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Brand Glick & Brand, P.C.

Successful Legal Strategies for the Insurance and Business Industries

When a car owned by a leading rental car company collided with a bicycle at a Brooklyn intersection, the bicyclist sued for \$10 million. At first, the plaintiff appeared to have a legal advantage. After all, Brooklyn juries are known for pro-victim verdicts. The rental car company immediately turned to the New York- and New Jersey-based law firm of Brand Glick & Brand, P.C. (BG&B) for help. As a result of thorough preparation, creative trial strategy and stern cross examination challenging the veracity, extent and duration of the alleged injuries, the plaintiff was awarded under \$200,000. Most of the legal community recognized this as an extremely nominal verdict for such a strong plaintiff's case.

David Brand, trial attorney and Senior Partner at BG&B, says, "I endeavored to show the jury how the plaintiff's attorneys exaggerated certain aspects of the case to inflate the alleged economic damages. The injuries were severe, but for the most part

were not permanent. Our tack prevailed in demonstrating a very good recovery and a lack of the plaintiff's credibility."

Whether through skilled negotiation or aggressive litigation, BG&B seeks fair resolutions to insurance and commercial cases throughout New York and New Jersey. As one of the leading insurance and commercial litigation firms in the Northeast, BG&B represents some of the

Areas of Practice

General Liability

Automobile, Trucking and Transportation

Commercial/Business Litigation

Products Liability

Premises Liability

Construction and Labor Law

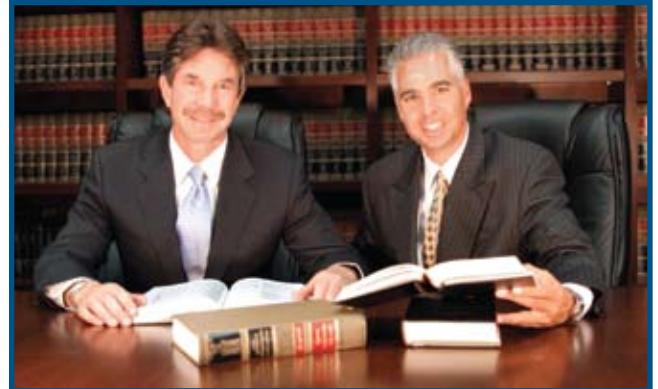
Property and Subrogation Claims

Insurance Coverage

Real Estate

largest insurance companies and their clients – including trucking companies and fleet owners – in cases ranging from the most costly and complex to the simplest.

Consider, for example, the woman who sued Kennedy International Airport, claiming she had fractured her ankle after slipping in a parking lot. After thorough investigation, BG&B determined the alleged mishap could not have happened in the manner claimed. Clever cross-examination of the plaintiff revealed a tangled web of inconsistencies, prompting her to settle for next to nothing, during deposition. Additionally there are other cases where Brand Glick & Brand recovers significant sums of money for business clients in breach-of-contract and other commercial matters.



Senior Partner David Brand and Managing Partner Robert Glick

"I enjoy getting to the bottom of cases," Brand says. "I spend a lot of time on preparation."

While Brand is well known for innovative litigation techniques, Managing Partner Robert Glick is widely recognized for his negotiating skills. So much so that he is often sought out to conduct seminars on the subject for other lawyers throughout the country. Glick serves on the New York State Bar Association's Torts and Insurance Law Executive Committee and early in his career was named Young Attorney of the Year.

"There's no greater satisfaction than knowing a client's expectations are not only met, but are exceeded."

– Robert Glick, Managing Partner

BG&B's successful outcomes are often published in legal publications. With over 20 lawyers on staff – some of them former prosecutors – BG&B is one of the most experienced and recognized insurance litigation firms on Long Island. At the same time, it is small enough to provide highly responsive, personalized service in the most cost-efficient manner possible.

"Cost containment is a very big issue in the insurance industry and corporate field," Glick says. "We try to put ourselves in the position of the client. We have a system of checks and balances to make sure the cost reflects the services that are actually provided. To me, there's no greater satisfaction than knowing a client's expectations are not only met, but are exceeded."

For more information, call 516.746.3500 or visit www.brandglickbrand.com.

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