



COMMERCIAL ROOFING
· OCTOBER 2026

Your best roofing rep is not posting a resume.

They are already closing someone else's projects.

Hi {{first_name}},

The hiring bottleneck in commercial roofing usually is not the field crew, it is outside sales. Reps who can build relationships with property managers and consistently close \$500K+ projects are extremely scarce, and firms lose growth opportunities not because demand is missing but because they cannot find someone to chase it. On top of that, a workforce that skews older is retiring faster than replacements enter, tightening the pool for every role in the trade.

THE NUMBER THAT MATTERS

7%

\$57,000

average placed salary across Roofing & Solar roles nationally, through August 2026.

of all placements we made in the last year were Roofing & Solar roles, part of a real, growing share of our business.

Senior sales hires take 60-90 days to fill, and senior service technician wages are up 12-15% over the past two years. A comp range that has not been refreshed recently is very likely stale.

THIS MONTH'S READ

Top 10 Hiring Challenges in Commercial Roofing Recruiting (2026)

Why outside sales, not the field crew, is the real growth bottleneck for most roofing firms.

[Read the full guide →](#)

FROM THE FIELD

Proof, not promises

We recruit continuously for commercial roofing, so the shortlist exists before your seat opens. See real hiring wins from other trades we recruit for, and ask us about our track record in your market on a discovery call.

[See real case studies →](#)

QUICK WIN

If you are losing bids you cannot even estimate because you have no one to chase the relationship, that is a recruiting problem, not a sales-training problem. Start the search before the next opportunity walks in.

Hiring roofing pros? Book a call

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

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President, My Trade Talent

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EMAIL SETUP

SUBJECT	Your best roofing rep is not posting a resume.
PREHEADER	Why outside sales is the real growth bottleneck in commercial roofing.
SEND DATE	October 2026
AUDIENCE	Commercial Roofing contact list
APPROVER	Neil