

L&E Research Celebrates 30th Anniversary

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L&E Research , a Raleigh, NC-based business founded in 1984 is celebrating its 30th anniversary this month.Â Started by Lynne and Ed Eggers in 1984 as a two-person, home-based business, L&E has grown to become one of the largest fieldwork firms in the U.S., operating eight focus group facilities in seven cities.

The Eggersâ€™s early success in Raleigh was, as Lynne Eggers was fond of saying, â€œbuilt on the three simple bedrock principles of great recruiting, great recruiting and great recruiting.â€•

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After 20 successful years, the Eggers stepped down in 2004 when Brett Watkins , formerly with Management Research and Planning Corp., took over as President. In the years since, L&E has exploded, opening new focus group facilities in Tampa in 2010; Charlotte and St. Louis in 2013; and Cincinnati, Baltimore and Columbus (OH) in 2014. This growth resulted in L&E Research being named to the 2014 Inc. 5000 list .

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According to Watkins, â€œOur success is largely because two things: the foundation of a client-focused culture created by Lynne and Ed from day oneâ€¦ and by our on-going commitment to recruit, hire and train the best staff in the research industry.â€•

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