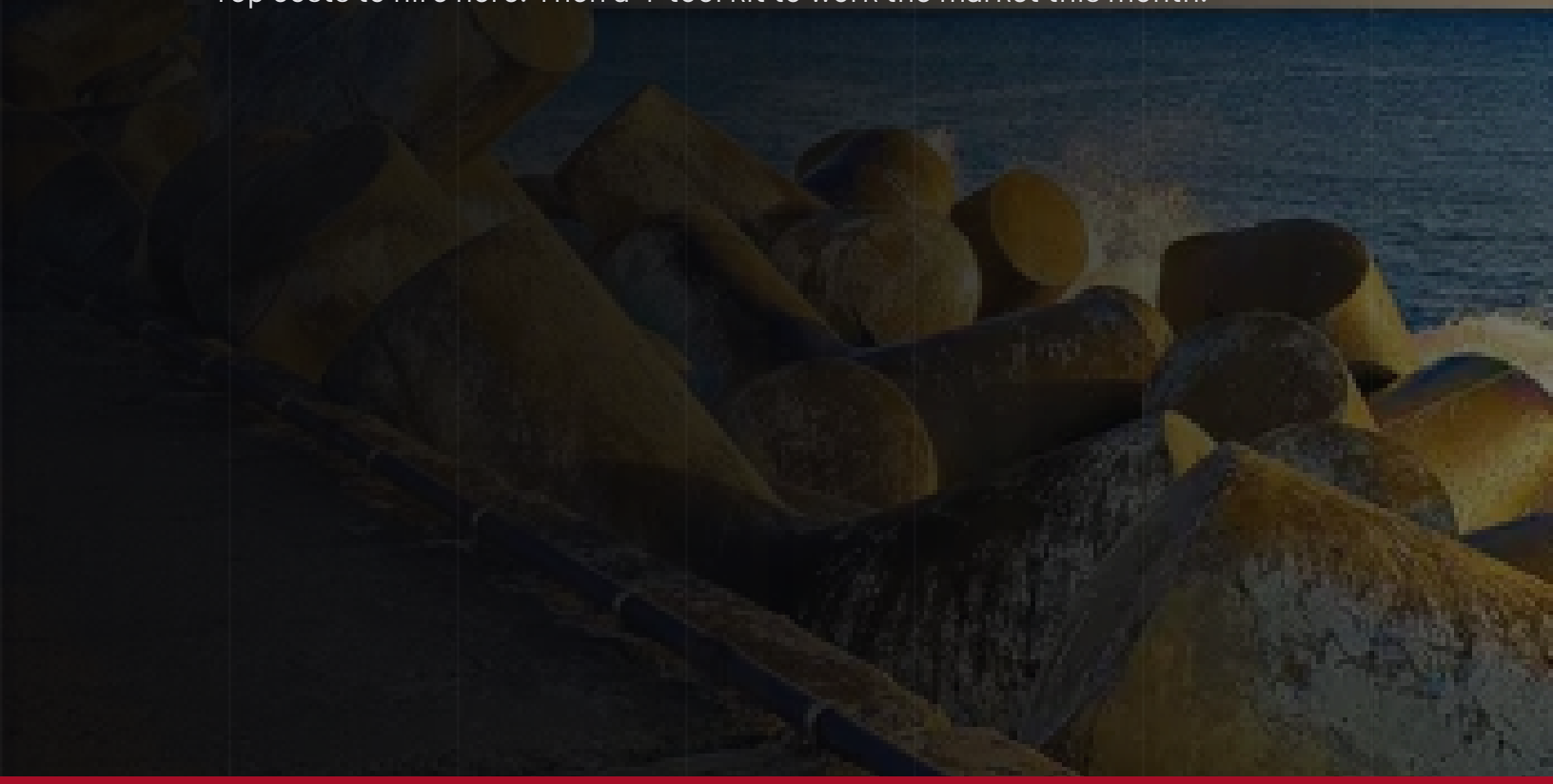
Market report · Santa Cruz-Watsonville, CA

The State of Outbound Sales in Santa Cruz, 2026

How outbound selling looks across the Santa Cruz-Watsonville, 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.



552

business sites with 20+ people across the categories trades sell to, #98 of our 100 metros

3.8

buyer sites per managed service provider, #28 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 Santa Cruz

1

Biggest buyer pool

Restaurants: 183 sites

with 20 or more people, the largest buyer category in Santa Cruz-Watsonville, ahead of retail stores (138).

2

Where the metro leans

Churches and religious organizations: 1.69x the U.S. mix

Also over-represented: hotels (1.42x) and apartment and residential property managers (1.40x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Managed Service Providers: #28 of 100 markets

3.8 buyer sites with 20+ people for each of 67 local managed service providers. The most crowded is commercial landscaping, #87 of 100.

4

Biggest reason to call

UC Santa Cruz Kresge College Renovation

Under construction, completion expected during the 2026-27 academic year. 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.

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Sources and notes

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

01

Chapter 01 The market

Who buys in Santa Cruz-Watsonville

552 business sites in Santa Cruz-Watsonville have 20 or more people on site in the categories commercial trades sell to. That ranks #98 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 Santa Cruz-Watsonville, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**183**	630	0.95x	+5
Retail stores	**138**	809	0.80x	+2
Medical, dental and outpatient offices	**67**	625	1.00x	+37
Manufacturing plants	**53**	278	0.92x	+2
Grocery stores	**42**	149	1.00x	+7
Wholesale distributors	**40**	260	0.49x	+4
Senior living and nursing	**28**	59	0.72x	-7
Hotels	**18**	78	1.42x	+3
Private K-12 schools	**15**	33	1.17x	-3
Auto dealerships	**7**	20	0.34x	0

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.

Santa Cruz-Watsonville leans toward churches and religious organizations (1.69x), hotels (1.42x) and apartment and residential property managers (1.40x). 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 wholesale distributors (0.49x) and senior living and nursing (0.72x). 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 (+37), apartment and residential property managers (+14) and grocery stores (+7). New sites have no incumbent vendor yet.

The metro

Santa Cruz-Watsonville, CA: 1 county in this report's counts.

02

Chapter 02 The competition

Which trades have the most room in Santa Cruz

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 Santa Cruz figure is ranked against the other markets we track.

How Santa Cruz 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	**#28 of 100**	3.8	67	+7
Commercial Electrical	**#41 of 100**	11	24	-1
Commercial HVAC & Mechanical	**#48 of 100**	9.8	20	0
Commercial Construction	**#49 of 100**	4.7	37	+1
Commercial Cleaning & Janitorial	**#62 of 100**	3.5	64	+4
Commercial Landscaping	**#87 of 100**	2.4	148	+5

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 (#28), commercial electrical (#41) and commercial HVAC & mechanical (#48) rank best in Santa Cruz. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial landscaping is the most crowded trade here, #87 of 100: 2.4 buyer sites for each of 148 local commercial landscaping contractors. Winning there takes a sharper reason to switch than a lower price.

Fire protection (-2) 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 (+7) and commercial landscaping (+5) added them.

Not ranked here: commercial flooring (2 contractors), commercial painting & coatings (3 contractors), commercial roofing (1 contractor), fire protection (3 contractors) and paving & asphalt (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 Santa Cruz 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 Santa Cruz-Watsonville. 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

UC Santa Cruz Kresge College Renovation

Under construction, completion expected during the 2026-27 academic year

A rebuild and renovation of Kresge College on the UC Santa Cruz campus that expands student beds from 395 to 993.

> The final year of a residential college project is heavy on interior finishes, mechanical and electrical closeout, and once occupied it adds a large housing complex to campus cleaning and maintenance needs.

flooring · painting · HVAC · electrical · cleaning

Lookout Santa Cruz, 2026-09-24

02

Costa Vista Student Housing

Opening fall 2027

A joint UC Santa Cruz and Cabrillo College housing project in Aptos for 240 UCSC students and 380 Cabrillo students.

> With a fall 2027 opening, the next year brings mechanical, electrical, sprinkler and finish work across 620 beds, followed by site landscaping and ongoing building services.

HVAC · electrical · fire protection · flooring · landscaping

Lookout Santa Cruz, 2026-09-24

03

Downtown Branch Library and affordable housing

Under construction; completion expected spring 2028

A mixed-use building on Cedar Street in downtown Santa Cruz combining a new library, 124 affordable housing units, a child care center and a 240-space parking garage, built in two phases.

> The first phase covers the shell, housing, child care and parking, so mechanical, electrical, sprinkler and roofing work comes through 2026, followed by library interiors and finishes before the 2028 completion.

HVAC · electrical · fire protection · roofing · flooring

Santa Cruz Sentinel, 2026-07-23

04

Highway 1 Watsonville-Santa Cruz Multimodal Corridor Program

Phase 2 finishing spring or summer 2027; Phase 3 funded

The Santa Cruz County Regional Transportation Commission's Highway 1 auxiliary lane and bus-on-shoulder program, with a third phase from State Park Drive to Freedom Boulevard that includes Segment 12 of the Coastal Rail Trail.

> The commission expects to spend $50 million on the highway project this fiscal year and $50 million next, which keeps paving, striping and roadside landscaping work moving in the county through 2028.

paving · landscaping · construction

Santa Cruz Sentinel, 2026-08-10

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 Santa Cruz-Watsonville. One relationship with a facilities team here can cover many buildings.

Health system · Santa Cruz, Santa Cruz County

Dominican Hospital

Wikipedia, citing the County's 2020-21 Comprehensive Annual Financial Report, lists Dominican Hospital among the county's five

Health system · Watsonville, Santa Cruz County

Watsonville Community Hospital

Watsonville Community Hospital says it has served the Pajaro Valley since 1895 and is more than 650 employees and over 300 physicians strong.

largest employers with 1,000-4,999 employees, the only private employer in that top group.

> An acute care hospital campus runs inpatient, emergency and outpatient buildings with HVAC, life-safety and flooring needs plus daily environmental services.

HVAC · fire protection · cleaning · flooring

Wikipedia

> A district-owned community hospital in south county needs mechanical service, life-safety upkeep, cleaning and grounds work.

HVAC · fire protection · cleaning · landscaping

Watsonville Community Hospital

Campus · Santa Cruz, Santa Cruz County

University of California, Santa Cruz

UC Santa Cruz lists an entire student body of 19,173: 17,312 undergraduate and 1,861 graduate students.

> A forested hillside campus of residential colleges, labs and classrooms, plus the Scotts Valley Center, needs roofing, HVAC, cleaning and grounds work.

roofing · HVAC · cleaning · landscaping

UC Santa Cruz

Campus · Aptos, Santa Cruz County

Cabrillo College

The City of Santa Cruz Economic Development office lists Cabrillo College at 9,706 students for 2022-2023.

> The Aptos campus and the Watsonville Center run classroom buildings, labs, parking lots and athletic fields that need cleaning, paving and grounds work.

cleaning · paving · landscaping · HVAC

City of Santa Cruz Economic Development

Public owner · Santa Cruz, Santa Cruz County

County of Santa Cruz

Wikipedia, citing the County's 2020-21 Comprehensive Annual Financial Report, ranks the County of Santa Cruz third among county employers with 1,000-4,999 employees.

> County offices, the Government Center, health clinics, parks and corporation yards need HVAC, roofing, janitorial and landscaping work.

HVAC · roofing · cleaning · landscaping

Wikipedia

Industrial park · Santa Cruz, Santa Cruz County

Harvey West district

The City of Santa Cruz calls Harvey West the industrial and commercial center of the city, located at the juncture of Highway 9 and Highway 1, home to Santa Cruz Metro and the City's Corporate Yard.

> Light industrial buildings, transit and municipal yards and big-box retail in one district need roofing, paving, lighting and sprinkler work.

roofing · paving · electrical · fire protection

City of Santa Cruz Economic Development

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, Santa Cruz-Watsonville

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		8
Commercial Cleaning & Janitorial		6
Commercial Landscaping		6
Fire Protection		5
Commercial Electrical		4
Commercial Flooring		4
Commercial Roofing		4
Paving & Asphalt		3
Commercial Construction		1
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 Santa Cruz selling calendar

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

Santa Cruz 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	1	1	1	0	0	0	1	0	0	0	0
Cooling degree days average month	0	0	1	1	7	20	49	62	61	16	0	0
Heating degree days average month	461	394	376	310	213	106	45	32	55	137	328	481
Average high (°F) average month	60	61	63	66	70	74	77	78	78	73	65	59

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 4 damaging wind reports across the metro's counties from 2015 to 2024: #98 of 100 markets for hail and #92 for wind. February, March and April carried 75% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 218 cooling degree days a year (#94 of 97 markets) and 2,937 heating degree days (#70 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 (February, March, April, May, June, July, August, September, October and November). That is when exterior painting, paving and landscaping crews are busiest, so in-season calls catch owners while they can see the work that needs doing. The contracts themselves are bid on each property's own dates, so the selling runs all year.

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 Santa Cruz, 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 Santa Cruz program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Santa Cruz – Monterey Bay territory.

1,382
Commercial Roofing

1,382
Commercial Construction

501
Commercial HVAC & Mechanical

390
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 Santa Cruz

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

The salary is the smallest part of the decision. About 550 people hold the role in the Santa Cruz-Watsonville, 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 Santa Cruz 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 552 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Santa Cruz over-indexes on**
  churches and religious organizations (1.69x the U.S. mix), hotels (1.42x the U.S. mix) and apartment and residential property managers (1.40x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Dominican Hospital, Watsonville Community Hospital, University of California, Santa Cruz and Cabrillo College.
- [ ] **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: 183 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: 138 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: 67 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.

- [ ] **UC Santa Cruz Kresge College Renovation**
  Under construction, completion expected during the 2026-27 academic year. The final year of a residential college project is heavy on interior finishes, mechanical and electrical closeout, and once occupied it adds a large housing complex to campus cleaning and maintenance needs.
- [ ] **Costa Vista Student Housing**
  Opening fall 2027. With a fall 2027 opening, the next year brings mechanical, electrical, sprinkler and finish work across 620 beds, followed by site landscaping and ongoing building services.
- [ ] **Downtown Branch Library and affordable housing**
  Under construction; completion expected spring 2028. The first phase covers the shell, housing, child care and parking, so mechanical, electrical, sprinkler and roofing work comes through 2026, followed by library interiors and finishes before the 2028 completion.
- [ ] **Highway 1 Watsonville-Santa Cruz Multimodal Corridor Program**
  Phase 2 finishing spring or summer 2027; Phase 3 funded. The commission expects to spend $50 million on the highway project this fiscal year and $50 million next, which keeps paving, striping and roadside landscaping work moving in the county through 2028.

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

  75% of the 4 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: apartment and residential property managers**

  QCEW counted 14 more apartment and residential property managers in Santa Cruz-Watsonville 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 37 more medical, dental and outpatient offices in Santa Cruz-Watsonville 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 Santa Cruz accounts your crews can reach in a day.
- [ ] 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 Dominican Hospital and Watsonville Community Hospital 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: UC Santa Cruz Kresge College Renovation.
- [ ] 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 Santa Cruz 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, Santa Cruz-Watsonville, 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 Santa Cruz - Monterey Bay 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: Walton Lighthouse at the Santa Cruz harbor, California, by Kevin Dunlap 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 Santa Cruz

Territory
Check whether your trade is open in Santa Cruz

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in San Francisco

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