

## For Immediate Release

### **AS RESIDENTIAL MARKET COOLS, A/E AND ENVIRONMENTAL FIRMS SHIFT ON THE FLY**

**Newton, MA – March 27, 2006** – Residential development continues to take its lumps, but corporate development is picking up the slack for many A/E and environmental firms, according to Morrissey Goodale LLC, a management consulting firm to the design and environmental industry. “Residential developers are scaling back all over the country, says Mark Goodale, a principal with the firm. “But nimble A/E and environmental firms have been ahead of the curve. They are adapting their business development strategies and operations to capitalize on the up-tick in the corporate and commercial sectors.”

Goodale says layoffs in the residential development arena are occurring even in the fastest growing states in the country such as Florida. But proactive design and environmental firm leaders are making savvy adjustments on the fly— and these mid-course corrections have served to offset potentially significant dips in revenue. “The smart firms continue to move with their clients to meet current demands— it’s one of the reasons why so many of them have been able to follow up on a record-setting 2006 with a strong first quarter in 07, despite the faltering residential market.”

Goodale sees the potential for A/E and environmental firms to have continued success throughout 2007 and into 2008, but it won’t come easy. “With the ongoing staffing crisis in the industry coupled with shrinking municipal budgets on the public side, design and environmental firms are going to have to work harder and smarter to create a platform for sustainable growth and profitability through 2007 and beyond. That means, for example, getting everyone in the firm to become a recruiter, investing heavily in training, improving communication and coordination within project teams, keeping up with the latest technology, and hyper-focusing marketing and business development resources on discernable target markets— in other words, focusing on running a good business.”

#### **About Morrissey Goodale LLC**

Morrissey Goodale LLC is a leading management consulting firm to the Architecture Engineering and Construction (AEC) industry. Headquarters are located at Riverside Center 275 Grove Street, Suite 2-400, Newton MA, 02466. The company can be reached at 508-650-0040 or on the web at [www.morrisseygoodale.com](http://www.morrisseygoodale.com)

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