

MASONRY &
CONCRETE · OCTOBER
2026

Almost nobody searches for this hire.

This trade runs on referrals, not job boards.

Hi {{first_name}},

The hardest part of hiring in masonry and concrete is not posting a job, it is that almost nobody searches for one. Hiring runs on referral networks and trade relationships, not open search, and the trade is not one labor pool, brickmasons, cement masons and concrete finishers, and stonemasons are three separate, comparatively small occupations.

THE NUMBER THAT MATTERS

~900

combined monthly searches hit the masonry pay-rate cluster, versus roughly 50 for "hire a mason," per SEMrush.

\$57k-\$62k

national median wages across brickmasons, cement masons, and stonemasons, per BLS via O*NET.

Restoration and tuckpointing masons are a narrower specialty inside an already-small trade, matching existing mortar, brick, and stone is a different skill than setting new material to a modern spec. Several roles in this trade have no dedicated BLS code at all.

THIS MONTH'S READ

Top 10 Hiring Challenges in Masonry & Concrete Recruiting (2026)

Why this is a referral-driven hiring market, not a search-driven one, and what that means for your next search.

[Read the full guide →](#)

FROM THE FIELD

Proof, not promises

We recruit continuously for masonry and concrete, 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 only posting jobs and waiting, you are fishing in the wrong pond for this trade. Referral networks and trade relationships are where the real candidates are.

**Hiring masonry pros? Book a
call**

If masonry 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

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EMAIL SETUP

SUBJECT	Almost nobody searches for a masonry hire. That is the problem.
PREHEADER	Why this trade runs on referrals, not job boards, and what to do about it.
SEND DATE	October 2026
AUDIENCE	Masonry & Concrete contact list
APPROVER	Neil