

SALZMANN HUGHES, P.C.

Attorneys at Law

Situation

Salzmann Hughes is a comprehensive regional law firm with four offices in the Mid-Atlantic. The firm's core practice areas include zoning/land use, environmental law, commercial and residential real estate, municipal law, business law, estate planning and general litigation. The founding partners had successfully built the firm through their extensive professional reputations coupled with consistent referrals from satisfied clients. The partners recognized, though, that in order to grow and more effectively build a business development "culture" in the firm, they needed to establish a defined marketing strategy and ensure that the firm would continue to be sustained through consistent business development activities. Wendt Partners was retained to serve as both strategic marketing counsel, and as the client's outsourced marketing team.

Strategy

At the outset, Wendt Partners organized and hosted a series of lunch-and-learn sessions with attorneys and support staff at the firm's offices to gather input, share ideas and begin identifying opportunities that employees saw and felt the firm could pursue in order to



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The collage features several pieces of marketing collateral:

- Top Left:** A brochure titled "AREAS OF PRACTICE" listing Real Estate Development, Zoning & Land Use, Environmental, Business Law, and Municipal. Below it is a photo of a building and text about "Balancing Your Legal Needs with Business Solutions".
- Top Right:** A photo of the firm's staff with the text "SALZMANN HUGHES, P.C. Attorneys at Law".
- Middle Left:** A magazine article titled "LATENT DEFECTS IN REAL ESTATE" by G. Brian Johnson, Esq., discussing the challenges of latent defects in real estate transactions.
- Middle Right:** A page titled "ADDRESSING LATENT DEFECTS" with a photo of a man and the website "www.salzmannhughes.com".
- Bottom Left:** A page titled "MATTERS IN THIS ISSUE" listing various legal topics like "When To Upgrade Your Business Contracts" and "LEAD Indications of 1031 Exchanges".
- Bottom Right:** A page titled "LATENT DEFECTS IN REAL ESTATE" by G. Brian Johnson, Esq., providing a detailed analysis of the legal risks associated with latent defects.

strategic consulting
 branding & messaging
 organizational development
 integrated communications

advise

design

engage

deliver

“Thank you for working with us to get everyone up to speed on this new direction. Getting attorneys in four offices on the same page and engaging them in a new business development effort is not easy, but we are making this progress thanks to your consistency and attention to our needs.”

■ **G. Bryan Salzmann**
Managing Shareholder
Salzmann Hughes, P.C.

achieve consistent growth. Second, Wendt Partners worked with individual attorneys and staff members to collect, organize and aggregate contact lists from Outlook, Excel, billing systems and other databases to create a centralized marketing contact list including past clients, current clients and other partners. And third, Wendt Partners created a marketing “taxonomy” in which the firm’s practice areas were clearly defined, consistently described and then connected with the four offices as well as the individual attorneys in each office.

Solution

As a result of these steps, Wendt Partners positioned Salzmann Hughes for success. Wendt Partners created a new advertising program presenting both the general and practice-specific capabilities of the firm, and provided staff support to organize and execute seminar programs and speaking engagements. Updated client communications and new collateral also provided a platform to demonstrate the firm’s unique areas of knowledge. This was further enhanced by the development of a customized newsletter and Wendt Partners’ success in securing for the firm a partner-bylined article in a noted commercial real estate publication. In the end, Salzmann Hughes was able to forge new partnerships and increase the firm’s visibility.

Sectors

Business-to-Business

Services

Strategic Consulting, Branding & Messaging, Organizational Development, Integrated Communications

wendt Partners

Implement **innovation**™

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