



Creating the *Visibility & Credibility*
That Fuels Revenue Growth

LAW | REAL ESTATE | FINANCE

Succession Planning is a Client Confidence Strategy

Succession planning isn't just about replacing leadership. It's about preserving years of client relationships and maintaining confidence through change. Yet many firms only begin the process when retirement is already on the horizon, which is a risky approach.

We examine why the most successful firms start succession planning years in advance, and how marketing plays a key role in building visibility for future leaders so transitions feel seamless.

Succession Planning Strategies

What's New at Berbay



We're excited to welcome [Noah Douge](#) to the team! With agency experience across the legal, real estate, technology and hospitality industries, Noah brings a strong understanding of how thoughtful storytelling and targeted communications can connect with the right audiences.



Congratulations to Desiree Lawrence, Berbay's 2026 scholarship winner! Desiree is pursuing a B.A. in Communications at Rutgers University, and we are proud to support her educational journey and look forward to seeing all that she accomplishes in the years ahead.

We're Hiring!



Berbay is seeking an experienced Account Manager to assist with marketing and PR campaigns for clients. If you know someone who may be a good fit, please share our job posting.

Berbay Careers

A Peek Behind the Agency Curtain

Recently, we've been talking with clients about:

- How LinkedIn has become one of the most cited sources for AI-generated answers, and how firms can leverage this.
- How to market lawyers who have no time for marketing.
- Should you pause new marketing initiatives if your foundational marketing needs work?
- The elements of a successful modern PR strategy.



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 over 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.



Berbay Marketing & PR, 2001 S. Barrington Ave., Ste. 315A, Los Angeles, CA 90025

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