

Bailey Brauer Ranked Among Top Firms in U.S. for Client Relationships

Dallas-based litigation boutique **Bailey Brauer PLLC** has been selected to BTI Consulting Group's 2017 ranking of the top 10 law firms in the country with the best client relationships within the consumer goods industry.

BTI's inaugural guide, *Industry Power Rankings: The Law Firms with the Best Client Relationships*, is based on a survey of corporate counsel and executives at the world's largest organizations representing 18 different industries.

"When we started this firm in 2013, it was with the understanding that client relationships would be the foundation for everything we did," said co-founder Alex Brauer. "To earn this recognition from BTI is an indicator that we have been successful in maintaining that focus."

To achieve the "Clientopia" status given Bailey Brauer, a firm must earn top rankings in two crucial areas of client service: The client must consider the firm as its primary legal provider and spend the bulk of the organization's legal dollars with that firm; and the firm must be one the client recommends to peers in an unprompted manner.

"To fully earn the trust of a client you have to be dedicated to putting their needs first, and you have to fully understand what those needs are," said firm co-founder Clayton Bailey. "The only way to accomplish that is to develop the type of personal, one-on-one relationships we have with our clients."

Though Bailey Brauer is among the smallest and youngest firms to be selected to this list, it is not the first time the firm has earned recognition from BTI. Earlier this year, Bailey

Brauer was selected among law firms with the “best brand standing” in the country, an indicator of how likely it is to be considered for new work. BTI also previously selected Bailey Brauer among the nation’s “most feared” law firms.

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