

Counslr Expands Across Construction Sector with New Partnerships to Address Industry Mental Health Challenges

Text-based support to help address some of the highest rates of anxiety, depression, and suicide across all professions

NEW YORK, NY, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- [Counslr](#), a leading B2B

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Josh Liss, Counslr CEO

mental health and wellness platform, announced today new partnerships with leading organizations in the construction sector, including JRM Construction Management, headquartered in New York City; and Reno-based United Construction. The partnerships provide live, on-demand, confidential mental health support for employees working in an industry where long hours, high-pressure environments, physically demanding work, and stigma surrounding mental health often prevent individuals from seeking help.

The need for accessible mental health support in the

construction industry has never been greater. In a [recent industry survey](#), nearly two-thirds (64%) of U.S. construction workers report experiencing anxiety or depression within the past year, yet nearly half (45%) say they would feel ashamed discussing mental health, addiction, or suicidal thoughts with their coworkers. The consequences are profound: according to the Centers for Disease Control and Prevention (CDC, 2021), the construction industry had the second-highest suicide rate among all occupations.

“Professionals across the construction and commercial real estate industry frequently navigate intense deadlines, financial pressures, and constantly changing project conditions. Despite these realities, many employees are reluctant or unable to access traditional mental health services due to unpredictable schedules, jobsite environments, or concerns about privacy and stigma,” Daniel Katcher, Executive Managing Director at Newmark, a leading commercial real estate advisor company, and Counslr Board Member.

The effectiveness of Counslr’s accessible text-based, on-demand approach was demonstrated in a [JMIR Formative Research study](#), “Evaluating User Engagement with a Real-Time, Text-Based

Digital Mental Health Support App: Cross Sectional, Retrospective Study," which found that the majority of users chose on-demand sessions, underscoring the value of immediate, in-the-moment support. Indeed, more than 80% of sessions occurred between 7:00 p.m. and 5:00 a.m., times when traditional mental health services are often unavailable.

"At Counslr, our mission is to remove the barriers that prevent people from prioritizing their mental well-being by providing immediate, human support through text," said Josh Liss, CEO of Counslr. "Construction and real estate professionals often spend their days on jobsites, in the field, or moving between locations, not sitting behind a desk. They deserve mental health support that works the same way they do: accessible, immediate, and available whenever they need it." Adding that, "We've found that nearly 90% of our users had never previously engaged with mental health services, demonstrating our platform's ability to reach people who have historically gone without support. We're proud to partner with organizations like JRM Construction Management and United Construction that recognize investing in employee well-being is essential to building resilient teams, stronger organizations, and healthier communities."

ABOUT COUNSLR

Counslr is a text-based mental health support application that provides unlimited access to robust wellness resources and live texting sessions with licensed professionals, 24/7/365. Users can access support on-demand within two minutes of opening the app, or by scheduled appointment. Through real-time texting, users enjoy one-on-one, private communication with a licensed counselor that can be conducted anytime, anywhere. Counslr was designed to help individuals deal with life's day-to-day issues, empowering individuals to address concerns while they are "small" to help ensure that they stay "small." Counslr partners with organizations of all shapes and sizes—including employers, schools, unions, nonprofits, military organizations, and community groups—so their people can access mental health support at no direct cost.

For more information, visit www.counslr.com.

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