

Common Sense Office Furniture

Craig Caswell and the company he founded and has built into a Central Florida success story – Common Sense Office Furniture – exemplify the best of what it means to be an entrepreneur and small business owner. And this is a special time for Caswell as he celebrates Common Sense's 20th Anniversary in business.



CRAIG CASWELL

"Once I started working with the FSBDC, my eyes were opened and I understood that for me to continue to grow this business, I couldn't do it alone, that there were lots of things to consider, to plan for, to prepare for. The Florida SBDC helped me with that, and with recognizing how important it is to share the glory with the people who helped you make it happen because you certainly didn't do it alone."

"For entrepreneurs considering working with the Florida SBDC, I'd say 'do it faster than I did,'" Caswell remarked. "The sooner you can get in and learn the lessons that the FSBDC can teach you, from their services and programs, their consulting and in their classrooms, the sooner you'll be on firm footing. Their assistance can make a huge difference."

"Once I started working with the FSBDC, my eyes were opened and I understood that for me to continue to grow this business, I couldn't do it alone, that there were lots of things to consider, to plan for, to prepare for. The Florida SBDC helped me with that, and with recognizing how important it is to share the glory with the people who helped you make it happen because you certainly didn't do it alone" Caswell went on. "It's why we have profit sharing and a 401(k) matching program for our employees, because they are the ones who make it happen every day."

Caswell will tell you that he "took advantage of virtually every service at the FSBDC I could," starting with its Advisory Board Council program. The Advisory Board Council is a next-level, business support service, assisting established Central Florida businesses by matching them with experienced professionals with a diverse range of skills who work together on a "custom-fit" advisory board.

"My Advisory Board was invaluable," Caswell states. "The volunteers on my Board were amazing. The FSBDC did a great job matching their background and skills with my needs. Their assistance and insights changed my business."

When callers reach out to the company, the response is apt: "Thank you for using Common Sense. How can we help you?" And using common sense is what their clients have been doing. From being located in a modest warehouse, Common Sense Office Furniture has grown into a fabulous showroom downtown. From a handful of employees 20 years ago, the company has grown to more than 20 today. And from revenues in the thousands back then, Common Sense has become a multi-million dollar enterprise.

"It's great knowing that the Florida SBDC at UCF is there to help. I'm pleased to be part of SBDC Day and to be the FSBDC at UCF's SBDC Day Company of the Year. It's too bad that the services of the FSBDC aren't better known. Like me and my company, a lot of businesses could benefit from working with them" Caswell concluded.

Providing the tools, strategies, and expertise to help Florida's business community thrive.

State Designated as Florida's Principal Provider of Business Assistance [288.001, Fla. Stat.]

The Florida SBDC at UCF is a member of the Florida SBDC Network, a statewide service network funded in part through cooperative agreements with the U.S. SBA, Defense Logistics Agency, State of Florida, and other private and public partners; hosted by the University of West Florida; and nationally accredited by the Association of SBDCs.



Hosted by



Visit us online or contact the center nearest you and get started on your path to success today.  www.sbdcorlando.com

