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Atwell Finances Acquisition of Cross Surveying

Natick, MA (November 17, 2022) – Atwell, a national consulting, engineering, and construction services firm, provided the financing to a private investment group that has acquired Cross Surveying, a land surveying firm based in Florida. Atwell will work with Cross Surveying on expansion opportunities and all Florida surveying operations.

This acquisition will immediately enhance the depth and breadth of Atwell's surveying capabilities within the Real Estate and Land Development and Power and Energy teams in the Southeast region, especially in Florida and Georgia.

"Atwell and Cross Surveying share the same client-focused model for service excellence," said Ron Waldrop, Vice President of Real Estate and Land Development for the US Southeast at Atwell. "We've worked with Cross Surveying for several years and are collaborating on several projects currently. Cross Surveying complements our current suite of services and helps fill important geographic gaps."

Cross Surveying originated in 1989 when owner and founder Robert Cross formed Bob Cross Professional Land Surveying. In 1995, Cross purchased Global Surveying and expanded into seven locations across Florida.

"Teaming with Atwell allows us to unlock added value for our clients by tapping into a broader range of services backed by regional and national expertise," said Cross. "We look forward to supporting Atwell's growth in Florida and the Southeast Region."

Morrissey Goodale, a specialized management consulting and research firm exclusively serving the architecture, engineering, and environmental consulting industries, initiated the transaction and advised Atwell.



About Morrissey Goodale:

Morrissey Goodale has helped hundreds of clients transform and grow their architecture, engineering, and environmental consulting companies into high-level performers through strategic business planning, mergers and acquisition advisory, valuation and ownership transition, market research, marketing and business development, leadership training and development, Lean Operation Strategies, organizational development and management, virtual reality solutions, and executive search. Morrissey Goodale's team of M&A consultants assist throughout the M&A process, from preparing firms for a transaction to a successful integration.

Morrissey Goodale's extensive network of relationships with AE industry decision-makers around the globe uniquely qualifies the firm to identify the right buyers or sellers and guide AE firms through the complex merger or acquisition process, from conception to close.

