



Customer Spotlight: EM Structural

About EM Structural

EM Structural is a 15-year-old structural engineering firm specializing in commercial structures including Office, Multifamily, Senior/Student Housing, Healthcare, Commercial and Industrial buildings. With five offices throughout the Mid-Atlantic and Southeast and more than 70 engineers, the firm continues to grow its reputation for reliability, technical excellence, and strong client partnerships.

Finding the Right Solution

Mike Iosue, Director of Business Development at EM Structural, first heard about TrebleHook through a trusted friend in the industry, but what ultimately convinced him was the personal approach he experienced during the evaluation process. As he described it, he chose TrebleHook because “the TrebleHook team truly immersed themselves in the way we structure our processes and customized the program to work the way we needed them to. They felt like family when we finished.”

The Challenges Before TrebleHook

Before adopting TrebleHook, EM Structural was tracking proposals, projects, and clients in spreadsheets. Mike noted that “the amount of redundant work that was happening was very inefficient” and the firm needed a solution that would eliminate manual duplication and give the team a more scalable way to manage information across offices. Mike and his team decided that the best path forward was to find a CRM that fit their business needs.

How TrebleHook Transformed Their Operations

Since implementing TrebleHook, Mike says the platform “makes my life easier every day in my ability to access project information at any moment from anywhere.” Whether he is at a conference and needs relevant project examples or reconnecting with a client and trying to recall specifics of past work, he can “open the app, search for that information, and have it to share within minutes.”

TrebleHook has also enhanced the firm’s ability to understand trends and communicate them across leadership. Mike shared that reporting within the platform allows him “to track and share trends



Website

www.emstructural.com

Industry Vertical Engineering



TrebleHook™

within our business to the leadership of the company easily and quickly. They are always impressed,” noting how valuable the built-in charts and graphs are for team members who are more visual learners.

Staying Ahead of Competitors

TrebleHook has given EM Structural the ability to respond proactively rather than reactively. Mike explained that the firm is now able “to make decisions based on the trends we are seeing much earlier than our competitors that are not able to track the data we can through TrebleHook.” This visibility helps them “make adjustments before it is too late or start hiring in a particular position to stay ahead of increased workload.”

A Partnership That Lasts

One of the most meaningful parts of EM Structural’s journey with TrebleHook has been the relationship. Mike emphasized that “The team at TrebleHook feels like part of our company family” and even years after implementation he can “shoot a note over to them at any time to ask a question or set up time to implement a new idea.” The ongoing support has stood out compared to other vendors, and he appreciates that TrebleHook “didn’t just set us up and send us off into the sunset” but instead provided “real follow up and support after the fact where a lot of other companies would have felt like they had done enough.”

Why Mike Recommends TrebleHook

Mike’s endorsement speaks for itself. Not only does he credit TrebleHook with transforming how EM Structural manages relationships and decisions, but he has also encouraged multiple peers to adopt it as well. As he put it, “I am personally responsible for several of my industry friends now utilizing TrebleHook....so yes,” he would recommend it. For Mike, the combination of practical impact, meaningful partnership, and ongoing support makes TrebleHook an easy choice to champion.

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