



Creating the *Visibility & Credibility* That Fuels Revenue Growth.

LAW | REAL ESTATE | FINANCE

### What to Know Before Rebranding Your Firm: Lessons From Berbay's Rebrand

If you're reading this, it means our team survived The Great Berbay Rebrand of 2023 – a complete redesign of our logo and website. Now that we made it to the other side, we decided to share all the lessons we learned along the way.



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# Happy New Year!

 FROM THE BERBAY TEAM

As we eagerly step into the New Year, we extend our warmest wishes to you, your team and your loved ones. May this year bring many opportunities and remarkable successes.

*Megan B. Aly C. Buh M.  
Angela L. Alan R. Penn W. Kristi A.*

1/26 Webinar at 11am: Highlights from Marketing Partner Forum

For our twelfth year, we are proud sponsors of [Marketing Partner Forum](#), a preeminent legal conference geared toward client development partners, rainmakers, and senior-most legal marketing and business development leaders. On January 26, 2024, at 11 am PT, Principal [Megan Braverman](#) will provide highlights and insights from the conference.

[REGISTER NOW](#)

## A Peek Behind the Agency Curtain.

RECENTLY, WE'VE BEEN TALKING WITH CLIENTS ABOUT:

- How much time, resources and money you should spend on your marketing.
- Should your marketing campaign change this year and what key metrics to consider when making changes.
- Striking a balance between your time and marketing opportunities.



### Fueling Revenue Growth for Professional Services Firms

[Berbay Marketing & PR](#) creates the visibility and credibility that fuels revenue growth for law, real estate and financial firms. For nearly 30 years, we've implemented results-driven marketing and public relations solutions for our clients so they can concentrate on what they do best—run their firms.



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