



Meeting New People and Then **TREATING THEM RIGHT**

WITH HELP FROM HIS TAB BOARD, A NEW YORK ATTORNEY AND HIS LAW firm grow considerably from where they started in the early 90s.

“Our firm is a great place to work,” says Glenn Franklin, a co-founder and the managing partner at Franklin, Gringer & Cohen in Garden City, New York.

“PEOPLE ARE GIVEN RESPONSIBILITY AND AUTONOMY,

and don't have to worry about expressing their ideas. There's a lot of flexibility, especially with the younger attorneys. They get to deal with clients on a day-to-day basis; they're not stuck in a room somewhere doing research. Plus, it's a congenial atmosphere.”

Glenn opened his law firm in 1992 with several loyal clients who already used his services. Many of these became long-term clients, and their positive recommendations brought in new business. Now with nine attorneys and three support staff, Glenn's firm has an AV rating and earns more than \$3.5 million per year. The firm specializes in several areas including labor and employment, business, real estate, matrimonial law and personal injury.



Although he's naturally adept at making contacts with people from a variety of industries, he credits his fellow TAB Members for giving him additional ideas for networking and garnering referrals.

“TAB has been tremendous and has contributed greatly to our success,” he says. “I’ve been a Member since 2004, and the firm’s revenue has at least doubled [in those first few years with TAB].”

He also credits his TAB Board for helping him make the decision to open a second office and expand his firm into New York City. “While everybody seems to be shrinking and having less space, we’ve actually increased our number of offices,” he says.



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Glenn believes the key to his firm's success has been networking. “I'm a big believer in the adage, ‘it's better to give than receive.’ When I meet someone new, I try to find out about them, really listen to what their issues are.” The resulting rapport, he says, leads to a trust factor that has enabled him to bring in new clients and even to grow the business during difficult times.

When it comes to keeping clients happy, Glenn adheres to the golden rule—treat people the way you want to be treated. Because his clients often have time-sensitive issues, he prides himself on returning phone calls and emails quickly, regardless of the size of the organization or the size of the retainer.

THE POWER OF AN OUTSIDE OPINION

The TAB meetings are a “breath of fresh air,” he says, and have helped him think outside the box about a variety of issues from collections to marketing to partnerships. “I recently had a situation with an existing client that had new ownership. I was able to brainstorm with my TAB Members about ways to make everyone comfortable during that transition. It's so powerful to have a place to turn to discuss the difficult aspects of client relationships and retention.”

The fact that other Board Members freely share their advice without expecting anything in return is something that Glenn especially appreciates, and he's not shy about spreading the word. “I've recommended at least 15 people to join TAB, and they have found it to be an exciting prospect and their businesses have grown. TAB has been great for me, and I'm really honored to be part of the organization.”