

## MARKET REORGANIZATION LEADS TO PROFOUND GROWTH

**ABOUT KARINS ENGINEERING GROUP, INC.** Karins Engineering Group, Inc. is a Sarasota-based structural engineering consulting firm with approximately 55 employees offering structural engineering design, existing buildings consulting and forensic engineering services to private and public sector clients from six offices throughout Florida.

**THE CHALLENGE.** The firm had a growth challenge in the South Florida market as the Ft. Lauderdale office was undergoing a leadership change. As it was planning for the growth of the office given the talents of the employees in the office, the firm needed to understand the potential client base better.

**MEP CENTER'S ROLE.** In partnership with FloridaMakes, part of the MEP National Network™, the research and resources provided by GrowFL helped the firm find success in the market. The research team helped identify the location, magnitude and quality of the target markets so that the firm could focus its efforts on the potential clients that would be the best fit for its services. GrowFL helped the firm “cast its net where the fish are.” Consequently the office has been among the fastest growing of the company.

**"GrowFL has been an invaluable component of my experience as a business leader. The relationships I've developed with other CEOs, our shared experiences, and the accountability to one another has contributed significantly to the success of my company."**

-David Karins, President

## RESULTS



**\$500,000** increased/retained sales



Helped create or retain **42** jobs



Cost savings of **\$150,000**

## CONTACT US



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