

Strength In Numbers:



How Data-Driven
Workforce Solutions
Can Transform Your
Construction Projects



An **OVERVIEW**

The Growing Demand for Skilled Trades Staffing

Skilled trades professionals—such as electricians, carpenters, plumbers, and welders—are the backbone of construction, industrial, and renewable energy sectors. These skilled craftsmen are essential to ensuring that complex projects are executed safely, efficiently, and according to precise specifications.

As the construction industry experiences a surge in new builds, infrastructure projects, and renewable energy initiatives, the need for a qualified workforce has never been greater. However, the supply of experienced tradespeople is shrinking. The aging workforce, a gap in younger workers entering the trades, and growing demand have created a competitive landscape where securing reliable skilled labor is a growing challenge.



The **PROBLEM**

General contractors, project managers, and site supervisors are under immense pressure to complete projects on time and within budget. Labor shortages in the skilled trades make this even more challenging. In an industry where delays can lead to increased costs and lost revenue, contractors are now turning to staffing agencies to provide flexible, on-demand solutions.

Whether it's for temporary, project-specific needs or long-term positions, staffing agencies help contractors ensure they have the right talent at the right time. But not all staffing agencies are created equal—choosing the right partner can mean the difference between a project's success or failure.



500k

The shortfall of 500,000 skilled trades workers across the construction, manufacturing, and industrial sectors.



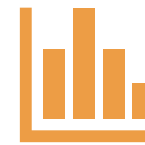
40%

The number of skilled trades workers expected to retire by 2033, leaving a significant gap in experienced workers.



75%

The number of U.S. Contractors having difficulty finding skilled workers for their projects.



\$160b

Labor shortages contribute to over \$160 billion worth of delayed construction projects each year in the U.S.



SOURCES: U.S. Bureau of Labor Statistics (BLS); Associated General Contractors of America (AGC); The Construction Industry Institute (CII); Engineering News-Record. All 2023.



Projected Labor Shortfalls

National Shortage of Skilled Labor in the U.S.

Region: West

Electricians: 40,000 electricians by 2030 in CA alone.
Welders: Renewable energy creates 20% gap by 2028.
HVAC Techs: 20,000 new needed by 2026.

Region: Midwest

Carpenters: 50,000 by 2026. Major metros hit hard.
Welders: Manufacturing drives 75,000 need by 2028.
Drywallers: 7,000 annually. High commercial demand.

Region: Northeast

Electricians: 15,000 in the next 5 years. Acute in NYC.
Plumbers: 20% availability gap by 2028.
HVAC Techs: 10,000 new needed by 2026.

Region: South

Electricians: 45,000 needed in 5 years for TX/FL boom.
Plumbers: 30% gap in plumber availability by 2030.
Carpenters: 60,000 new needed by 2026.

SOURCES: U.S. Bureau of Labor Statistics Occupational Outlook Handbook; Home Builders Institute (HBI) 2022 Report; American Welding Society (AWS); U.S. Department of Labor, CareerOne Stop; Associated General Contractors (AGC) of America 2022 Survey; National Association of Home Builders (NAHB).

Why **WORKIFY?**

Why Workify is Best Positioned to Overcome Skilled Trades Workforce Shortages

As the construction industry faces a critical shortage of skilled trades professionals, contractors are increasingly in need of a staffing partner that not only understands their specific labor challenges but has the expertise and resources to overcome them. Workify stands apart as a leader in skilled trades staffing, offering unparalleled advantages in addressing the severe labor shortages impacting the construction, industrial, and renewable energy sectors.

Specialized Recruiting Expertise

Unlike general staffing firms, Workify focuses exclusively on skilled trades, bringing decades of hands-on experience and industry-specific knowledge to the table. Our team understands the nuances of recruiting for electricians, carpenters, pipefitters, drywallers, and other trades professionals. This specialized focus allows us to target the right candidates more efficiently, even in a shrinking labor pool, ensuring that clients receive the best talent for their projects.

Data-Driven Workforce Solutions

Workify leverages the power of labor market data and real-time market research to make smarter, faster, and more strategic staffing recommendations. We analyze trends in worker availability, wage fluctuations, and geographic labor concentrations to create tailored workforce solutions that meet the precise needs of our clients. By using data to anticipate labor shortages and respond to shifts in the market, we can offer staffing solutions that minimize project delays and maximize profitability.

Streamlined Screening and Onboarding

Our rapid and rigorous screening and onboarding processes ensure that contractors receive vetted, skilled workers who are ready to hit the ground running. We go beyond basic background checks and references to assess technical skills, safety certifications, and compliance with local regulations. This ensures that every worker provided by Workify is fully prepared to contribute to project success from day one.



Why **WORKIFY?**

Flexible, Project-Specific Solutions

Workify understands that contractors need staffing solutions that are adaptable to the fluctuating demands of construction projects. Whether filling short-term gaps or providing a long-term workforce solution, we tailor our approach to fit the specific duration, scope, and skill requirements of each project. Our national reach combined with our understanding of local labor markets ensures we can deliver the right people at the right time, every time.

Proven Track Record of Results

Workify has built a reputation as a trusted partner for contractors across commercial, industrial, and renewable energy sectors. Our clients benefit from our expertise in deploying skilled labor across geographically diverse and complex projects, all while ensuring that projects are completed on time and within budget. By combining our deep industry knowledge with a commitment to excellence, Workify consistently delivers workforce solutions that help clients overcome the challenges posed by today's labor shortages.



100 Years

Total Workify skilled
trades staffing and
workforce management
experience.

“In a time when the construction industry is struggling to find qualified tradespeople, Workify’s deep experience, data-driven insights, and commitment to efficiency make us the ideal partner for contractors. We don’t just provide workers; we offer strategic workforce solutions that keep projects moving forward and drive profitability for our clients.”



Data-Driven **Workforce Planning**

Data-driven workforce planning is a strategic approach that uses real-time labor market data, predictive analytics, and workforce insights to forecast and optimize staffing needs. This approach enables companies, especially in industries like construction, to make informed decisions about hiring, workforce allocation, and project timelines. Instead of relying on guesswork or traditional staffing models, data-driven workforce planning allows organizations to anticipate labor shortages, manage costs more effectively, and ensure they have the right talent in the right place at the right time.

Key Components of Data-Driven Workforce Planning:

- **Labor Market Analytics:** Analyzing the availability of skilled workers across different geographic regions.
- **Wage and Rate Trends:** Understanding wage fluctuations to predict labor costs.
- **Demand Forecasting:** Using historical data and current project trends to anticipate workforce demand.
- **Skills Gap Analysis:** Identifying where the biggest shortfalls in talent may occur, based on the project's specific requirements.



Data-Driven **Workforce Planning**

How Construction Managers Can Utilize Data-Driven Workforce Planning:

Accurate Staffing Forecasts

A construction manager can use labor market data to forecast staffing needs throughout the various phases of a project. For example, if the data shows that there will be a shortage of electricians in the region during the timeframe of a project, the manager can work with a staffing agency to recruit talent from other areas well in advance, ensuring that the project won't be delayed due to labor shortages.

Budget Optimization

With insights into wage and labor rate trends, the construction manager can plan for potential cost fluctuations. For instance, if data shows a spike in rates for specialized workers such as welders, the manager may adjust the project budget or explore alternative staffing solutions to mitigate those rising costs. This ensures the project stays within financial parameters without sacrificing quality.

Enhanced Project Timelines

Data-driven workforce planning enables managers to align their staffing levels with the critical milestones of their projects. By knowing when certain skilled tradespeople (like carpenters or pipefitters) are likely to be in short supply, the manager can proactively schedule phases of the project that require those skills, avoiding downtime or bottlenecks caused by an insufficient workforce.



Data-Driven **Workforce Planning**

Better Risk Management

Workforce data can help identify potential risks that could disrupt the project. For example, if there is a known shortage of local talent for a large solar installation project, the manager can plan for remote workers or build in contingencies for delays due to sourcing labor from further afield. By anticipating workforce issues, the construction manager is better equipped to mitigate risks and keep the project on track.

Flexibility in Workforce Deployment

Using workforce analytics, a construction manager can also better understand the availability of part-time, temporary, or project-based workers, allowing them to scale their workforce up or down based on real-time project demands. For instance, if an unexpected challenge arises that requires additional drywallers, data-driven insights can quickly identify the fastest and most cost-effective way to source and onboard these workers.



“In short, data-driven workforce planning empowers construction managers to make better-informed decisions that improve the efficiency, cost-effectiveness, and success of their projects. By leveraging insights from labor market data, construction managers can optimize their workforce management strategy, ensuring that the right skills are always available at the right time, which minimizes delays and maximizes profitability.”



Data-Driven **Workforce Planning**

Improved **Efficiency**



20%

With effective workforce management, labor inefficiencies can reduce project costs by up to 20%.

Source: Construction Industry Institute (CII), "Maximizing Productivity of Craft Workers: A Case Study of the Effects of Workforce Planning" (2019)

Reduced **Rework**



30%

Proper workforce training, skill matching, and task delegation reduces errors and minimizes costly rework by up to 30%.

Source: McKinsey & Company, "The Next Normal in Construction: How Disruption is Reshaping the World's Largest Ecosystem" (2020)

Increased **Completion**



25%

Optimized Workforce deployment can increase project completion rates by 25%.

Source: Dodge Data & Analytics, "Managing Risk in the Construction Industry: Improving Productivity through Workforce Optimization" (2021)



Solving the **Shrinking Pool:**

How Workify stands
apart in addressing the
severe labor shortages
impacting construction



Solving the **Shrinking Pool**

Challenges of the Labor Shortage

The labor shortages affecting electricians, plumbers, HVAC technicians, and other key trades pose a significant challenge for the U.S. construction industry. As demand for these skilled trades continues to grow—especially in booming regions—the gap between supply and demand threatens to slow down critical infrastructure, housing, and energy projects. For contractors and project managers, this means facing increased costs, extended timelines, and the need for strategic labor management solutions to overcome these shortages.

Regional Pressure

Booming Areas

Regions like Arizona, Texas, and Florida are experiencing significant construction booms, particularly in renewable energy projects, leading to fierce competition for skilled electricians. Particularly in states such as Arizona and Nevada, where urban sprawl and new construction have accelerated, there is high demand for plumbers and HVAC Technicians. The housing boom exacerbates shortages, and some areas may even see shortages that limit water infrastructure work and delay developments.

Renewable Energy Push

The demand for electricians has increased further with the proliferation of solar and wind energy projects, as well as the growing installation of electric vehicle charging stations. This creates strain on the limited pool of electricians capable of handling these specialized tasks.



Understanding **Regional Markets**

At Workify, we deeply understand specific labor dynamics across various U.S. states and regions. Our local market expertise ensures that construction contractors have access to qualified, local workers near their project sites, reducing costs, minimizing delays, and improving project outcomes.

Understanding Local Workforce Supply

Workify maintains a comprehensive database of skilled trades professionals across multiple regions. This allows us to understand which areas have a surplus of certain trades, such as electricians, carpenters, or plumbers, and which regions may have a shortage.

Navigating Local Regulatory Requirements

Every state and region has its own licensing, certification, and compliance standards for skilled trades. Workify is well-versed in the local regulations, ensuring that every worker we place is properly credentialed to work in that region.

Geography-Specific Wage and Labor Trends

Certain regions of the U.S. experience economic booms tied to specific industries, such as oil and gas in Texas or tech-driven construction in the Pacific Northwest. Workify monitors these local economic factors to anticipate changes in workforce availability and labor demands.

Local Economic and Industry Drivers

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Understanding **Regional Markets**

Geography-Specific Wage and Labor Trends

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Minimizing Relocation and Travel Costs

By understanding where skilled labor is available locally, Workify can reduce or eliminate the need for costly relocation and travel expenses for contractors. This means faster placement of qualified workers who are already near the project site, leading to smoother project implementation.

Leveraging Local Talent Networks

Workify has developed **strong relationships** with local talent pools, trade schools, and apprenticeship programs across the country. These networks enable us to tap into **trusted local talent** for both short-term and long-term construction projects.



*Workify's **deep regional market knowledge** gives contractors a unique advantage by ensuring they always have access to qualified workers near their project sites. Whether it's understanding the intricacies of local wage rates, navigating regulations, or leveraging local talent networks, our ability to source talent with precision ensures that projects are completed on time and within budget.*



Building Talent Pipelines

Ensuring Continual Access to Qualified Workers

Workify has developed a highly effective strategy for building and maintaining robust talent pipelines to ensure contractors have quick access to qualified workers, even during periods of peak demand.

- **Proactive Recruitment**
 - Continuous engagement campaigns
 - Job boards and specialized platform
 - Active outreach to trade schools
 - Direct candidate engagement
- **Database of Pre-Screened Talent**
 - Maintaining a ready workforce
 - Advanced screening
- **Real-Time Talent Availability Tracking**
 - Digital Talent Management Platform
 - Geographic Proximity Matching
- **Scalability During Peak Demand**
 - Nationwide network of skilled workers
 - On-demand deployment
- **Specialized Talent Pools for Key Trades**
 - Segmented categories
 - Specialty workers for niche projects
- **Flexible Workforce Solutions**
 - Short and long-term contracts
 - Seasonal workforce strategies
- **Retention of High-Performing Workers**
 - Loyalty programs and competitive pay
 - Ongoing training and certification support
- **Rapid Mobilization**
 - Emergency staffing response
 - Cross training for multiple roles



“Through continuous engagement, advanced technology, nationwide network, and specialized talent pools, Workify can meet the needs of contractors swiftly and efficiently, providing a crucial competitive advantage in the face of labor shortages.”



Scalable **Recruiting**

Workify has developed a flexible, scalable recruiting infrastructure designed to efficiently staff projects of all sizes, while maintaining both quality and speed. Our approach combines advanced technology, a data-driven recruitment process, and a highly specialized team of recruiters to handle the complex staffing needs of construction projects, both locally and nationally.

- **Advanced Applicant Tracking Systems (ATS)**
 - Technology-Driven Efficiency
 - Streamlined Candidate Processing
- **Data-Driven Talent Sourcing**
 - Labor Market Analytics
 - Customized National Campaigns
- **Regional & National Talent Networks**
 - Extensive Candidate Pools
 - Localized Recruiting Teams
- **Flexible Recruitment Teams**
 - Dedicated National Project Teams
 - Project-Specific Recruiting
- **Pre-Screening and Remote Onboarding**
 - Rigorous Pre-Screening Process
 - Remote Onboarding Systems
- **Quality Control & Retention Programs**
 - Ongoing Quality Assessments
 - Worker Retention Programs
- **Partnerships with Trade Groups & Associations**
 - Talent Pipeline Development
 - Merit shop cooperation
- **Rapid Deployment Teams**
 - Ready-to-Mobilize Talent
 - Cross-Regional Flexibility
- **On-Site Support and Coordination**
 - Project-Specific Support
 - Real-Time Communication Platforms
- **Scalable Recruitment Models**
 - Modular Recruiting
 - Customized Hiring Strategies



*“By leveraging advanced technology, a data-driven approach, and localized expertise, Workify can quickly **mobilize high-quality workers** to meet the most demanding staffing requirements.”*



Rapid Response **Screening**

Workify's rapid screening and onboarding processes are designed to efficiently deliver qualified, skilled workers to job sites while maintaining high standards of quality. These processes are fine-tuned to meet the demanding timelines of construction projects, ensuring that workers are vetted, prepared, and ready to contribute from day one.

- **Pre-Screening & Automated Application**
 - Job matching algorithms
 - Preliminary assessments
 - Digital document upload
- **Thorough Candidate Vetting**
 - Background checks
 - Skill & credential verification
- **Customizable Onboarding**
 - Pre-assignment training
 - Site-specific briefings
- **Digital Document Management**
 - Mobile access to credentials
 - Workforce readiness reports
- **Quick Turnaround Time**
 - Fast deployment
 - On-demand workforce
- **Post-Placement Support**
 - Ongoing check-ins
 - Rapid reassignment



“A rapid screening and onboarding processes must be optimized to deliver speed without sacrificing quality. By leveraging digital tools for pre-screening, credential management, and pre-assignment training, Workify ensures that workers are vetted, qualified, and fully prepared to contribute from day one.”



Compliance & Risk Mitigation

Regulatory Expertise

It's vital to have a staffing partner with a deep and up-to-date understanding of complex construction labor laws and compliance requirements that vary across states and regions. This ensures every worker provided complies with relevant employment standards, such as wage regulations, overtime laws, and workplace safety requirements.



Example: In regions with strict licensing requirements for, Workify ensures that all assigned workers have the necessary credentials, such as state-issued licenses or certifications (e.g., NCCER, OSHA).

Risk Management

Workify significantly reduces the risk contractors face by ensuring that every worker placed on-site has passed rigorous screening processes that verify safety compliance, relevant certifications, and training specific to the job. This proactive approach minimizes the potential for accidents, injuries, and work disruptions due to unqualified or underprepared workers.



Example: On a solar energy project requiring workers to have OSHA 30 certification, Workify ensures that only candidates with up-to-date safety training are deployed, reducing the likelihood of on-site accidents.

Insurance and Liability

Workify provides liability protections that mitigate risks associated with worker-related issues, such as accidents, injuries, or performance problems. Workify's workers are covered by comprehensive insurance policies, which protect contractors from potential claims arising from workplace incidents.



Example: In a high-risk construction environment, such as industrial projects involving heavy machinery, Workify's insurance coverage protects contractors from any liability should a worker be injured on-site, offering a crucial safety net for both contractors and workers.



In Summary

- 1.** *Workify stands apart from traditional staffing firms by delivering a truly data-driven workforce management approach paired with cutting-edge, technology-enabled recruiting, screening, and onboarding capabilities.*
- 2.** *As a trusted partner to contractors, Workify utilizes labor market data and insights to inform workforce planning, helping clients forecast labor needs and mitigate staffing challenges during high-demand periods. This proactive, data-centric approach allows for strategic planning and ensures that qualified workers are readily available to keep projects on schedule.*
- 3.** *Workify's technology-driven recruiting systems streamline the talent acquisition process, enabling the firm to serve local staffing needs or scale quickly for large national projects without sacrificing quality or speed. Our advanced screening and onboarding processes, supported by digital platforms, ensure that every worker is pre-qualified, compliant with industry standards, and job-ready, minimizing delays on the job site. Workify's capabilities extend across all segments, ensuring contractors have the skilled labor they need, when and where they need it.*
- 4.** *By integrating market intelligence with a seamless hiring process, Workify delivers a competitive edge to its clients, allowing them to navigate the complexities of today's labor shortages with confidence and precision. Whether managing local staffing demands or scaling for multi-site projects, Workify's innovative approach positions it as a vital partner in driving successful outcomes for contractors across the U.S.*



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