

THE GREATER FORT LAUDERDALE ALLIANCE'S

# 2025 BROWARD COUNTY LEADERSHIP SURVEY



## What we're seeing right now

Despite economic and hiring concerns, leaders continue to invest in people and express strong support for Broward County.

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## METHODOLOGY

The Greater Fort Lauderdale Alliance partnered with Kaufman Rossin to administer and analyze its 2025 Broward County Leadership Survey.

This survey provides insight into the community of Broward businesses, identifying trends and common concerns. Surveys were distributed to 7,634 individuals sourced from the Alliance and Kaufman Rossin's proprietary databases. The recipients were identified as Broward business owners, CEOs, or other decision makers for Broward operations. A total of 184 responded.

While we make several comparisons in this report to prior years' data, it's important to note that while the list of leaders invited to respond remains similar, all specific respondents are not the same from year to year.

## EXECUTIVE SUMMARY

**The Greater Fort Lauderdale Alliance's 2025 Broward County Leadership Survey received a strong response from local business leaders. 63% of respondents were CEOs, presidents, or business owners.**



- 1. Businesses are investing more in their people,** with nearly half of respondents planning to increase staff this year. Demand is highest for professional and administrative roles.



- 2. There's a slight shift away from fully on-site work,** while hybrid employees are now expected to make up 25% of the workforce.



- 3. Talent recruitment and economic concerns** such as inflation and cost/availability of employee housing are the top issues for businesses. More than a third of respondents called Broward "unaffordable."

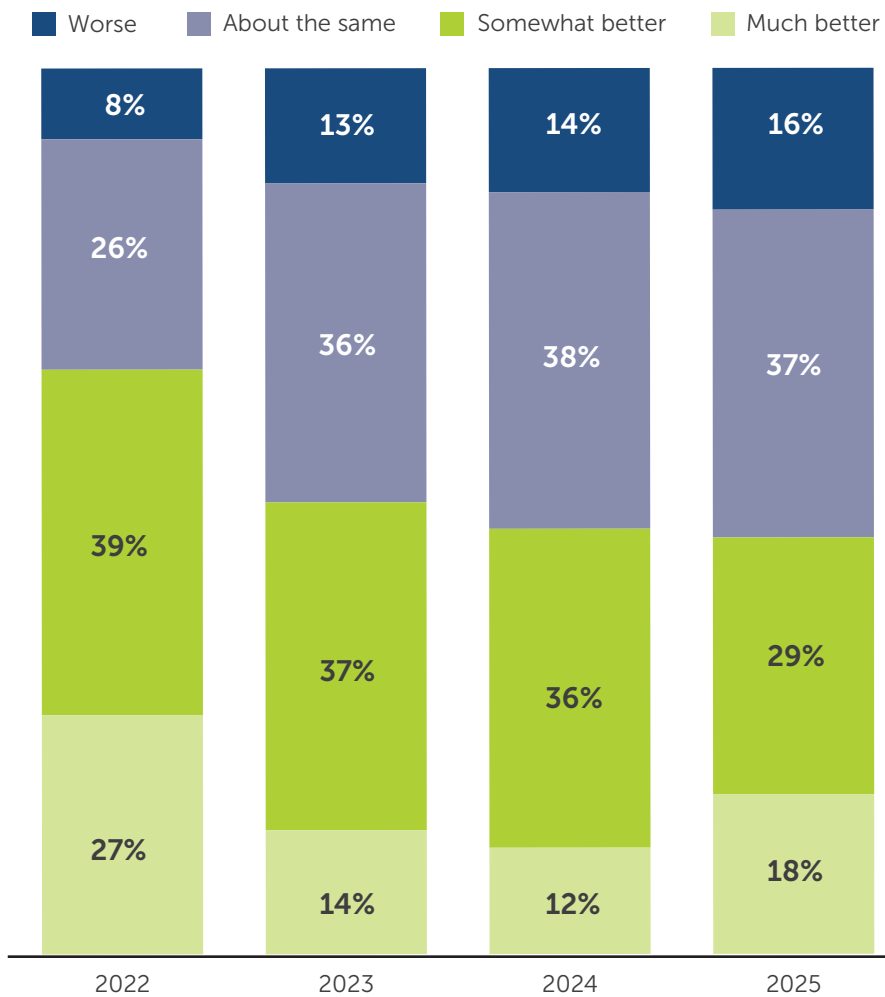
Respondents continue to express strong alignment with the values of the Broward business community, praising its inclusive, dynamic and supportive environment.



## How are Broward's leaders responding to economic conditions?

**Business leaders remain cautiously optimistic. Despite concerns about talent recruitment, inflation and affordable housing, nearly half of respondents believe their business is better or much better than last year.**

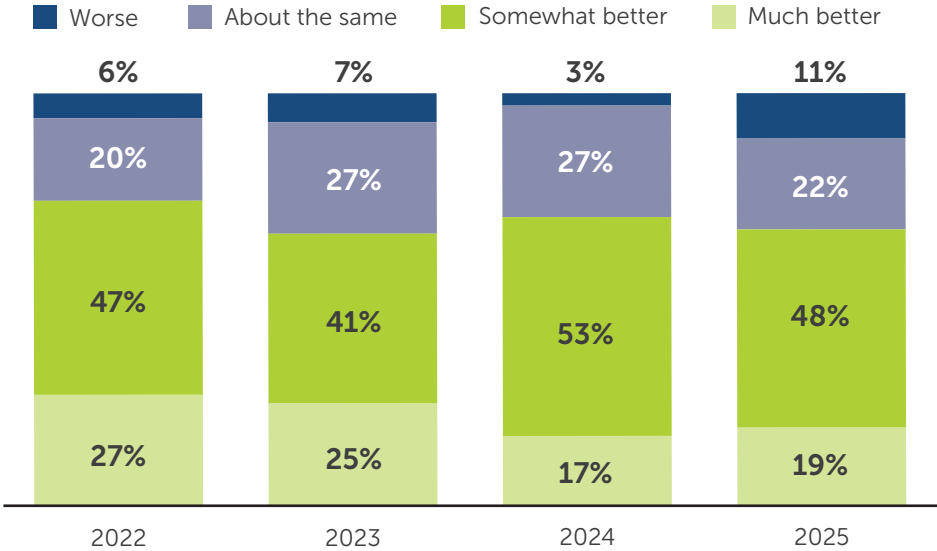
How is the health of your business today, compared to a year ago?



Though 70% of last year's respondents predicted a better year in 2025, the actual results fell short of their expectations, with just 47% saying business is better or much better.

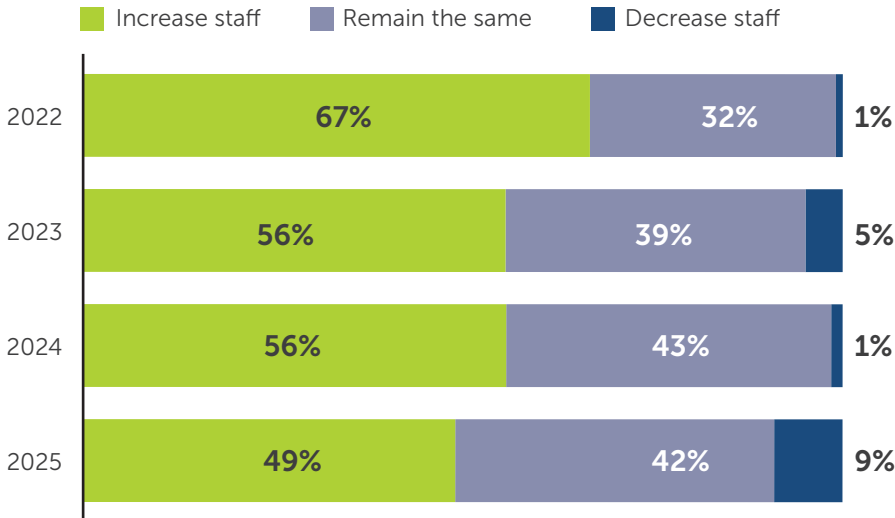
67% of respondents expect the health of their business to be somewhat or much better in 2026. Meanwhile, the share of those anticipating a decline rose from 3% in 2024 to 11% in 2025.

**Looking ahead, how healthy do you think your business will be in one year compared to today?**



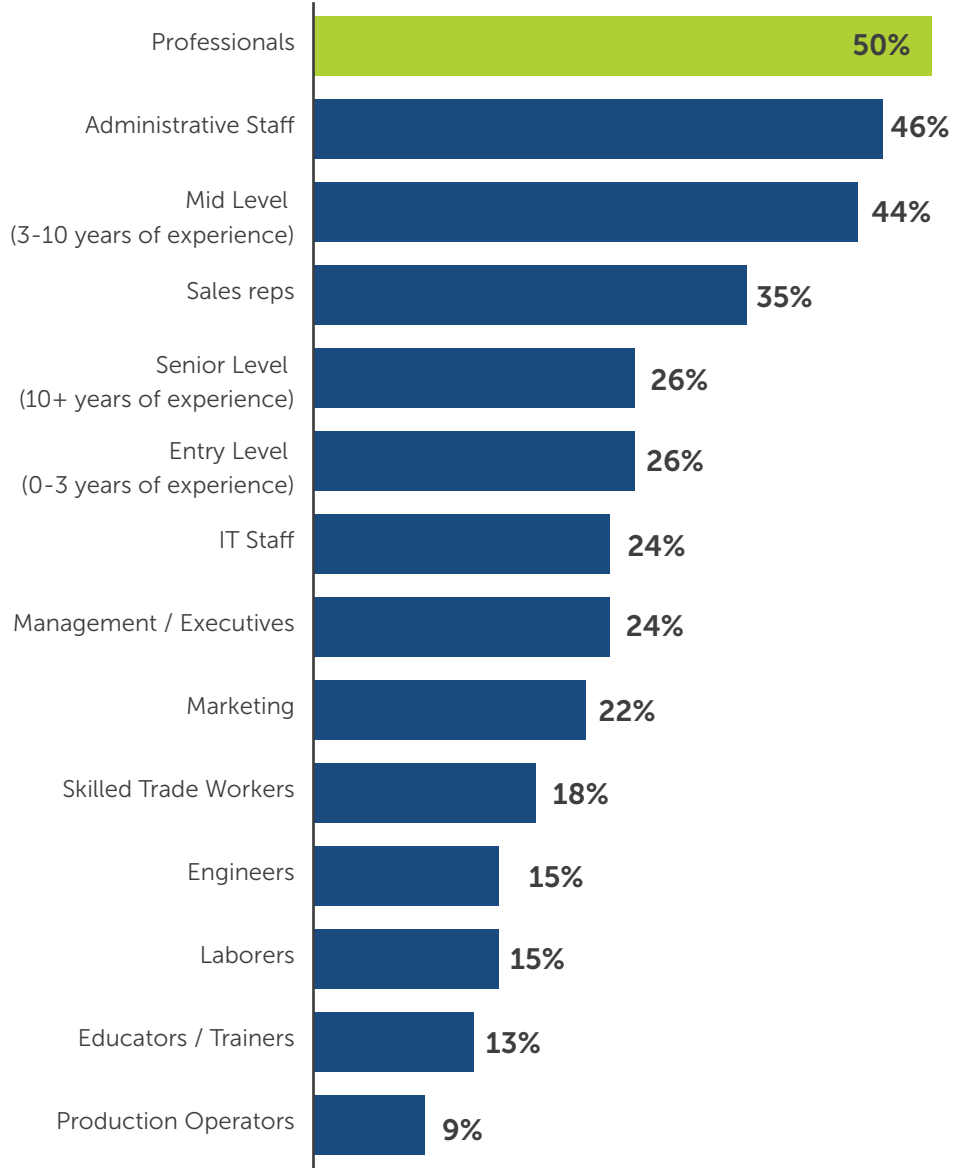
49% of respondents plan to increase staff in 2025, down from 56% in 2024. Meanwhile, those expecting staff reductions increased from 1% to 9%.

**During 2024, do you expect your company to:**



# Professionals and administrative staff remain the most sought-after employees in 2025.

What type of employees will you need?

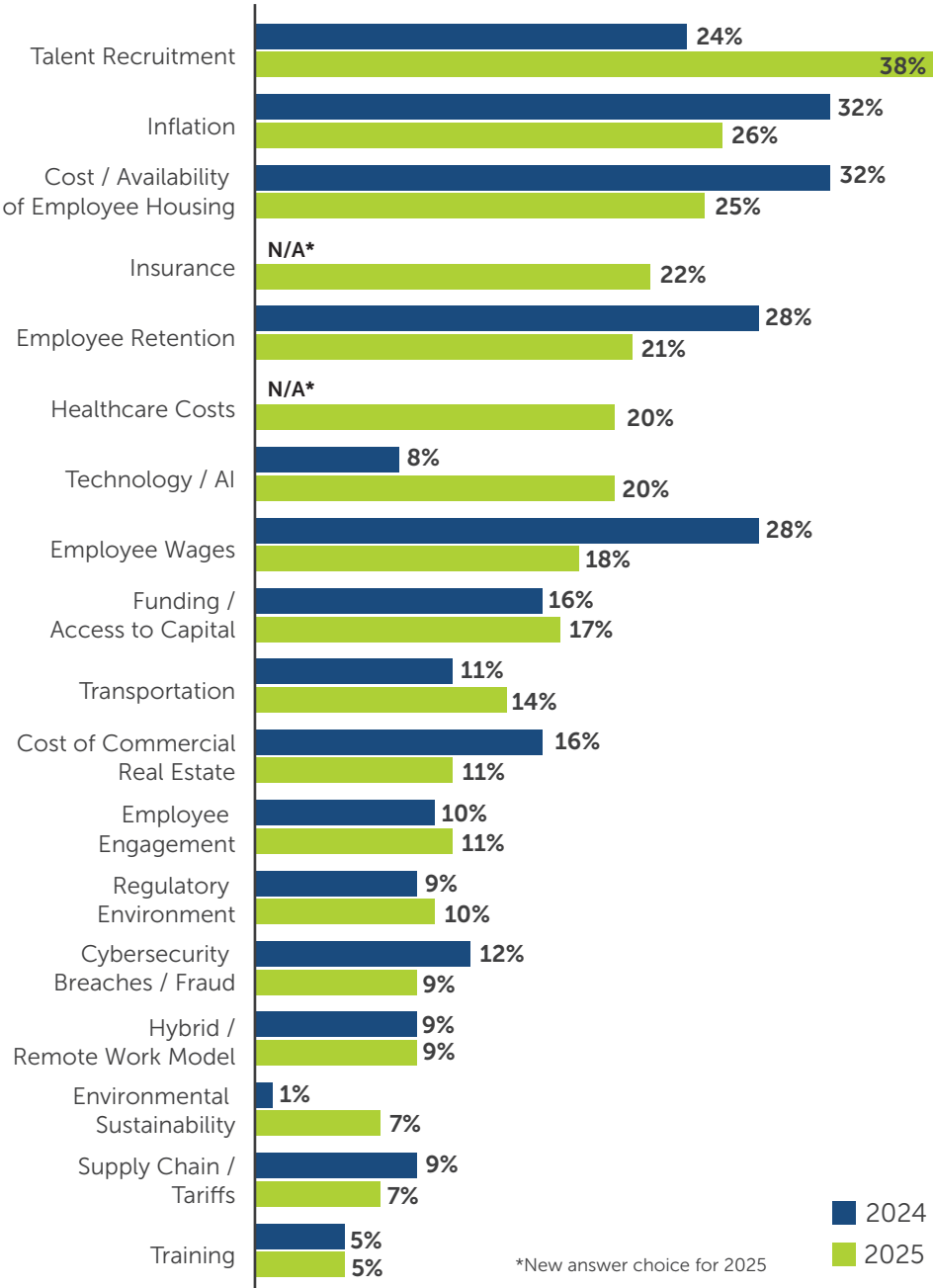


“IT Staff” responses rose from 18% in 2024 to 24% in 2025. Mid-level employees are in highest demand, outpacing both entry-level and senior-level needs.



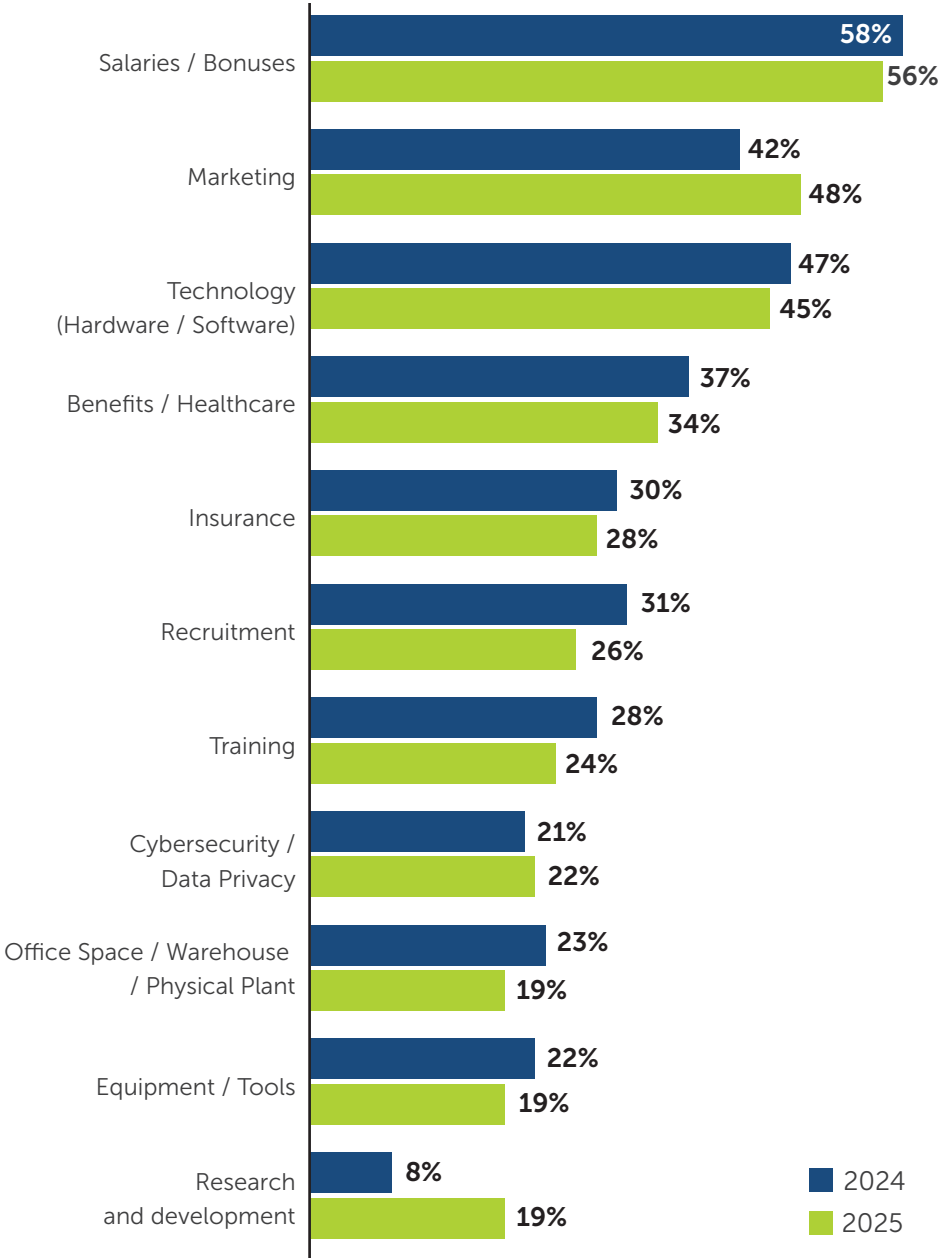
“Talent Recruitment” saw a significant jump from 24% in 2024 to 38% in 2025, making it the top issue for Broward County leaders this year. “Inflation” and “Cost / Availability of Employee Housing” ranked second and third, respectively.

**Top issues in 2024 vs. 2025**



# Where do business leaders plan to invest?

Consistent with 2024, "Salaries / Bonuses," "Marketing," and "Technology" were the top three answer choices. "Marketing" received a 48% response this year compared to 42% in 2024.

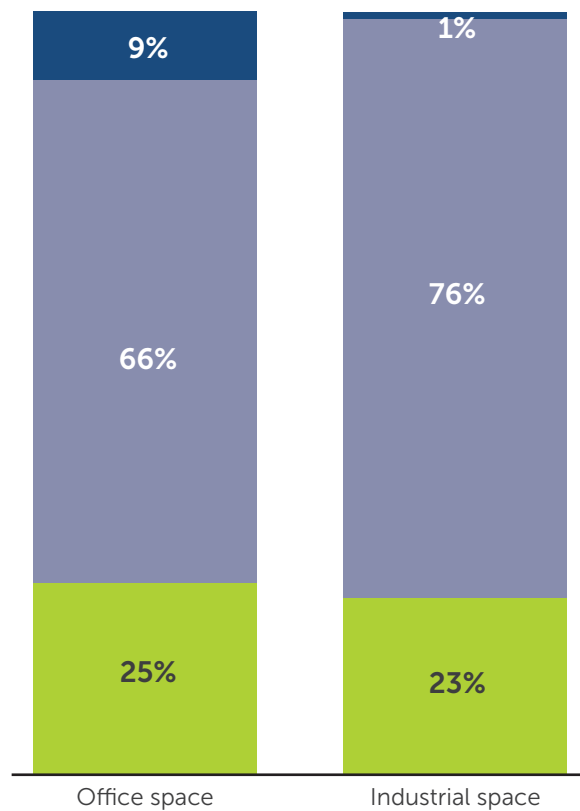




## Commercial real estate needs are stable.

In the next 12 months do you expect your real estate needs in Broward County to increase, decrease or remain the same?

■ Decrease   ■ Remain the same   ■ Increase



The majority of respondents anticipate no change in their real estate needs for both office and industrial space.



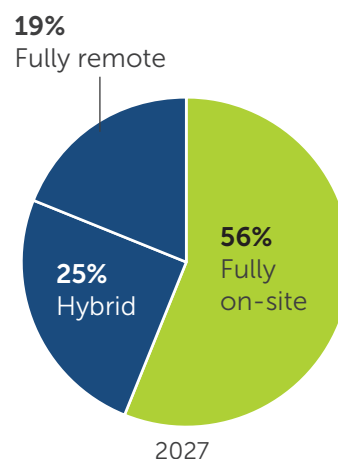
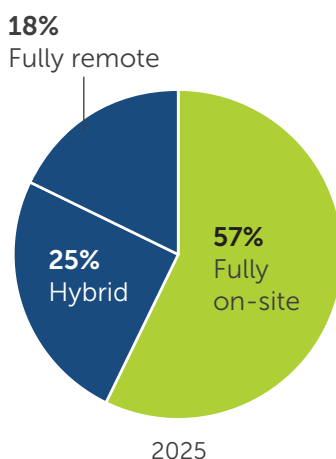
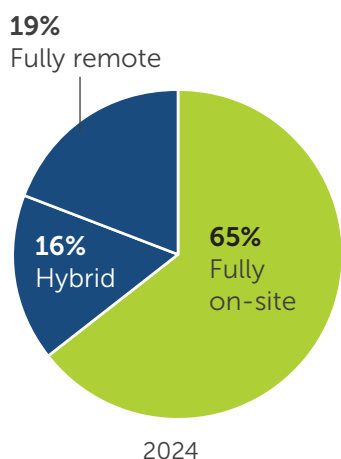


## How are employees working?

The share of fully on-site employees decreased by 8 percentage points from 2024 to 2025, while hybrid workers are now expected to make up 25% of the workforce.

What percent of your workforce is remote, hybrid or fully on-site?

Looking ahead in 2 years, what percent of your workforce do you think will be remote, hybrid or fully on-site?

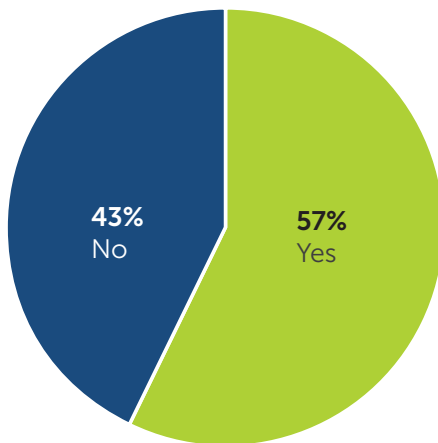


On average, respondents believe the workforce will have a similar breakdown in two years.

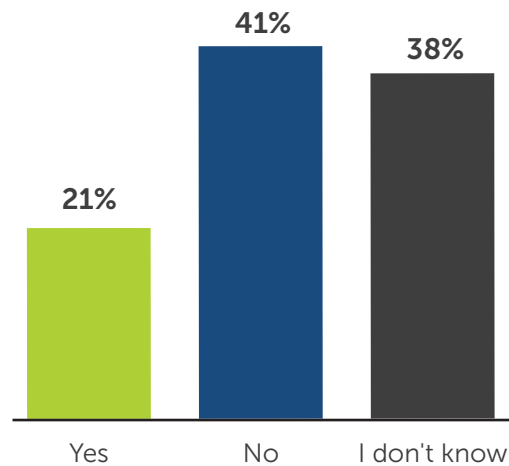


## Benefits & Fiscal Cliffs

Are you aware of what the Benefits/  
Fiscal Cliffs are?



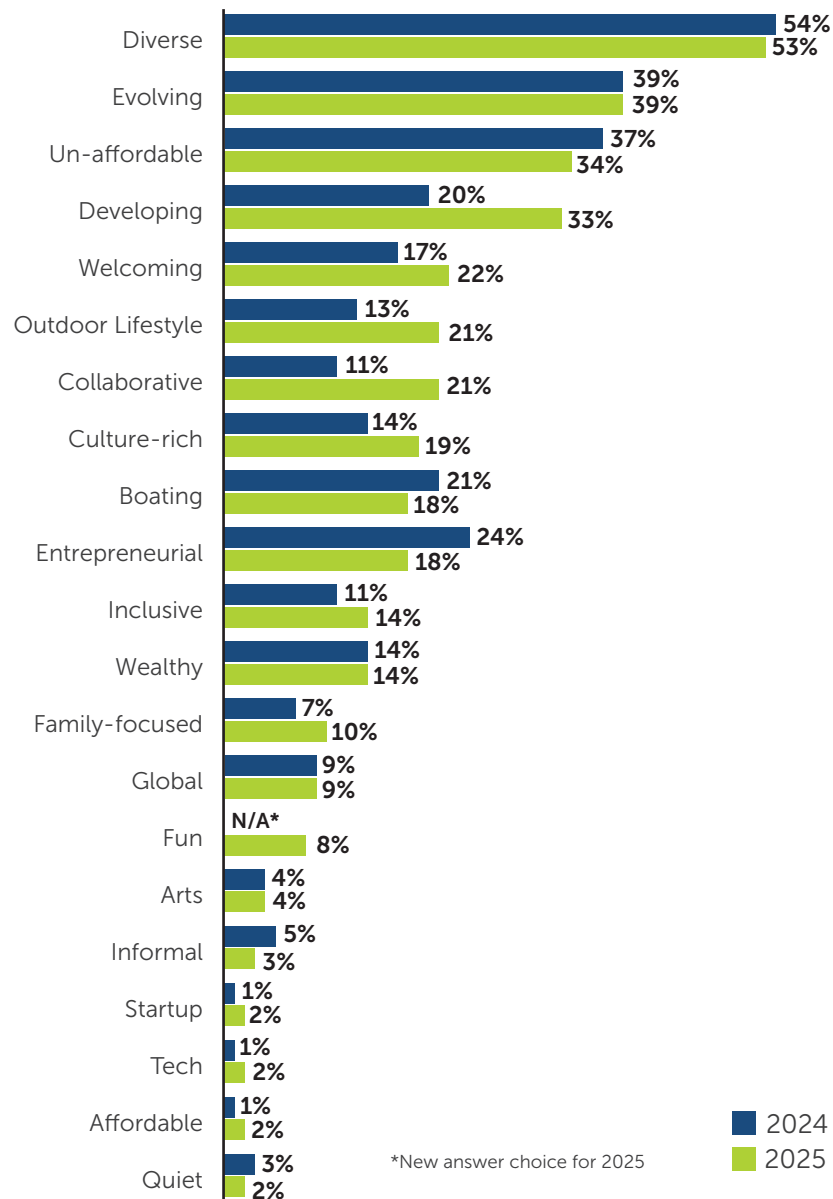
Have Benefits/Fiscal Cliffs  
hindered your ability to attract,  
retain, and promote talent?



Benefits/Fiscal Cliffs refer to the sudden and often unexpected decrease in public benefits that can occur with a small increase in earnings. This results in the household being financially worse off, albeit their income has increased. The reason Cliffs is plural is because social support programs can be lost at different (or the same) times based on household income changes.

## What do respondents think about Broward County?

We asked respondents to fill in the blank: Broward County is a \_\_\_\_\_ community.



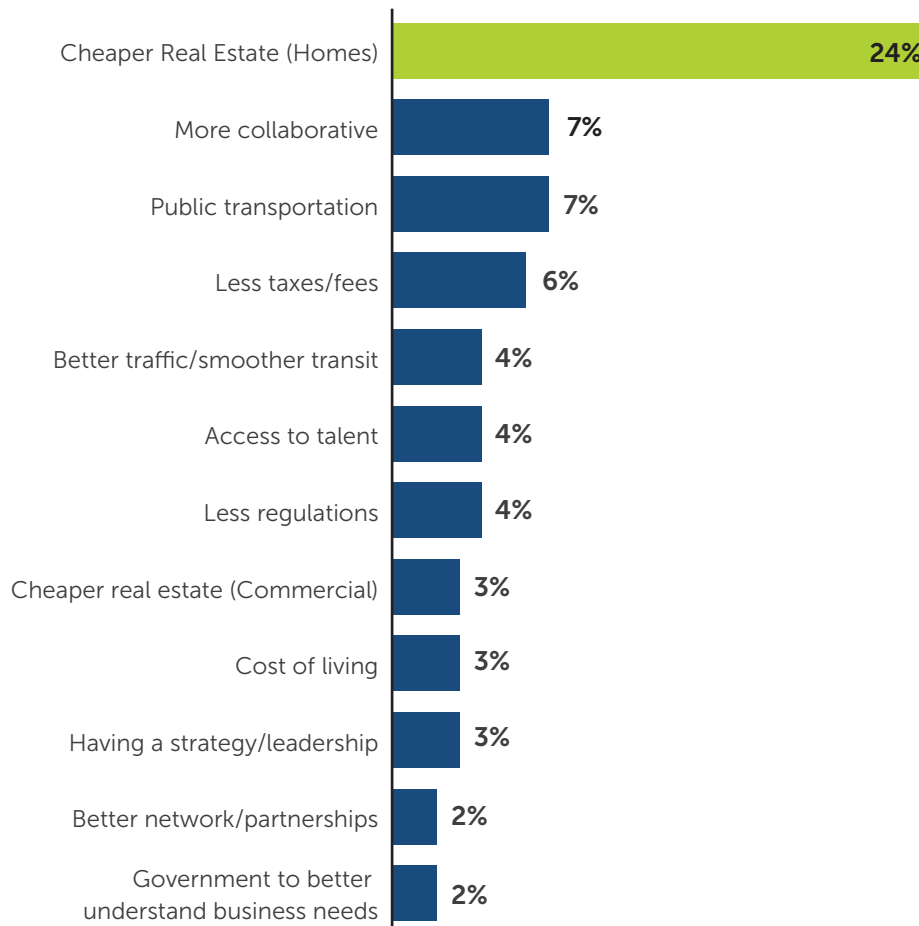
Consistent with 2024, “Diverse,” “Evolving” and “Unaffordable” were the top three responses. “Developing” increased from a 20% response rate last year to 33% in 2025.



## *What do respondents think could be better about Broward County?*

**“Cheaper real estate” received the strongest response followed by “More collaborative” and “Public transportation.”**

What would make doing business better in Broward County?



There are plenty of reasons why respondents enjoy doing business in Broward County.

family friendly      tax advantage      airport      *diversity*      location

**proximity/access**

**collaborative**

people      *business-friendly*

weather      it is home / close to home      lifestyle

**community**

**growth/economic opportunities**

network      good leadership



**WHAT PEOPLE SAY COULD BE BETTER ABOUT DOING BUSINESS IN BROWARD:**

”

*Affordable housing and a cost of living that would allow us to attract and retain talent...*

”

*Continual development of downtown area, more Class A office space...*

”

*Lower property taxes and insurance...*

”

*Expanding the roads and improving public transportation services...*

”

*More marketing of Broward as a desirable place to work, live, and visit...*



## WHAT PEOPLE LIKE ABOUT BUSINESS IN BROWARD:

”

*An  
invigorating  
environment  
with good  
people...*

”

*Collaborative  
and  
welcoming...*

”

*Business  
friendly  
environment  
with lots of  
amenities...*

”

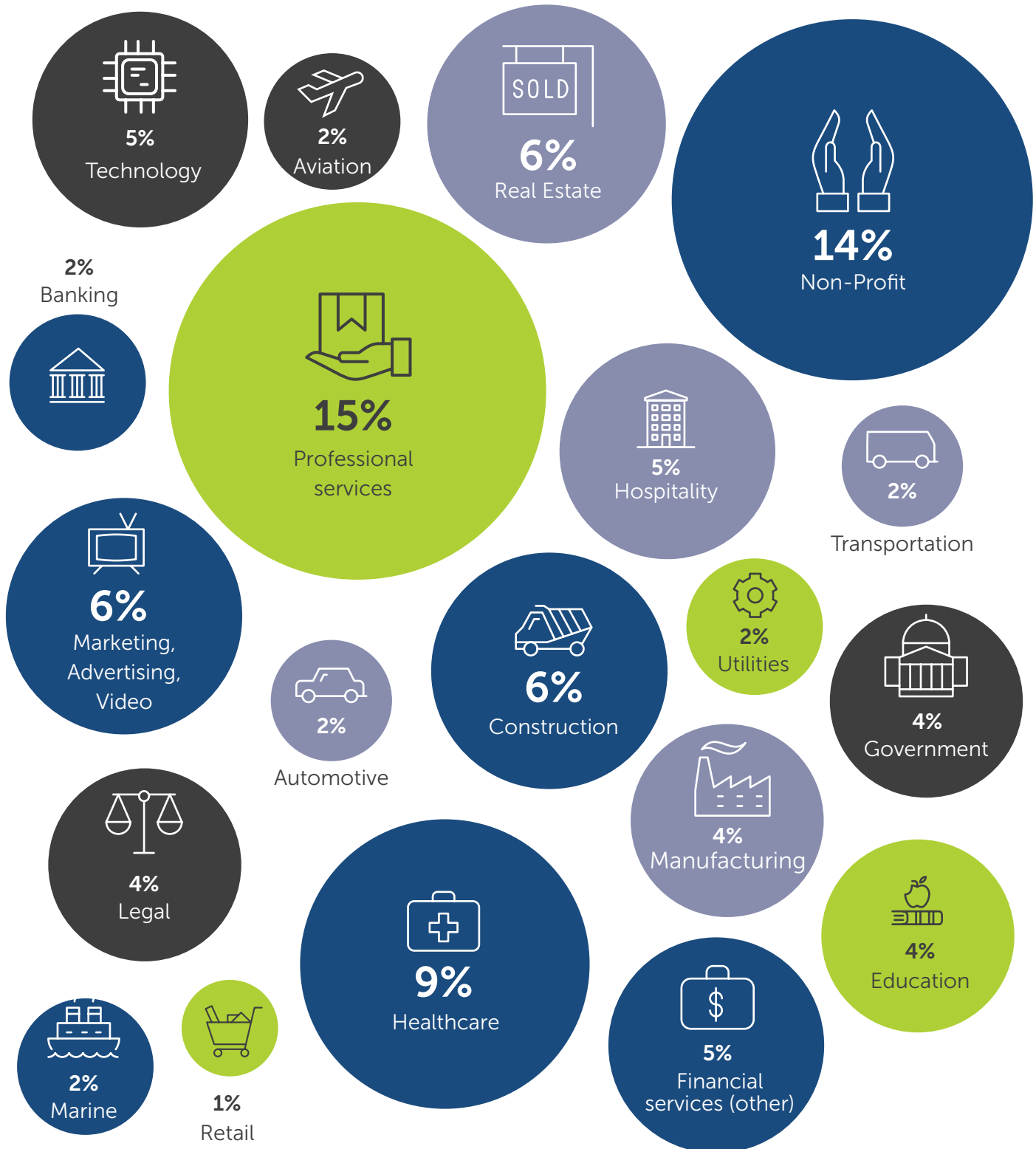
*There is  
a great  
opportunity  
for growth  
in Broward  
County for  
any size  
business.*

”

*The diversity  
of the people  
who live  
here and  
the ability  
to impact  
positive  
change...*

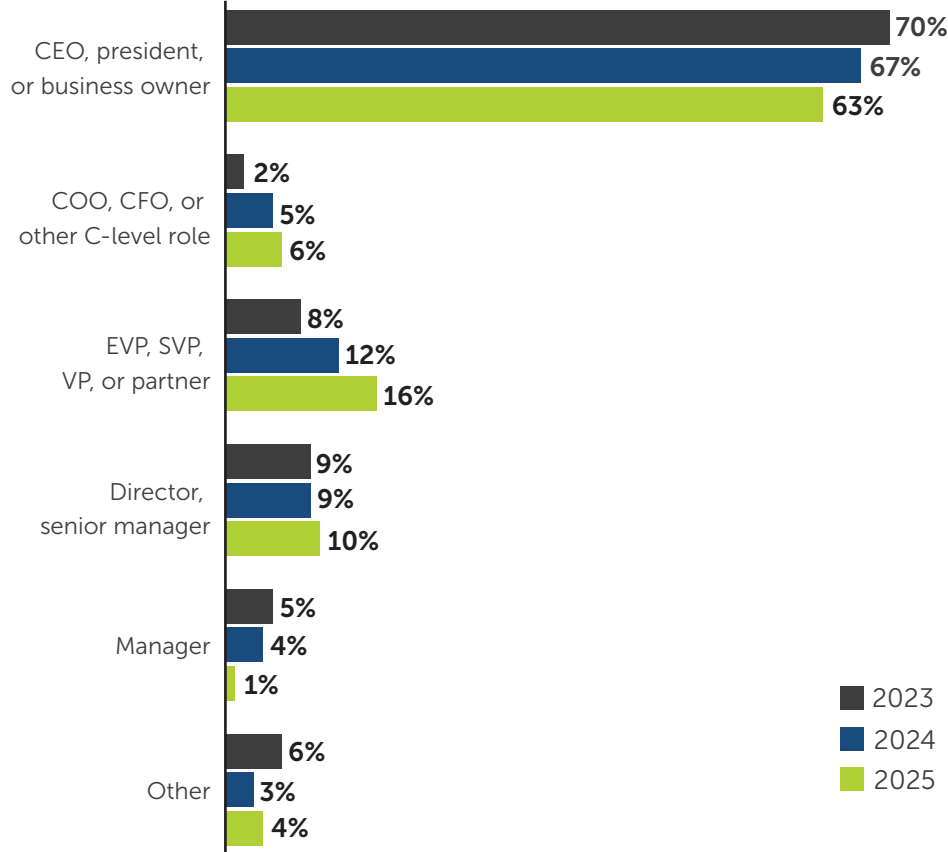
# WHO RESPONDED?

Professional services continue to represent the largest share of respondents, while participation from the non-profit and healthcare sectors has increased.





63% of respondents were CEOs, presidents and business owners. 16% described their role as an EVP, SVP, VP or partner, compared to 12% in 2024.





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