Market report · Tucson, AZ

The State of Outbound Sales in Tucson, 2026

How outbound selling looks across the Tucson, AZ 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.

2,082

business sites with 20+ people across the categories trades sell to, #63 of our 100 metros

75

buyer sites per paving contractor, #5 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 Tucson

1

Biggest buyer pool

Restaurants: 704 sites

with 20 or more people, the largest buyer category in Tucson, ahead of retail stores (490).

2

Where the metro leans

Private K-12 schools: 2.07x the U.S. mix

Also over-represented: senior living and nursing (1.67x) and medical, dental and outpatient offices (1.36x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Paving & Asphalt: #5 of 94 markets

75 buyer sites with 20+ people for each of 16 local paving contractors. The most crowded is commercial cleaning & janitorial, #59 of 100.

4

Biggest reason to call

Project Blue data center campus

Under construction (began April 2026), expected to be running by 2028. One of 11 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 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 Tucson

2,082 business sites in Tucson have 20 or more people on site in the categories commercial trades sell to. That ranks #63 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 Tucson, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**704**	1,862	1.18x	+18
Retail stores	**490**	2,561	1.07x	-36
Medical, dental and outpatient offices	**302**	2,158	1.36x	-1
Manufacturing plants	**130**	592	0.91x	-16
Senior living and nursing	**96**	385	1.67x	-9
Grocery stores	**95**	265	0.73x	0
Wholesale distributors	**80**	753	0.78x	-68
Hotels	**56**	134	1.20x	-4
Private K-12 schools	**51**	87	2.07x	+1
Churches and religious organizations	**46**	365	0.42x	-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.

Tucson leans toward private K-12 schools (2.07x), senior living and nursing (1.67x) and medical, dental and outpatient offices (1.36x). 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 (0.42x) and trucking companies (0.72x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: restaurants (+18), apartment and residential property managers (+6) and hospitals (+5). New sites have no incumbent vendor yet.

The metro

Tucson, AZ: 1 county in this report's counts.

02

Chapter 02 The competition

Which trades have the most room in Tucson

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 Tucson figure is ranked against the other markets we track.

How Tucson 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	**#5 of 94**	75	16	0
Fire Protection	**#11 of 96**	69	18	0
Commercial Painting & Coatings	**#15 of 86**	85	13	+1
Commercial Landscaping	**#19 of 100**	4.7	271	+1
Commercial HVAC & Mechanical	**#31 of 100**	11	65	-1
Managed Service Providers	**#31 of 100**	3.6	296	-19
Commercial Roofing	**#33 of 89**	75	14	-1
Commercial Construction	**#43 of 100**	5.0	109	-3
Commercial Electrical	**#44 of 100**	11	80	+4
Commercial Cleaning & Janitorial	**#59 of 100**	3.5	219	-3

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 (#5), fire protection (#11) and commercial painting & coatings (#15) rank best in Tucson. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial cleaning & janitorial is the most crowded trade here, #59 of 100: 3.5 buyer sites for each of 219 local commercial cleaning companies. Winning there takes a sharper reason to switch than a lower price.

Managed service providers (-19) and commercial construction (-3) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Commercial electrical (+4) and commercial painting & coatings (+1) added them.

Not ranked here: commercial flooring (5 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 Tucson 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

11 named, sourced projects and 7 anchor owners in Tucson. 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

Project Blue data center campus

Under construction (began April 2026), expected to be running by 2028

A 10-building data center campus on 290 acres just north of the Pima County Fairgrounds in unincorporated Pima County.

> Data halls carry large electrical, cooling and fire suppression packages through 2028, and a 10-building campus adds site paving and recurring building maintenance once halls come online.

electrical · HVAC · fire protection · paving · construction

KOLD News 13, 2026-04-24

02

Luckett Road Project hyperscale data center (Marana)

Rezoning approved by Marana Town Council (January 2026)

A hyperscale data center campus on a little more than 600 acres across two parcels in Marana, proposed by a Beale Infrastructure subsidiary with power of up to 750 megawatts per site.

> If it advances to construction, a campus this size means years of electrical, mechanical and fire protection work plus large paving and site landscaping scopes; contractors should watch for site plan and permit filings in Marana.

electrical · HVAC · fire protection · paving · landscaping

AZPM News, 2026-01-09

03 · $247 million

The Catalina residence hall, University of Arizona

Under construction (broke ground July 2026), completion fall 2028

A nine-story residence hall with more than 1,300 beds and a dining hall at Speedway Boulevard and Campbell Avenue on the University of Arizona campus in Tucson.

> Student housing with a dining hall drives HVAC, electrical and fire sprinkler work now, then large flooring and painting packages near the 2028 opening and ongoing custodial demand after.

HVAC · electrical · fire protection · flooring · painting

Building Design + Construction, 2026-09-09

04 · $25+ million

Valencia Airport Center

Under construction (broke ground July 2026), completion Q2 2027

A Class A distribution building of about 163,000 square feet from Provident Industrial on 10 acres at the southwest corner of Palo Verde Road and Valencia Road near Tucson International Airport.

> Distribution shells need roofing, a concrete truck court, trailer parking and fire sprinklers during construction, then tenant fit-outs bring electrical and HVAC work after mid-2027.

roofing · paving · fire protection · electrical

Provident Industrial (PR Newswire), 2026-07-08

05

Tucson VA Medical Center facility upgrades

Underway (projects began Q1 fiscal year 2026)

Upgrades at the Southern Arizona VA Health Care System medical center in Tucson including a roof replacement, Community Living Center renovation, mechanical system upgrades, perimeter fencing and operating room upgrades.

> Federal maintenance work is packaged by trade, so roofing, mechanical and OR electrical scopes come up as separate bids, and renovated care areas need flooring and painting.

roofing · HVAC · electrical · flooring · painting

KVOA, 2026-02-27

06

Marana Water Reclamation Facility phase two expansion

Under construction (broke ground September 2026), completion expected 2028

An expansion of Marana's water reclamation facility from 1.5 million to 3 million gallons per day of average annual daily flow.

> Treatment plant expansions carry process electrical, controls and mechanical work, plus site paving and protective coatings on new structures through 2028.

electrical · HVAC · paving · painting

Tucson Spotlight, 2026-09-29

07

Hyatt Regency Tucson Convention Center

Under transformation; opening expected late 2027

A multi-million-dollar transformation of a downtown Tucson hotel near the Tucson Convention Center into a 291-room Hyatt Regency with about 22,000 square feet of meeting and event space, developed with HSL Properties; Sundt Construction is named in the announcement.

> Remaking 291 rooms, a ballroom and meeting space brings sprinkler, flooring and painting work through 2027, then convention-hotel cleaning contracts after the late 2027 opening.

construction · fire protection · flooring · painting · cleaning

Hyatt Hotels Corporation, 2026-06-30

08

Tempo by Hilton Tucson Uptown

Topped out March 2026; interior buildout underway, opening January 2027

A five-story, 144-room hotel at 7400 N. Uptown Dr. on the former Foothills Mall site, built by EBCO General Contractors as part of Bourn Companies' Uptown redevelopment.

> With the structure complete, the work now is interior: flooring, painting and fire protection finish-out through January 2027, then ongoing hotel cleaning.

construction · fire protection · flooring · painting · cleaning

Hotel News Resource, 2026-03-17

09 · 95,000 sq ft

El Rio Health Stone Health Center

Opened June 1, 2026

El Rio Health's largest center, in the former Tucson Heart Hospital at Stone Avenue and River Road, offering medical, dental and behavioral health care and a drive-thru pharmacy for 22,000 patients a year when fully staffed.

> A 95,000-square-foot clinic that just opened needs medical-grade janitorial service, and a former hospital building carries ongoing HVAC and fire protection inspection and service work.

cleaning · HVAC · fire protection

El Rio Health, 2026-05-15

10

Tucson Rehabilitation Hospital at The Bridges

Scheduled to open January 2026

A three-story, 48-bed inpatient rehabilitation hospital with two therapy gyms at The Bridges development in central Tucson, owned by Nobis Hospital Investments.

> A newly opened 48-bed hospital needs healthcare cleaning and floor care, and inpatient facilities carry recurring fire protection inspections.

cleaning · flooring · fire protection

Nobis Rehab Partners, 2025-08-26

11 · $480 million

Tucson Unified School District 2023 bond program

About 100 projects in summer 2026; more than $111 million spent so far

TUSD's voter-approved bond program across Tucson schools, including HVAC replacements at 15 schools, kitchen retrofits, water and sewer line replacements, fencing upgrades, two artificial turf fields and portable-to-permanent building conversions at Davis-Romero Elementary and Rincon/University High.

> Bond work is bid project by project, so HVAC, turf and building contractors see a steady pipeline each summer, and the permanent building conversions are new construction in design now.

HVAC · construction · landscaping

Tucson Patch, 2026-06-03

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

Health system · Tucson, Pima County

Banner - University Medical Center Tucson

The City of Tucson's FY2023 ACFR, as cited by Wikipedia, lists Banner University Medical Center Tucson with 6,272 employees.

Health system · Tucson, Pima County

Tucson Medical Center

Tucson Medical Center is licensed for 568 beds with more than 37,000 annual discharges.

> An academic medical center tied to the University of Arizona, with hospital towers, clinics and parking.

HVAC · cleaning · fire protection · electrical

Wikipedia

> A large nonprofit hospital campus in central Tucson with inpatient, outpatient and support buildings.

HVAC · cleaning · fire protection · landscaping

Wikipedia

Campus · Tucson, Pima County

University of Arizona

The University of Arizona enrolled 54,384 students in fall 2025.

> A large public campus with academic and research buildings, residence halls, athletic venues and parking structures.

HVAC · cleaning · roofing · landscaping · painting

Wikipedia

Major employer · Tucson, Pima County

RTX (Raytheon)

The City of Tucson's FY2023 ACFR, as cited by Wikipedia, lists RTX Corporation as the city's second-largest employer with 9,600 employees.

> Missile design and manufacturing plants and engineering offices in Tucson.

HVAC · electrical · fire protection · cleaning

Wikipedia

Public owner · Tucson, Pima County

Davis-Monthan Air Force Base

The City of Tucson's FY2023 ACFR, as cited by Wikipedia, lists Davis-Monthan Air Force Base with 8,580 employees.

> An Air Force base with hangars, shops, housing, offices and airfield pavement, plus the aircraft boneyard.

HVAC · roofing · paving · electrical

Wikipedia

Public owner · Tucson, Pima County

Pima County

The City of Tucson's FY2023 ACFR, as cited by Wikipedia, lists Pima County with 7,060 employees.

> County administration buildings, courts, libraries, parks and wastewater facilities.

HVAC · roofing · cleaning · landscaping

Wikipedia

Industrial park · Tucson, Pima County

UA Tech Park at Rita

UA Tech Park offers 2 million square feet of customizable space for technology companies.

> A university research park with office, lab and build-to-suit space plus a solar zone.

HVAC · cleaning · electrical · landscaping

University of Arizona Tech Parks Arizona

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, Tucson

TRADE	PROJECTS AND OWNERS
Commercial HVAC & Mechanical	14
Fire Protection	11
Commercial Electrical	10
Commercial Cleaning & Janitorial	10
Commercial Painting & Coatings	6
Commercial Landscaping	6
Paving & Asphalt	5
Commercial Roofing	5
Commercial Flooring	5
Commercial Construction	4

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

04

Chapter 04 The calendar

The Tucson selling calendar

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

Tucson 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	0	0	1	24	120	94	19	11	2	0
Cooling degree days average month	3	10	39	107	276	537	652	614	466	191	34	0
Heating degree days average month	408	312	209	89	12	0	0	0	0	26	201	432
Average high (°F) average month	66	68	75	82	90	99	100	98	95	86	74	65

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 43 hail reports of 1 inch or larger and 228 damaging wind reports across the metro's counties from 2015 to 2024: #58 of 100 markets for hail and #59 for wind. June, July and August carried 88% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 2,928 cooling degree days a year (#12 of 97 markets) and 1,690 heating degree days (#82 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 Tucson, 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 Tucson program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the Tucson-Nogales territory.

2,231
Commercial Roofing

2,231
Commercial Construction

787
Commercial HVAC & Mechanical

623
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 Tucson

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

The salary is the smallest part of the decision. About 2,110 people hold the role in the Tucson, AZ 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 Tucson 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 2,082 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category Tucson over-indexes on**
  private K-12 schools (2.07x the U.S. mix), senior living and nursing (1.67x the U.S. mix) and medical, dental and outpatient offices (1.36x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Banner - University Medical Center Tucson, Tucson Medical Center, University of Arizona and RTX (Raytheon).
- [ ] **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 Arizona 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: 704 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: 490 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.

Medical, dental and outpatient offices: 302 sites here

From our paving talk track. Patient safety and accessibility. Many practices lease, so the landlord or property manager is often the buyer.

1. **Does the practice lease the building, and if so, who manages the lot?**
   Many practices lease, so this tells you whether the landlord or property manager is the real buyer.

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. **Have patients mentioned trip hazards, potholes or trouble with accessible parking?**
   Patient safety concerns and accessibility issues drive action quickly at medical offices.
3. **Are your accessible spaces, ramps and curb cuts in good condition and up to current requirements?**
   Accessibility updates are a common, well-defined scope for paving and concrete work.

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.

- [ ] **Project Blue data center campus**

  Under construction (began April 2026), expected to be running by 2028. Data halls carry large electrical, cooling and fire suppression packages through 2028, and a 10-building campus adds site paving and recurring building maintenance once halls come online.

- [ ] **Luckett Road Project hyperscale data center (Marana)**

  Rezoning approved by Marana Town Council (January 2026). If it advances to construction, a campus this size means years of electrical, mechanical and fire protection work plus large paving and site landscaping scopes; contractors should watch for site plan and permit filings in Marana.

- [ ] **The Catalina residence hall, University of Arizona**

  Under construction (broke ground July 2026), completion fall 2028. Student housing with a dining hall drives HVAC, electrical and fire sprinkler work now, then large flooring and painting packages near the 2028 opening and ongoing custodial demand after.

- [ ] **Valencia Airport Center**

  Under construction (broke ground July 2026), completion Q2 2027. Distribution shells need roofing, a concrete truck court, trailer parking and fire sprinklers during construction, then tenant fit-outs bring electrical and HVAC work after mid-2027.

- [ ] **Tucson VA Medical Center facility upgrades**

  Underway (projects began Q1 fiscal year 2026). Federal maintenance work is packaged by trade, so roofing, mechanical and OR electrical scopes come up as separate bids, and renovated care areas need flooring and painting.

- [ ] **Marana Water Reclamation Facility phase two expansion**

  Under construction (broke ground September 2026), completion expected 2028. Treatment plant expansions carry process electrical, controls and mechanical work, plus site paving and protective coatings on new structures through 2028.

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

  88% of the 271 large-hail and damaging-wind reports NOAA logged across the metro, 2015 to 2024, fell in these months. Owners want an inspection after an event; call the ones you already know first.

- [ ] **Cooling season: 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 18 more restaurants in Tucson than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: apartment and residential property managers**

  QCEW counted 6 more apartment and residential property managers in Tucson than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 10 on your watchlist

TOOL 04

30-day action plan

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

Week 1

Draw the territory

- [ ] Map the Tucson 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 Banner - University Medical Center Tucson and Tucson Medical Center at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Arizona 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: project Blue data center campus.
- [ ] 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 Tucson 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, Tucson, AZ.
- 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 Tucson-Nogales 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 Tucson with the mountains behind, by JC Cervantes 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 Tucson

Territory
Check whether your trade is open in Tucson

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Phoenix

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