

CASE STUDY:

CRAFTING

Attorney Bios that Instill
Trust, Build Relationships
and Boost Reputation

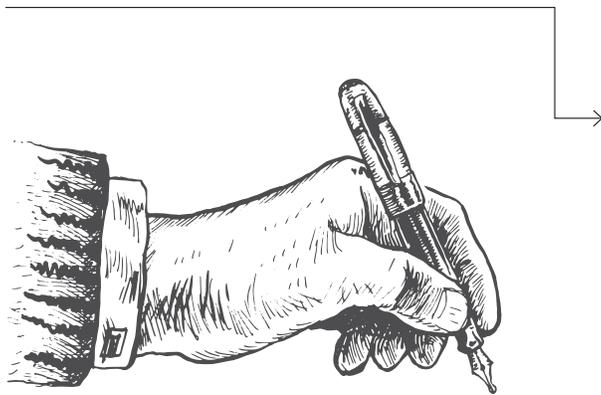


REPUTATION^{ink}

904.374.5733 | info@rep-ink.com

Our Client:

Bilzin Sumberg Baena Price & Axelrod LLP (Bilzin Sumberg) is a high-profile, Miami-based commercial law firm with a range of clients, from ultra-high-net-worth individuals and investors to some of the nation’s leading public and private companies. The firm has extensive experience in a variety of industries including finance, healthcare, hospitality, real estate, manufacturing, media and international tax law.



Challenge:

Bilzin Sumberg was revamping its website, including the messaging for its attorney bios—the most-visited pages on any law firm’s website. It needed a specialized writing team that understood the complexities of the legal industry, knew how to ask the right questions and could get to the heart of what made each attorney unique.

The Bilzin Sumberg team was looking for:

- **Key themes incorporated into the bio messaging**
- **A compelling, yet concise “elevator pitch” format for each attorney bio**
- **Conversational Q&A sections that showcased each attorney’s individual brand and gave clients a glimpse of what it would be like to work with the attorney**

Bilzin Sumberg’s marketing team sought out a legal marketing firm that could “speak their language” and deliver on their precise vision.

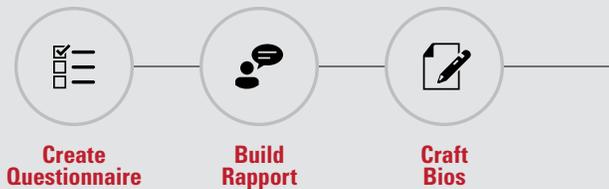
Our Solution:

Reputation Ink's goal was to craft messaging that matched the elite caliber of Bilzin Sumberg's practice and clientele, and to make the process as efficient as possible to accommodate the attorneys' caseloads.

We developed a strategy based on the firm's input and worked in tandem with the firm's marketing team to create a targeted questionnaire to prepare attorneys before meeting them in-person. Our team quickly built rapport with the attorneys, putting them at ease, and our legal industry knowledge earned their confidence and respect.

By applying our proficiency in The Florida Bar ethics rules, we crafted copy for a range of attorneys, such as the firm's **Managing Partner, John C. Sumberg**, and the firm's **Tax and Estate Planning Chair, Richard M. Goldstein**, that was both hyperfocused and compliant.

A seamless process—from interviewing and drafting to reviewing and editing—allowed us to deliver the project to the Bilzin Sumberg team comfortably within their deadlines.



John C. Sumberg
Managing Partner
305.593.2444
Area of Focus: Real Estate

GET TO KNOW JOHN
John Sumberg serves as Managing Partner of Bilzin Sumberg, where he leads the business and strategic operations of the Firm. John is one of the most influential real estate lawyers in South Florida, leveraging his presence and wisdom to guide stakeholders through strategic business decisions. Throughout his 40-plus year career, John's influence can be seen in the revitalization of Miami's skyline and in connection with complex real estate transactions worth billions of dollars.

Q & A
What makes you stand out as a deal lawyer?
Deals are not just about real estate. They require a multidisciplinary approach, from tax, to corporate, land development and dispute resolution. The advantage I bring is knowing how to take all these pieces and create an overall strategy at the outset. I assemble the optimal Bilzin Sumberg team, and then orchestrate a solution to the client's issues.

What are you passionate about?
Going back to the South Florida community is a shared passion I have with all of the founding partners. The Firm has given me a great platform to demonstrate our commitment. I hold leadership positions in several charitable organizations, including Board positions in United Way of Miami Dade, Greater Miami Jewish Federation and Casa House. We are also coming up on the 10 year anniversary of Bilzin Sumberg Care, our community involvement program that provides our attorneys, staff and their families with opportunities to work together to benefit charitable organizations in South Florida.

What makes Bilzin Sumberg unique?
Our firm has deep Miami roots and connections throughout the business and governmental community. Additionally, clients appreciate our significant investment in legal project management which greatly enhances value and efficiency for our clients.

JOHN'S PRACTICES
Real Estate | Real Estate Development & Construction | International | Real Estate Practice | Real Estate Acquisitions & Corporations | Finance

EXPERIENCE

- 54 Billion, 185 Acre Development Sale** - Representation of Citra Partners, LLC, a joint venture comprised of affiliates of the LPFA Organismic and Transition Association, in the successful negotiation of the long-term ground lease and redeveloped beachfront housing for a 185-acre, beachfront redevelopment site in the City of North Miami, Florida. The latest master plan involves the property as a \$4 billion multi-use master development. Issues in Sale-Mia Miami. The current City approved plan includes over 4,000 multifamily and residential units, approximately 1,200,000 square feet of retail commercial space, a 4-acre 150,000sq ft hotel and over 2.2 acres of open space park, including sports facilities and playgrounds and a 1.37 acre guest park.
- Construction | Mixed Use Property | Residential Property**
- \$1 Billion Proposed Miami Beach Convention Center Procurement** - Representation of SBCE in proposed redevelopment of Miami Beach Convention Center District. SBCE is comprised of Tribune Media & Radio, ERM Management, and the Office of Metropolitan Architecture, led by Tom Holzman, Robert ERM Management, and Alex Koshka. We represented the client throughout the government procurement and contracting phase and create response reviewing related work, including developing the strategy for responding to the City's RFQ preparation for all presentations before two evaluation committees, responding to various legal challenges, and navigating through the political landscape of a competitive municipal election, city manager selection process, and city commission elections.
- Government Contracting | Hospitality**
- \$2 Billion Proposed Redevelopment of Sonesta Beach Hotel on Key Biscayne** - Representation of various International in the proposed redevelopment of Sonesta Beach Hotel in Key Biscayne, Florida. We handled the real estate work, land use, zoning, and management agreements. Prior to the decision, the proposed project was to reoccupy over 900,000 square feet, including 350 condo hotel units, 20 residential units, and a restaurant. We successfully defended against challenges to the approvals in trial and appellate courts. After disposition of litigation, we represented SBCE Finance Associates, a partnership between entities affiliated with Sonesta Hotel Corporation and Finance International, in the \$78 million sale of the hotel and approved redevelopment plan, as Consultant Key Biscayne, an affiliate of the Hudson Area, Argentina based Consultant, S.A.
- Construction | Hospitality | International**
- \$500 Million Purchase and Development of Bayfront Tower, Skyrise Miami** - Representation of developer in the purchase and development of Bayfront Miami, a 1,000,000 sq ft hotel tower in downtown Miami. Bilzin Sumberg prepared the 199cc ground lease, helped negotiate the master lease and is handling all legal aspects related to the project's construction, including financing and review of all architecture, engineering, and construction contracts.
- Construction | Retail | Sports and Entertainment**
- Development of Residential Tower in S2 Billion Project** - Representation of Paramount Miami Workcenter at all stages of the development of a 564-unit residential tower and six-acre amenity deck, which is the \$2.5 billion centerpiece of the \$2 billion Miami Workcenter. The team represents Paramount Miami Workcenter in the acquisition of land and air rights, development agreements and all other agreements related to the completed, mixed-use tower of the 27-story Miami Workcenter development. Miami Workcenter is the largest real estate development in the history of Florida.
- Commercial Property | Condominiums and Associations | Construction**

INSIGHTS

- John has received Chambers USA's highest ranking in Real Estate since the publication's inaugural year in Florida and has been recognized by The Best Lawyers in America for over a decade.**
- Publication / October 28, 2015**
Letter to the Editor: United Way Appeals to Legal Community
United Way is supported by 34 law firms and nearly 500 Miami lawyers who they come together every year to strengthen the community by connecting their time, talent and financial support.
- Bilzin Sumberg Cares | Recapitulation**
- Publication / October 28, 2015**
In-Depth with John Sumberg: Self-Generated College Major Formed Groundwork for...
Childhood made John Sumberg a lawyer. He was reading. He was fascinated. He wanted to make a difference.
- Speaking Engagement / February 25, 2015**
Successful Law Firm Marketing & Management
John C. Sumberg speaks on the "Successful Law Firm Marketing & Management" event hosted by the Dade County Bar Association in Boca Raton, Florida.
- Publication / October 28, 2014**
Top Attorneys Handle Important Financial Transactions for Their Clients
John C. Sumberg speaks on the "Miami's Future as a Global Community: An Intimate Conversation with Miami Dade County Clerk Carlos Gonzalez," event hosted by the United Land Institute, Miami County Market Symposium in Miami, Florida.
- Speaking Engagement / November 10, 2015**
Miami's Future as a Vibrant Community: An Intimate Conversation with Miami-Dade ...
John C. Sumberg moderates the "Miami's Future as a Vibrant Community: An Intimate Conversation with Miami-Dade County Clerk Carlos Gonzalez," event hosted by the United Land Institute, Miami County Market Symposium in Miami, Florida.
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Results:

Bilzin Sumberg’s new website successfully launched and has since achieved widespread recognition.



“ Reputation Ink’s team possesses **KNOWLEDGE OF THE LEGAL PROFESSION** that few marketers and writers have. They understood and met our high expectations, and we were very pleased with their final product—**HIGH-QUALITY CONTENT THAT DIFFERENTIATES** our attorneys from the typical bios filled with laundry lists and legal jargon. ” — Laura Galeano, Esq., the firm’s Chief Marketing Officer



CASE STUDY

The legal industry is built on trust—clients hire *lawyers*, not *firms*.

This is especially true for Bilzin Sumberg’s practice, which includes multimillion-dollar real estate deals, prominent celebrities and financial transactions that involve international regimes. Instilling confidence and the art of discreet negotiations are paramount, and after working with us, the firm’s attorney pages now exude those ideals.



CASE STUDY


 Ready to work with a marketing firm with deep legal industry knowledge to develop high-quality content and secure high-profile media placements? Contact us at **904 374.5733** or info@rep-ink.com.