



HVAC & MECHANICAL · [MONTH YEAR]

The HVAC retirement wave is a math problem.

Not a motivation problem.

Hi [First name],

The HVAC retirement wave is real, and it's showing up in what techs cost. Hiring commercial HVAC talent right now is hard for one structural reason: the workforce is aging out faster than it's being replaced, and a job posting alone doesn't fix a labor shortage. The real fix is reaching the experienced techs and managers who already have a job and aren't looking — and building a pipeline before your next seat opens.

THE NUMBER THAT MATTERS

47%

of all placements we made in the last year were HVAC & Mechanical roles — more than any other trade we recruit for.

\$75,000

average placed salary across those roles nationally, through August 2026.

In **[metro]**, commercial HVAC service techs are running **[\$X]–[\$Y]** — **[↑/↓]** vs. last year. Offers anchored to last year's number lose at the offer stage.

THIS MONTH'S READ

How to Hire Commercial HVAC Technicians & Managers (2026)

The full breakdown of why the retirement wave is a math problem, not a motivation problem — and what to do about it before your next seat opens.

[Read the full guide →](#)

FROM THE FIELD

8 New Hires in 90 Days

Atlanta HVAC Company, Atlanta, GA — a real engagement, not an estimate. Read the exact roles, timeline, and outcome.

[Read the case study →](#)

QUICK WIN

Lead your ad with pay + "no slow-season layoffs." And when you get someone on the phone: a phone number a candidate can call or text beats a twenty-field application form every time — the best techs are working during business hours and will not fill out a form on their lunch break.

[Hiring HVAC pros? Book a call](#)

If HVAC hiring is on your plate this quarter, that's all we do. Reply to this email or grab a time above.

— Michael Carter
President, My Trade Talent

My Trade Talent · 800 Lumiere Place Blvd., Suite 300, St. Louis, MO 63102
314.886.7975 · staffing@mytradetalent.com

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