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Baldwinsville's RMS expands to larger home

Marketing-research firm nearly triples office space

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BALDWINSVILLE — A local marketing-research firm has moved to a new, larger office to facilitate its growth and new services.

Research & Marketing Strategies (RMS) recently moved from its 1,500-square-foot office at 45 Oswego St. in the village of Baldwinsville to a 4,000-square-foot office at 15 East Genesee St. in the same village. Mark Dengler, president and owner, says the move will help improve the company's visibility and provide it with increased office space.

RMS is projecting that its revenue will rise by more than 30 percent to \$1 million in 2008, compared to the year-earlier period. Erin Wisneski, communications coordinator, says the growth is fueled by "repeat business, referrals, and growing reputation" of the company. At the same time, many businesses are looking to market-research companies to retain, as well as bring in, more customers, she says.

The office move is part of the company's expansion plan this year, which includes starting a new focus-group facility and adding five additional employees to the current nine. The new positions will include a call center/focus group supervisor, research analysts, and a business-development specialist.



PHOTO COURTESY OF RMS

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RMS plans to introduce focus-group facilities to its current range of services, which includes surveys, feasibility studies, and competitive assessments. It will use 1,800 square feet on the second floor to set up focus-group related services by June 2008. These will include a discussion room with a one-way mirror, audio and videotaping capabilities, and real-time viewing space. RMS will use the new space to conduct focus groups for its own clients and also make it available to companies that wish to conduct their own qualitative research. RMS did not have such a facility in its old office, and at present uses the client's facility or public spaces like libraries to conduct focus-group research.

RMS believes this facility will differentiate it from the competition.

"We would be the only local focus-group facility that rents its facility to others," Dengler said. "This would benefit

companies located outside Central New York that were interested in conducting independent research within the Central New York region."

The new office, which is split into two floors, will house a call center, conference room, and office space apart from space for the focus group. Joseph Hucko of Washington St. Partners, which is the owner of the property, brokered the multi-year lease.

RMS has conducted research for clients from the local health-care industry including University Hospital, Cortland Regional Medical Center, Crouse Hospital, and Excellus BlueCross BlueShield. In the educational field, RMS has done work for University College, Elmira College, and several secondary school systems in Central New York. □

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