



# REMOVING MARKET BARRIERS

A CASE STUDY ON LEVERAGING  
PARTNERSHIPS



# Client Background

CLIENT:

CLIENT M

INDUSTRY:

Hospitality

COMPANY SIZE:

75-700

LOCATION:

Florida

A CASE STUDY ON LEVERAGING  
PARTNERSHIPS





## Challenges

When Client M began working with Employer Solutions Staffing Group, they were restricted in the area of growth due to Liability Insurance requirements needed to apply for contracts with larger corporations.

## Solutions

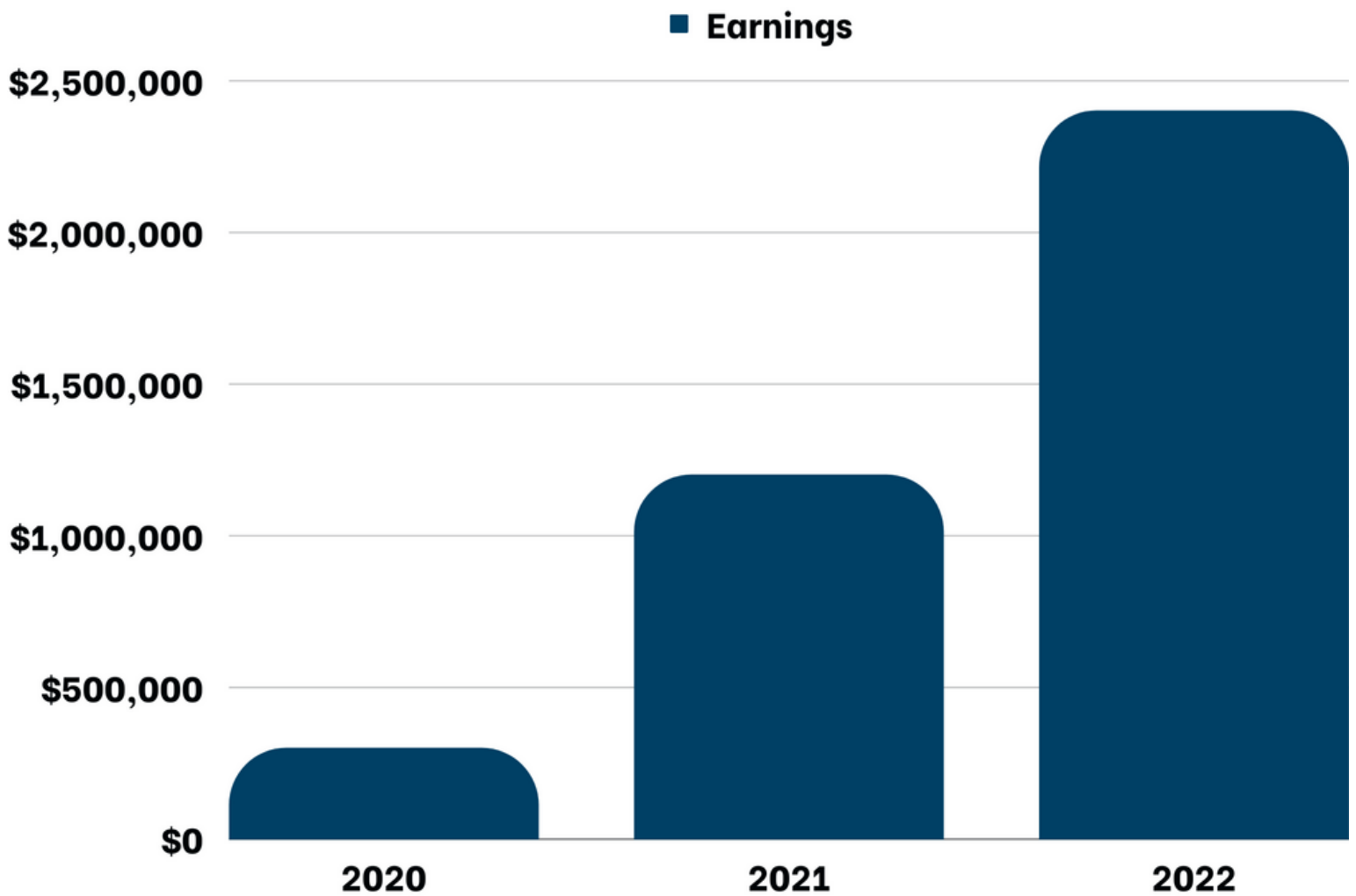
Due to the partnership with ESSG, Client M gained use of a larger GL policy, which allowed Client M to be able to compete on higher level. The partnership eliminated the barrier to bid on larger contracts.



# Results

## GROWTH AND GROWTH POTENTIAL

To evaluate growth with the barrier removed, our first analysis showed incredible increases in the amount of wages that are able to be billed as a result.



# Results

Year Marker	Customer Count	Employee Count	Billable Wages
2020	3	75	0% - Baseline
2021	12	322	307%
2022	28	689	737%

The above analysis shows not only the growth in gross wages that are billable, but it shows the amount of employees and customers which have more than doubled every year this Client M has been in partnership with ESSG.

# Discussion

CLIENT M ACHIEVED SUBSTANTIAL GROWTH AS A RESULT OF THE ACCESSIBILITY THEY GAINED TO A MORE ROBUST LIABILITY INSURANCE POLICY. CLIENT M SAW HIS BUSINESS GROW TO OVER 600% LARGER AS A RESULT OF THE PARTNERSHIP WITH EMPLOYER SOLUTIONS STAFFING GROUP.

Client M was unable to grow his business without access to larger insurance policies. The premiums on higher policies were outside of his affordability before he began his partnership with ESSG. Because of the leveraging of resources, ESSG is able to provide clients with insurances needed to be able to work with large businesses.

Client M's success was not only in his entry into a new tier of competition. When Client M began working with ESSG, he had a day job to be able to support himself and his family. He was not able to focus on his business, which was his passion. Due to the partnership, Client M was able to stop working his day job and work 100% on his business and has achieved incredible success.



employer solutions staffing group.

A CASE STUDY ON LEVERAGING  
PARTNERSHIPS