What we’re seeing right now

Newer businesses and larger ones are arriving on the scene. The much-discussed skills gap is affecting some... but only for specific job categories.
Don’t just hire an accountant. You deserve better.

Kaufman Rossin, an equal pay company, is proud to partner with successful Broward business leaders to help improve performance and minimize risk.

Kaufman Rossin is pleased to collaborate with The Greater Fort Lauderdale Alliance

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The Greater Fort Lauderdale Alliance partnered with Kaufman Rossin to administer and analyze its 2018 Broward Executive Survey. This survey provides insight into the community of Broward businesses, identifying trends and common concerns.

Surveys were distributed to more than 5,000 email addresses, sourced from the database of Hoovers, a D&B Company, and both The Alliance and Kaufman Rossin’s proprietary databases. The recipients were identified as Broward business owners, CEOs, or the decision maker for Broward operations.
Executive Summary

Business looks good in Broward County!

As the Broward economy continues to grow, identifying key issues in the workforce and developing programs to meet these needs is imperative. We learned that the majority of the survey respondents’ businesses are headquartered in Broward County, and 65% have been doing business in Broward for more than 10 years. These businesses are the pipeline that sustain our economy and enable us to grow and prosper.

Our research shows:

- *Broward Businesses are optimistic about growth*
- *They are playing on a larger geographic field*
- *They remain concerned about skills, recruitment and retention.*
Who’s here?

- Healthcare
- Manufacturing
- Hospitality
- Education
- Wholesale trade
- Retail
- Automotive
- Banking
- Marine
- Technology
- Construction
- Non-Profit
- Real Estate
- Financial services (other)
- Legal
- Other professional services
- Marketing, Advertising, Video
- Other
Broward businesses are optimistic about growth.

This year’s survey demonstrates that leaders of Broward County businesses have an optimistic view of their current and future success.

73% of respondents said that the health of their business is better today than it was a year ago, up from 70% last year.

82% expect a healthier business in the coming year.
70% expect to increase staff, an increase over past years.
Their impact and growth goes beyond South Florida.

Nearly 65% said that the entire United States geography is important to their business today. 46% said the international market is important today.
Respondents expect growth outside the County: 48% expect their business to grow within the entire United States next year, with 35% seeing future international growth in the coming year.
Challenges remain the same over the last few years.

The skills gap is still seen across a wide range of job categories, though 13% said they don’t have a problem hiring.
Marketing, technology, benefits, salaries and R&D continue to be areas where these businesses plan to invest. Staying on top of new tech, and finding and retaining all types of employees are challenges to business success.

- Filling technology positions: 34.2%
- Environmental sustainability: 34.2%
- Real estate costs: 39.5%
- Developing new funding sources: 52.6%
- Affordable training for employees: 52.6%
- Developing new products or markets: 57.9%
- Keeping up with regulatory changes: 57.9%
- Insurance/healthcare costs: 63.2%
- Protecting my business from fraud: 65.8%
- Retaining qualified employees: 68.4%
- Finding skilled workers: 73.7%
- Finding qualified professional employees: 79.0%
- Staying on top of new technology: 79.0%