Market report · Riverside-San Bernardino-Ontario, CA

The State of Outbound Sales in Riverside, 2026

How outbound selling looks across the Riverside-San Bernardino-Ontario, 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.

9,003

business sites with 20+ people across the categories trades sell to, #15 of our 100 metros

7.6

buyer sites per managed service provider, #6 of 100 markets: the best rank of any trade here

Sites: U.S. Census Bureau, County Business Patterns 2023; rank among the 100 metros on our market pages. Room: U.S. Census Bureau, County Business Patterns 2023 sites per contractor in U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1, among markets with at least 10 contractors.

Executive summary Read this if nothing else

5 things to know about outbound sales in Riverside

1

Biggest buyer pool

Restaurants: 2,839 sites

with 20 or more people, the largest buyer category in Riverside-San Bernardino, ahead of retail stores (2,010).

2

Where the metro leans

Warehousing and distribution: 2.12x the U.S. mix

Also over-represented: trucking companies (1.65x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Managed Service Providers: #6 of 100 markets

7.6 buyer sites with 20+ people for each of 557 local managed service providers. The most crowded is commercial electrical, #63 of 100.

4

Biggest reason to call

Ellis Avenue Logistics Center, 631,011 sq ft

Construction expected to start early 2026, completion projected late 2026. One of 5 named, sourced projects in this report.

5

Hiring locally

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

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

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

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

01

Chapter 01 The market

Who buys in Riverside-San Bernardino

9,003 business sites in Riverside-San Bernardino have 20 or more people on site in the categories commercial trades sell to. That ranks #15 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 Riverside-San Bernardino, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**2,839**	8,263	0.81x	+331
Retail stores	**2,010**	10,992	0.71x	+78
Manufacturing plants	**1,005**	3,369	0.65x	+47
Medical, dental and outpatient offices	**857**	8,392	0.81x	+476
Wholesale distributors	**745**	5,220	0.56x	+81
Grocery stores	**412**	1,747	0.79x	+47
Warehousing and distribution	**349**	748	2.12x	+82
Senior living and nursing	**299**	1,178	0.92x	+22
Trucking companies	**254**	4,134	1.65x	+208
Auto dealerships	**172**	411	0.64x	+21

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.

Riverside-San Bernardino leans toward warehousing and distribution (2.12x) and trucking companies (1.65x). 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 hospitals (0.27x) and private K-12 schools (0.39x). 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 (+476), restaurants (+331) and trucking companies (+208). New sites have no incumbent vendor yet.

The metro

Riverside-San Bernardino-Ontario, CA: 2 counties in this report's counts.

San Bernardino County holds 50% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, Riverside-San Bernardino

COUNTY	SITES WITH 20+	SHARE OF METRO
San Bernardino County START HERE	**4,544**	50%
Riverside County	**4,432**	49%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 27 of the metro's 9,003 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in Riverside

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 Riverside figure is ranked against the other markets we track.

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

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Managed Service Providers MOST ROOM	**#6 of 100**	7.6	557	+33
Commercial Roofing	**#13 of 89**	95	51	+2
Commercial Painting & Coatings	**#21 of 86**	83	61	+5
Commercial Landscaping	**#32 of 100**	4.2	1,104	+79
Fire Protection	**#31 of 96**	50	114	+6
Paving & Asphalt	**#38 of 94**	43	113	+3
Commercial HVAC & Mechanical	**#46 of 100**	10	290	+7
Commercial Construction	**#54 of 100**	4.6	494	+10
Commercial Flooring	**#37 of 68**	66	45	+2
Commercial Cleaning & Janitorial	**#58 of 100**	3.6	829	+17
Commercial Electrical	**#63 of 100**	9.4	436	+19

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

Managed service providers (#6), commercial roofing (#13) and commercial painting & coatings (#21) rank best in Riverside. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial electrical is the most crowded trade here, #63 of 100: 9.4 buyer sites for each of 436 local electrical contractors. Winning there takes a sharper reason to switch than a lower price.

Open programs

Our availability workbook does not cover Riverside yet. We take one client per trade per territory, so ask before you plan around it.

Check whether your trade is open

03

Chapter 03 The projects

What is being built, and who owns the buildings

5 named, sourced projects and 7 anchor owners in Riverside-San Bernardino. 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 · 631,011 sq ft

Ellis Avenue Logistics Center

Construction expected to start early 2026, completion projected late 2026

A 631,011 square foot Class A warehouse by Newcastle Partners at Ellis Avenue and Case Road in Perris, Riverside County, with 40-foot clear heights, an ESFR sprinkler system and 87 dock-high doors.

> Big-box distribution buildings mean large roof areas, ESFR fire sprinkler systems and acres of truck court paving now, then tenant electrical, landscaping maintenance and sweeping contracts once a tenant moves in.

roofing · fire protection · paving · electrical · landscaping

JLL (press release), 2026-02-06

02 · 99,000 sq ft

Loma Linda University Health inpatient rehabilitation hospital

Under construction (broke ground August 2026), opening expected summer 2028

A three-story, 80-bed inpatient rehabilitation hospital at 11207 New Jersey Street on the Loma Linda and Redlands border in San Bernardino County, developed by PMB with Layton Construction as general contractor.

> A new hospital building carries medical-grade HVAC, electrical and fire protection scopes through 2027, followed by flooring, painting and healthcare cleaning contracts ahead of the 2028 opening.

HVAC · electrical · fire protection · flooring · cleaning

Connect CRE, 2026-08-14

03 · 650,000 sq ft (Terminal 3)

ONT BOLD expansion, Ontario International Airport

Environmental review (Notice of Preparation released May 2026), about 10 years to full delivery

A phased program at Ontario International Airport in San Bernardino County to build a new three-level Terminal 3, modernize Terminals 2 and 4, and add roadways, a parking structure, rental car facilities and aircraft apron.

> This is a long-horizon pipeline item: once approved, terminal, parking and apron work brings electrical, HVAC, paving and fire protection packages in phases over roughly a decade.

electrical · HVAC · paving · fire protection · construction

California Construction News, 2026-05-11

04 · $107.38 million (Mid County Parkway contract)

Mid County Parkway (Ramona Expressway) and SR-60/Potrero Boulevard Interchange Phase II

Contracts awarded December 2025, construction starting early 2026

Two Riverside County road contracts totaling more than $156 million: widening 8.6 miles of Ramona Expressway into San Jacinto, and a new SR-60 interchange at Potrero Boulevard in Beaumont ($48.93 million).

> Road widening and interchange work runs through 2028 and 2029 and creates subcontract demand for paving, striping, traffic signal and lighting electrical work, and roadside landscaping.

paving · electrical · landscaping

California Construction News, 2025-12-22

05

UCR Health outpatient center and future teaching hospital

Planning; expansion planned over the next decade

UC Riverside's planned clinical campus on an initial 21 acres at Valley Springs Parkway and Gateway Drive on the Riverside and Moreno Valley border, starting with an outpatient diagnostic center and a possible future teaching hospital.

> An early signal rather than active work: the outpatient center would bring imaging and surgical suites with heavy HVAC and electrical needs, and a hospital phase would follow over the decade.

HVAC · electrical · fire protection · construction

UC Riverside News, 2025-06-03

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 Riverside-San Bernardino. One relationship with a facilities team here can cover many buildings.

Health system · Loma Linda, San Bernardino County

Loma Linda University Health

Loma Linda University Health says it operates six hospitals and a network of clinics, with more than 16,000 employees.

Campus · Riverside, Riverside County

University of California, Riverside

UC Riverside says it has more than 26,000 students and a nearly 1,200-acre campus.

> A large campus of classroom, lab and housing buildings in an inland heat climate leans hard

> An academic medical center campus plus clinics across the Inland Empire carry ongoing mechanical, life-safety, cleaning and flooring work.

HVAC · fire protection · cleaning · flooring · electrical

Loma Linda University Health

> on HVAC, roofing, cleaning and grounds work.

HVAC · roofing · cleaning · landscaping

University of California, Riverside

Major employer · San Bernardino, San Bernardino County

Stater Bros. Markets

Wikipedia, citing the City of San Bernardino's 2020 Comprehensive Annual Financial Report, lists Stater Bros. as the city's top employer with 15,000 to 25,000 employees.

> A regional grocery chain headquartered in the metro runs a headquarters, distribution operations and many store buildings with refrigeration, roofs and parking lots.

HVAC · roofing · paving · cleaning · flooring

Wikipedia

Airport · Ontario, San Bernardino County

Ontario International Airport (ONT)

ONT says it welcomed more than 7 million passengers in 2025, led by a record number of international travelers.

> Passenger terminals, garages and large cargo operations need cleaning, HVAC, electrical and pavement work.

cleaning · HVAC · electrical · paving

Ontario International Airport (PR Newswire)

Logistics hub · San Bernardino, San Bernardino County

San Bernardino International Airport (SBD)

Site Selection Magazine reports SBD is the SoCal hub for Amazon Air, with UPS and FedEx also operating there, and had over 18,100 direct jobs last year, up from 4,000 in 2020.

> Air cargo sort buildings, hangars, aprons and truck yards on a former air base need roofing, paving, electrical and fire protection work.

roofing · paving · electrical · fire protection

Industrial park · Moreno Valley, Riverside County

World Logistics Center

The Los Angeles Times describes the World Logistics Center as a 40-million-square-foot complex expected to house 27 buildings and create more than 33,000 jobs.

> Very large distribution buildings with acres of roof, truck courts and sprinkler systems bring roofing, paving, electrical and fire protection work as they are built and occupied.

roofing · paving · electrical · fire protection

Site Selection Magazine

construction

Los Angeles Times

Public owner · Riverside, Riverside County

County of Riverside

Wikipedia, citing the City of Riverside's 2023 annual financial report, lists the County of Riverside as the city's top employer with 24,399 employees.

> County offices, courts, clinics and service centers spread across the county need janitorial, HVAC, roofing and parking-lot work.

cleaning · HVAC · roofing · paving

Wikipedia

Anchor facts checked 2026-10; each source is linked on its card.

Which trades the work touches

Projects and anchor owners in this report that buy each trade, Riverside-San Bernardino

TRADE	PROJECTS AND OWNERS	
Commercial Electrical		9
Paving & Asphalt		8
Commercial HVAC & Mechanical		8
Fire Protection		7
Commercial Roofing		6
Commercial Cleaning & Janitorial		6
Commercial Landscaping		3

TRADE	PROJECTS AND OWNERS	
Commercial Construction		3
Commercial Flooring		3

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

04

Chapter 04 The calendar

The Riverside selling calendar

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

Riverside 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	0	1	0	1	3	28	37	18	2	0	0
Cooling degree days average month	6	8	40	101	258	488	684	668	464	176	22	0
Heating degree days average month	431	325	226	115	26	0	0	0	0	39	228	462
Average high (°F) average month	62	65	71	78	86	96	101	100	94	83	70	61

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 9 hail reports of 1 inch or larger and 82 damaging wind reports across the metro's counties from 2015 to 2024: #84 of 100 markets for hail and #77 for wind. July, August and September carried 91% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 2,916 cooling degree days a year (#14 of 97 markets) and 1,853 heating degree days (#81 of 97). Cooling load peaks in June, July, August and September; heating in January, February and December. Peak months are when HVAC calls lead with service and response times; the rest of the year they lead with planned work and budgets.

Trades with no weather season

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

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 Riverside, 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 Riverside program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Riverside-San Bernardino-Ontario territory.

7,670 Commercial Roofing	**7,670** Commercial Construction
3,039 Commercial HVAC & Mechanical	**2,362** 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 Riverside

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

The salary is the smallest part of the decision. About 9,270 people hold the role in the Riverside-San Bernardino-Ontario, 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 Riverside 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 San Bernardino County**
  50% of the metro's larger business sites are in this county.
- [ ] **It has 20 or more people on site**
  One of the 9,003 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Riverside over-indexes on**
  warehousing and distribution (2.12x the U.S. mix) and trucking companies (1.65x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Loma Linda University Health, University of California, Riverside, Stater Bros. Markets and Ontario International Airport (ONT).
- [ ] **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 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: 2,839 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: 2,010 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.

Manufacturing plants: 1,005 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.

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.
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.

- [ ] **Ellis Avenue Logistics Center**

  Construction expected to start early 2026, completion projected late 2026. Big-box distribution buildings mean large roof areas, ESFR fire sprinkler systems and acres of truck court paving now, then tenant electrical, landscaping maintenance and sweeping contracts once a tenant moves in.

- [ ] **Loma Linda University Health inpatient rehabilitation hospital**

  Under construction (broke ground August 2026), opening expected summer 2028. A new hospital building carries medical-grade HVAC, electrical and fire protection scopes through 2027, followed by flooring, painting and healthcare cleaning contracts ahead of the 2028 opening.

- [ ] **ONT BOLD expansion, Ontario International Airport**

  Environmental review (Notice of Preparation released May 2026), about 10 years to full delivery. This is a long-horizon pipeline item: once approved, terminal, parking and apron work brings electrical, HVAC, paving and fire protection packages in phases over roughly a decade.

- [ ] **UCR Health outpatient center and future teaching hospital**

  Planning; expansion planned over the next decade. An early signal rather than active work: the outpatient center would bring imaging and surgical suites with heavy HVAC and electrical needs, and a hospital phase would follow over the decade.

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

  The months with the most cooling load here. Units that struggle now give a facility lead a reason to take a second contractor's call.

- [ ] **New sites: restaurants**

  QCEW counted 331 more restaurants in Riverside-San Bernardino than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **Mid County Parkway (Ramona Expressway) and SR-60/Potrero Boulevard Interchange Phase II**

  Contracts awarded December 2025, construction starting early 2026. Road widening and interchange work runs through 2028 and 2029 and creates subcontract demand for paving, striping, traffic signal and lighting electrical work, and roadside landscaping.

- [ ] **Storm season: July, August and September**

  91% of the 91 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 476 more medical, dental and outpatient offices in Riverside-San Bernardino 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 San Bernardino County, which holds 50% of the larger business sites.
- [ ] 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 Loma Linda University Health and University of California, Riverside 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: ellis Avenue Logistics Center.
- [ ] 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 Riverside 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, Riverside-San Bernardino-Ontario, 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 Riverside-San Bernardino-Ontario 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: The historic Mission Inn in downtown Riverside, by Jim Witkowski on Unsplash, Unsplash License.
- The toolkit's discovery questions come from our trade talk tracks; the plan and checklists are sales practice, not data.

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