

Real Members. Real Results.

Glenn Franklin
Franklin, Gringer & Cohen
Garden City, NY
Member Since: 2004



Case Study: #004

“I’m a big believer in the adage ‘it’s better to give than receive.’”

“Our firm is a great place to work,” says Glenn Franklin, one of two founding partners at Franklin, Gringer & Cohen in Garden City, NY. “People are given responsibility and autonomy, and don’t have to worry about expressing their ideas. There’s a lot of flexibility, especially with the younger attorneys. They get to deal with clients on a day-to-day basis; they’re not stuck in a room somewhere doing research. Plus, it’s a congenial atmosphere.”

After speaking with Franklin for a brief time, one can easily see how he promotes a hard-working, yet fun environment at the law firm he co-founded in 1992. Franklin began with several loyal clients who already used his services. Many of these became long-term clients and their positive recommendations brought in new business. Now with seven attorneys and two support staff, Franklin’s firm has an AV rating and revenue upwards of \$2 million per year. The firm specializes in several areas including labor and employment, business, real estate and matrimonial law.

Franklin believes the key to his firm’s success has been networking. “I’m a big believer in the adage ‘it’s better to give than receive.’ When I meet someone new, I try to find out about them and really listen to what their issues are.” The resulting rapport builds the trust factor that has enabled him to bring in new clients and even to grow during difficult times.



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When it comes to keeping clients happy, Franklin adheres to the golden rule – treat people the way you want to be treated.

Because his clients often have time-sensitive issues, he prides himself on returning phone calls and emails quickly regardless of the size of the organization or the size of the retainer.

Although he's naturally adept at making contacts with people from a variety of industries, Franklin credits his fellow TAB members for giving him additional ideas for networking and garnering referrals. "TAB has been tremendous and has contributed greatly to our success," he says. "I've been a member since 2004, and the firm's revenue has increased by 25% in that time."

The TAB meetings are a "breath of fresh air," he says, and have helped him think outside the box about a variety of issues from collections to marketing to partnerships. The fact that other board members freely share their advice without expecting anything in return is something that Franklin especially appreciates, and he's not shy about spreading the word. "I've recommended a half dozen people to join TAB, and they have found it to be an exciting prospect and their businesses have grown."

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ATTORNEYS AT LAW

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About The Alternative Board

The Alternative Board® (TAB) helps forward-thinking business owners grow their businesses, increase profitability and improve their lives by leveraging local business advisory boards, private business coaching and proprietary strategic services.