

The Trades Labor Squeeze: Pay, Growth and Openings for HVAC, Plumbing, Electrical and Roofing

What federal data show about the workers home service companies depend on, and what they do not show about Atlanta

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\$63,800

2025 median pay for plumbers, the highest of the four trades

+11%

projected HVAC job growth, 2025 to 2035

72,700

projected electrician openings per year

7% to 9%

annual openings as a share of 2025 jobs (HVAC, plumbers, electricians)

BOTTOM LINE

HVAC, plumbing, electrical and roofing jobs pay \$55,000 to \$64,000 at the median and are projected to grow 5% to 11% by 2035, with most yearly openings coming from workers who leave rather than new jobs. These are national figures; Atlanta metro wage tables could not be retrieved. For trades companies, recruiting is part of marketing, and capacity can limit what extra leads are worth.

Executive Summary

Home service companies in North Atlanta compete for customers, and also for the skilled people who do the work. Federal data show four trades with solid pay, steady projected growth, and a large number of expected job openings each year. For a company that sells HVAC, plumbing, electrical or roofing work, finding and keeping technicians is a marketing question as well as a staffing one.

This brief uses Bureau of Labor Statistics (BLS) Occupational Outlook Handbook figures for 2025 pay and employment and 2025-2035 projections. Atlanta metro and Georgia wage tables could not be retrieved here, so every figure below is national. It says where that matters.

Finding 1: Median Pay Is \$55,000 to \$64,000 and Training Paths Differ

Median annual pay in May 2025 was \$63,800 for plumbers, pipefitters and steamfitters, \$63,190 for electricians, \$61,010 for HVAC mechanics and installers, and \$55,440 for roofers. The entry paths differ: plumbers and electricians typically train through apprenticeships, HVAC technicians usually need a postsecondary nondegree award plus long-term on-the-job training, and roofers need no formal credential and receive moderate-term on-the-job training.

\$55,440 to \$63,800

range of 2025 median annual pay across the four trades, from roofers (lowest) to plumbers (highest).

2025 median annual pay (national)

Plumbers, pipefitters and steamfitters		\$63,800
Electricians		\$63,190
HVAC mechanics and installers		\$61,010
Roofers		\$55,440

Source: BLS Occupational Outlook Handbook, May 2025 pay data. Bars on a \$0-70,000 scale.

Finding 2: Employment Is Projected to Grow in All Four

BLS projects HVAC employment to grow 11% from 2025 to 2035, electricians 9%, plumbers 7% and roofers 5%. Electricians are the largest group (821,000 jobs) and roofers the smallest (166,900).

+11%

projected national employment growth for HVAC mechanics and installers from 2025 to 2035, the fastest of the four trades.

Trade	Jobs (2025)	Projected growth, 2025-35	Openings per year
HVAC mechanics and installers	440,900	11%	40,600
Plumbers, pipefitters and steamfitters	510,600	7%	42,000
Electricians	821,000	9%	72,700
Roofers	166,900	5%	12,000

Finding 3: Most Openings Come From Replacing Workers, Not New Jobs

BLS projects about 40,600 openings a year for HVAC, 42,000 for plumbers, 72,700 for electricians and 12,000 for roofers. Those are well above the new jobs created by growth. Spread over ten years, projected growth adds only about 4,850 HVAC jobs a year (11% of 440,900), compared with 40,600 openings a year. That gap is the replacement of workers who retire or move to other occupations.

Projected openings per year as a share of 2025 employment

HVAC mechanics and installers		9.2%
Electricians		8.9%
Plumbers, pipefitters and steamfitters		8.2%
Roofers		7.2%

Source: BLS Occupational Outlook Handbook; shares calculated here. Bars on a 0-10% scale.

Finding 4: What the Public Data Do Not Show

BLS data are national. The retrieved pages do not give Atlanta metro or Georgia wages, current local job postings, or how many positions go unfilled. They do not show how a company's own pay compares with the market, or whether a given employer has trouble hiring. Those local figures are available in BLS Occupational Employment and Wage Statistics tables and could be added in a follow-up.

What This Means for Trades Companies and Their Marketers

- 1 Treat hiring as a marketing channel.** Openings run at 7% to 9% of current employment each year in these trades. Employers compete for workers, and a clear careers page and employer story help.
- 2 Match the pitch to the training path.** Plumbers and electricians come through apprenticeships, so highlight training. Roofing hires with on-the-job training.
- 3 Use pay data carefully.** National medians run from \$55,440 to \$63,800. Local pay should come from Atlanta metro tables or the company's own payroll, not these figures.
- 4 Think about capacity when planning ad spend.** A company that cannot staff the jobs it books may see less benefit from more leads. That is an inference, not a published finding.
- 5 Add local wage and job-posting data.** A follow-up with BLS Atlanta metro tables would make this specific to the market.

Data Table: Key Figures and Sources

Trade	2025 median pay	Entry education	On-the-job training
HVAC mechanics and installers	\$61,010	Postsecondary nondegree award	Long-term on-the-job training
Plumbers, pipefitters and steamfitters	\$63,800	High school diploma or equivalent	Apprenticeship
Electricians	\$63,190	High school diploma or equivalent	Apprenticeship
Roofers	\$55,440	No formal educational credential	Moderate-term on-the-job training

About Make It Loud Digital Marketing

Make It Loud Digital Marketing, based in Buford, Georgia, provides SEO, AI search optimization (GEO), Google Business Profile optimization, web design, Google Ads, social media marketing, podcast production and authority marketing for businesses across Metro Atlanta and North Georgia, including roofing, HVAC and plumbing companies. See makeitloud.net or call (678) 325-4007.

Methodology, Limitations & Sources

Method. All figures come from public documents reviewed in October 2026 and are reported as published. Where a figure came from a news or association summary of a primary study, it is labeled as reported.

Limitations.

- All figures are national. Atlanta metro and Georgia OEWS wage tables were not accessible from this environment.
- Openings include replacement needs; the split between growth and replacement is calculated here from the BLS figures.
- Pay is median annual wage for May 2025; employment and projections use 2025 as the base year.
- BLS growth labels such as 'much faster than average' were not used, since the all-occupation average was not retrieved.
- The data do not show vacancies, turnover or local hiring difficulty.
- Electrical, plumbing and HVAC firms hire for roles beyond these four titles.

Disclaimer. This brief offers general information only. It is not legal, financial or purchasing advice. Figures come from third-party public sources and may change; confirm current details before relying on them.

Sources

- U.S. Bureau of Labor Statistics, Occupational Outlook Handbook: Heating, Air Conditioning, and Refrigeration Mechanics and Installers.
- U.S. Bureau of Labor Statistics, Occupational Outlook Handbook: Plumbers, Pipefitters, and Steamfitters.
- U.S. Bureau of Labor Statistics, Occupational Outlook Handbook: Electricians.
- U.S. Bureau of Labor Statistics, Occupational Outlook Handbook: Roofers.