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The HFW Companies Invested in INVISION

Natick, MA (January 24, 2023) – The HFW Companies, a fast-growing professional services firm with a national focus on the architecture and engineering (AE) industry, invested in INVISION, an Iowa-based planning, architecture, and interior design firm that has been serving the Midwest for more than a century.

INVISION represents HFW's fifth strategic partnership in the past year as HFW forges ahead with its plan to develop a network of growth-oriented AE firms that share best practices, economies of scale, and unique areas of expertise, according to Michael Hein, AIA, PMP, chief executive officer of St. Louis-based HFW.

"We're greatly impressed with the legacy of INVISION and its leadership, as well as its architectural and interior design talent in the education, health and wellness, cultural, and other sectors," said Hein of HFW's new strategic partner. "We look forward to working with them to accelerate their growth in the Midwest and leverage the expertise of our other strategic growth partners to achieve their own vision."

HFW's business model is designed to retain and leverage each partnering firm's own brand identity, loyal employee base, and the allegiance of its project partners to build a nationwide "house of brands" network of AE member firms.

For INVISION, a design firm founded in 1914 that employs close to 75 professionals from offices in Des Moines and Waterloo, Iowa, this new partnership will support a growth trajectory that is expected to lead to greater opportunities for its staff and resources for our clients according to Brad Leeper, AIA, a partner with INVISION.

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



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.

