

Super Lawyers

Feinberg, Mindel, Brandt & Klein

Maximizing the Impact of Super Lawyers Recognition

Since its foundation in 1996, Feinberg, Mindel, Brandt & Klein (FMBK) has grown to become one of the largest family law practices in California, complemented by civil litigation, probate and trust litigation, and estate planning services. For the last 20-plus years, FMBK's Managing Partner Steven Mindel has been recognized by Super Lawyers—the research-driven, peer-influenced rating of outstanding lawyers. Super Lawyers has ranked Steven as one of the top ten practitioners in Southern California for the past five consecutive years, and over two-thirds of the attorneys at FMBK are recognized by Rising Stars or Super Lawyers each year. Super Lawyers has become vital to FMBK's marketing, helping to strengthen and broaden sources of referrals and build trust in the firm's brand.

When Steven Mindel was told he was selected to Super Lawyers back in 2004, the first year that Super Lawyers was launched in Southern California, he quickly realized its importance to his practice and firm as a reputable and credible validation of their work. The firm advertised in print in both *Super Lawyers* magazine and *Los Angeles* magazine, giving him and the firm double public exposure (regular features in *Los Angeles* magazine continue to this day). Mindel has also been featured editorially in *Super Lawyers* magazine, which is not paid and separate from advertising, ensuring that those selected to the Super Lawyers list are included on merit alone. This means that Mindel knows he is in good company.

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Steven Mindel
Managing Partner

"Super Lawyers carries a lot of weight. It's known for being very accurate in the selection of the top percentage of lawyers," says Mindel. "The first thing is the recognition that you receive when you get the announcement that you're a Super Lawyers selectee. The second is when you look at the other people who are listed in Super Lawyers, and you say, 'Wow, I'm in that group.' And the third thing is that these are some of the best referral sources: they're all the top people in their area of law."

Amplifying the Accolade

Super Lawyers is now so important to the firm that it has become a critical component of its marketing activity, to which the firm allocates a fifth of its total marketing budget. FMBK regularly takes out full-page print ads in the *Super Lawyers* magazine, which are then proudly framed and displayed in its offices alongside the editorial features. The firm also utilizes premium attorney profiles and advertising on the Super Lawyers website, uses Super Lawyers branded merchandise, and attends Super Lawyers events.

The firm has found the creative process with the Super Lawyers team to be helpful and of high quality. Mindel notes the consistency of the advertising design and the excellence of the photography make it even more valuable to display as widely as possible for all to see.

FMBK makes powerful use of the Super Lawyers accolade by publicizing it in a variety of ways. For example, FMBK reprints around 20,000 copies of its Super Lawyers print ads each year and mails them to its extensive database of potential referral sources, including other lawyers, accountants, therapists, and former or existing clients, often with a personalized note attached. FMBK believes people are more likely to look at the physical piece they are sent, whereas email is easily deleted. FMBK then makes sure it maximizes online engagement by reposting about its Super Lawyers inclusion on its online platforms, including LinkedIn, Facebook, and Instagram, and in its own newsletter.

"When you have this kind of validation, you want to billboard it. We make sure we get multiple bites of the apple," Mindel explains.

"When I was selected, I said: 'This is important, I want to develop a marketing strategy around it.' Twenty percent of our marketing budget is a massive percentage, so that shows you the degree of confidence that we have in Super Lawyers products. We have a lot of options for our marketing budget, and we wouldn't do so much with Super Lawyers if it wasn't valuable."

After the rankings come out each year and after the mailing goes out a few months later, the firm typically sees inbound call volumes double or even triple. Significant positive engagement is also visible online following its social media posts as people comment and react. Mindel says, "There's a clear impact: it's significant, and it's monetizable."

Building Trust and Acclaim

The majority of the firm's work comes from referrals, and Super Lawyers plays a key role in developing its referral network and strengthening relationships with referrers and prospective clients by building trust.

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Steven Mindel

According to Mindel, "To send business to you, people have to trust you. The reason why Super Lawyers is so important is because it addresses the trust issue: it validates you as an attorney."

Referrals tend to go both ways, with Mindel and his colleagues more likely to recommend another lawyer if they are also a Super Lawyers selectee. "There couldn't be a better referral source than another attorney selected to the Super Lawyers list," he says. "Because of our connections with other Super Lawyers selectees, who are representing the top individuals in the city, naturally our client base rises."

Mindel believes that Super Lawyers features more prominently than many other rankings or honors in people's minds. He adds, "If I'm given an award or presented at an event, people will always comment on the fact that I've been a Super Lawyers selectee since 2004 and that I'm a top ten Super Lawyers selectee. It's always in the speech when somebody introduces me, so that tells you that it's important and widely recognized."

FEINBERG, MINDEL, BRANDT & KLEIN

FMBK has three offices in Los Angeles, Pasadena, and Calabasas. Of its 21 lawyers, eleven are Certified Family Law Specialists*. As well as providing first-rate expertise to clients, the firm also nurtures top talent through its "FMBK University" which acts as an innovative training ground for law students and new lawyers.

CHALLENGES

Being well known and gaining the trust of prospective referrers and clients is key to winning new business. Referral networks need to be cultivated and maintained on a continuous basis, so it's important to keep the firm's good name constantly in the spotlight in as many ways as possible.

WHY SUPER LAWYERS?

Super Lawyers provides independent, peer-reviewed validation for the top lawyers in their field and location. By backing up editorial endorsement with powerful print and online advertising, which can be amplified by social media, Super Lawyers cements FMBK's reputation and maximizes its reach.

BENEFITS

- Acts as an accurate, verified endorsement of top lawyers
- Highly valued by the legal community and others, helping to boost referrals
- Delivers high-profile, independent recognition in magazines and online
- Excellent custom offerings with high-quality design and photography

*Certified Family Law Specialist by the State Bar of California Board of Legal Specialization

For more information about Super Lawyers, please visit [SuperLawyers.com](https://www.superlawyers.com).