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[Why Choose SMR?](#)

There are many good people who are consultants and a few specialty consulting firms focusing on athletics, all of whom we respect. However, SMR consultants have many unique capabilities and assets:

- **Extensive experience** - An almost embarrassing number of decades of athletics director/CEO experience among us -- Drs. Grant, Lopiano and Zotos have been successful athletics directors, whose work is highly respected.
- **Equity authorities** - Drs. Lopiano and Grant are recognized by most as among the foremost authorities on gender equity and the development of women's athletics programs in the U.S.
- **Team approach** - Our 'team' approach is different than most firms. Everyone reviews each other's work and consults on each project so academic institutions get four experts instead of one, even though every project has a lead consultant. We like the camaraderie of 'team' and we think four heads are better than one.
- **Data-based methodology** - A commitment to a data-based practice. Dr. Sabo is recognized as a top-notch researcher. Our survey and assessment instruments are well-vetted. We make recommendations based on data, not opinion. We're 'students of the game' and firmly believe in fact-based analysis.
- **Integrity/Risk Focus** - Our focus is on providing consulting services that address areas of greatest need while being particularly cognizant of institutional integrity, fiscal responsibility and risk of litigation. We are committed to working to prevent bad things from happening.
- **Faculty background** - At some point in our careers, all SMR consultants have been college professors. We still retain our professional commitment to stay up to date on the latest research and literature regarding management and leadership theory and we bring an understanding of a faculty member's perspective on educational sport and issues of integrity.
- **Efficiency commitment** - we are dedicated to efficiency, making sure we have good data before we work so thereby reducing billable hours, getting that data in the most efficient manner possible and limiting the time we spend on campus to those occasions when it is necessary for our work.

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