger and 7 damaging wind reports across the metro's counties from 2015 to 2024: #95 of 100 markets for hail and #90 for wind. January, February and October carried 86% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 639 cooling degree days a year (#69 of 97 markets) and 3,029 heating degree days (#67 of 97). Cooling load peaks in July, August and September; heating in January, February, March, April, 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.

10 months average a high of 60°F or more (January, 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.

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 Oxnard, 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 Oxnard program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Oxnard-Thousand Oaks-Ventura territory.

1,961
Commercial Roofing

1,961
Commercial Construction

737
Commercial HVAC & Mechanical

585
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 Oxnard

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

The salary is the smallest part of the decision. About 1,890 people hold the role in the Oxnard-Thousand Oaks-Ventura, CA 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 Oxnard market toolkit

4 working tools built from the chapters above. Tick the boxes as you go (they stay ticked in this browser), copy the scripts into your CRM, or save the whole guide as a PDF and print this part as a worksheet.

01

Account scorecard

Score an account before anyone dials it.

02

Discovery question bank

The questions that qualify a meeting.

03

Trigger watchlist

The changes that make a buyer take the call.

04

30-day action plan

Four weeks of steps you can start Monday.

TOOL 01

Account scorecard

Before an account goes on the call list, check every line that fits. Call the accounts with the most ticks first, and leave the ones with none for later.

- [ ] **It has 20 or more people on site**
  One of the 1,860 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Oxnard over-indexes on**
  medical, dental and outpatient offices (1.25x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Los Robles Hospital & Medical Center, California State University Channel Islands, Amgen headquarters and Haas Automation.
- [ ] **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 California before you dial.

0 of 5 checked

TOOL 02

Discovery question bank

Ask fewer, better questions. Pick three or four for the call and save the rest for the meeting. Each one comes with the reason it earns its place.

Restaurants: 581 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: 460 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.

Manufacturing plants: 228 sites here

From our MSP talk track. Downtime that stops shipments. Ask what happens to production and shipping if the server or network is down for a day.

1. **If the server or network went down for a day, what would happen to production and shipping?**
   Downtime that stops shipments puts a dollar figure on IT in the owner's own words, which justifies backup and recovery work.

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.
3. **Who else would need to agree before anything moves?**
   Names the people who can stall the deal, while you can still invite them.

2. **Do you supply parts or services to the Department of Defense or its prime contractors?**
   Defense contracts that involve controlled information now carry CMMC requirements, so a supplier needs a certification level to win and keep that work, which is a scoped, deadline-driven project.

3. **Which ERP do you run, and is an upgrade or replacement coming?**
   ERP projects touch servers, networks and security, and the provider who supports the migration usually stays.

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.

- [ ] **Port of Hueneme Port and Freight Infrastructure Program projects**
  Under way; program deadline June 30, 2028. Shoreside power means high-voltage electrical work at the berths, and new cargo yard space needs paving; an $11.25 million federal grant awarded in 2026 adds wharf and berth upgrades.

- [ ] **Food Share Ventura County facility**
  Broke ground September 11, 2026. Cold storage and freezer space make refrigeration and electrical the largest trade packages, and a distribution building of this size also needs a large roof, sprinklers and paved truck areas.

- [ ] **Karls Village at Channel Islands Harbor**
  Demolition began August 2026; opening targeted spring 2028. Restaurants and retail buildings bring kitchen ventilation, electrical and sprinkler scopes, and a public waterfront attraction needs site paving, landscaping and ongoing cleaning once open.

- [ ] **Santa Paula medical office and expanded care center**
  Approved by Ventura County supervisors August 18, 2026; site selection next. Once a site is picked, a new outpatient building with imaging rooms means mechanical, electrical and fire protection packages, followed by flooring and medical-grade cleaning contracts.

- [ ] **Storm season: January, February and October**

  86% of the 7 large-hail and damaging-wind reports NOAA logged across the metro, 2015 to 2024, fell in these months. Owners want an inspection after an event; call the ones you already know first.

- [ ] **New sites: restaurants**

  QCEW counted 81 more restaurants in Oxnard-Thousand Oaks 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 122 more medical, dental and outpatient offices in Oxnard-Thousand Oaks than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 7 on your watchlist

TOOL 04

30-day action plan

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

Week 1

Draw the territory

- [ ] Map the Oxnard accounts your crews can reach in a day.
- [ ] Pull the sites with 20 or more people in restaurants, retail stores and manufacturing plants.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to Los Robles Hospital & Medical Center and California State University Channel Islands at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for California 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: port of Hueneme Port and Freight Infrastructure Program projects.
- [ ] 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 Oxnard 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, Oxnard-Thousand Oaks-Ventura, CA.
- 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 Oxnard-Thousand Oaks-Ventura 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: Ventura pier and coastline from above, by Rodrigo Kammer 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 Oxnard

Territory
Check whether your trade is open in Oxnard

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Los Angeles

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