



PHYSICAL SECURITY ·
OCTOBER 2026

One search term covers two labor markets.

Guards and installers are not the same hire.

Hi {{first_name}},

Physical security hiring runs into a naming problem before it runs into a talent problem. "Security" search traffic is almost entirely about guard staffing, not the installers and integrators who actually wire, mount, and commission the cameras, access control, and alarm systems this trade recruits for, a comparatively small, distinct occupation projected to grow much faster than average.

THE NUMBER THAT MATTERS

~85,900

workers nationally in Security and Fire Alarm Systems Installers (SOC 49-2098), a small, fast-growing occupation.

7%+

projected growth through 2034, with roughly 9,400 openings a year, per BLS.

The hardest-to-find skill is the combination, not either half: electrical and low-voltage wiring skill plus IT-networking literacy (VLANs, PoE, credential-management software). Pay is steeply stratified, installers median around \$60,070, integration-engineer-level roles around \$78,190.

THIS MONTH'S READ

Top 10 Hiring Challenges in Physical Security Recruiting (2026)

Why "security" search traffic almost entirely misses the installers and integrators this trade actually needs.

[Read the full guide →](#)

FROM THE FIELD

2 Sales Reps Hired in 10 Days

Portland Security Company, Portland, OR, a real engagement, not an estimate. Read the exact roles, timeline, and outcome.

[Read the case study →](#)

QUICK WIN

Write your posting for the actual skill combination: electrical and low-voltage wiring plus IT-networking literacy. A posting written for "security" alone will pull the wrong applicant pool entirely.

**Hiring security installers? Book
a call**

If physical security 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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EMAIL SETUP

SUBJECT	"Security" search traffic is not finding you installers.
PREHEADER	Why guards and installers are two different labor markets entirely.
SEND DATE	October 2026
AUDIENCE	Physical Security contact list
APPROVER	Neil