

Two Law Firms, Same Revenue, One Is Worth More. New Book by ProLegal CEO Patrick Babaian Explains the Gap

New book argues branding functions as business infrastructure, shaping negotiation posture, referral flow, recruiting, and firm valuation.

GLENDAL, CA, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- [ProLegal](#) today announced the release of *Why Law Firm Brands Fail*, a new book by CEO and Founder Patrick Babaian arguing that two law firms with identical revenue can carry very different valuations, and that the difference is more often explained by branding than by margin.



ProLegal

NOW AVAILABLE

- Why two firms with the same revenue are worth different amounts
- Why carriers price your firm before reading your demand
- The biggest mistake in law firm marketing

Why Law Firm Brands Fail

Branding is not decoration.
It is the difference between being compared and being chosen.

Why Law Firm Brands Fail
How Short-Term Thinking and Cheap Decisions Cost Firms Millions
PATRICK BABAIAN

ProLegal announces the release of "Why Law Firm Brands Fail" by CEO Patrick Babaian.

“

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Patrick Babaian, CEO and Founder of ProLegal

“Every firm has a valuation whether it plans to sell or not, and branding is one of the quietest inputs into it,” said Patrick Babaian, CEO and Founder of ProLegal. “Firms with strong brands feel transferable. Firms without them feel fragile. Buyers, partners, and successors all price that difference, even when no one says it out loud.”

The book argues that branding is routinely misfiled as a creative expense when it functions as business infrastructure. Its central claim is that the legal market

forms durable judgments about a firm before evaluating its work, and that those judgments carry measurable financial consequences across case acquisition, referral flow, attorney recruitment, negotiation posture, and firm valuation.

“Insurance carriers decide who feels costly to fight before they ever read your demand,” Babaian said. “Referral partners decide who feels safe to recommend before they ask a single question.

Those judgments are not made maliciously, they are made instinctively, and they are made long before anyone looks at your results."

Across 41 chapters, *Why Law Firm Brands Fail* addresses why most firms in a given market appear interchangeable, why the majority of rebrands lose momentum within eighteen months, why referral volume tends to fade rather than stop, and why branding decisions delegated below the ownership level rarely survive the process intact.

The book concludes with a Brand Clarity Diagnostic, a 17 question self assessment scored across positioning, market perception, visual authority, messaging discipline, internal alignment, and investment reality.

Babaian has worked alongside law firms since 2008 and leads ProLegal Growth, the branding, websites, and marketing engine within ProLegal.

Why Law Firm Brands Fail is [available on Amazon](https://www.amazon.com/Why-Law-Firm-Brands-Fail/dp/B0H46YNZKW) at <https://www.amazon.com/Why-Law-Firm-Brands-Fail/dp/B0H46YNZKW>

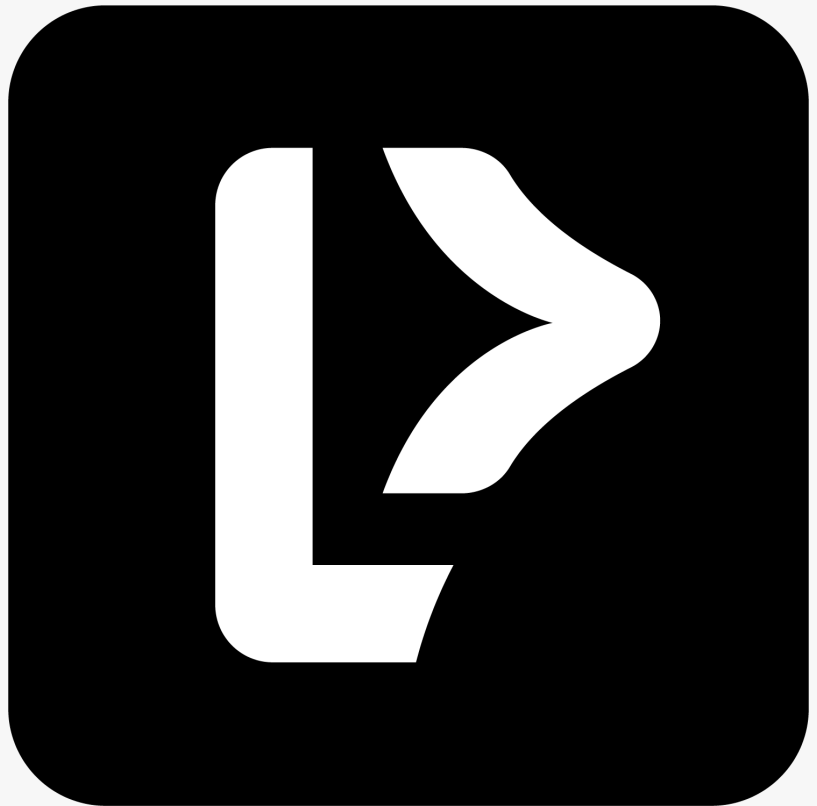
Law firms considering a branding engagement may [request a complimentary copy](https://www.prolegal.com/why-law-firm-brands-fail) of the printed edition at <https://www.prolegal.com/why-law-firm-brands-fail>

About ProLegal

ProLegal is a legal support company headquartered in Glendale, California, operating four



ProLegal corporate logo



The ProLegal icon logo used across digital platforms

solutions for law firms and their clients. ProLegal Funding provides consumer legal funding, also known as pre-settlement funding. ProLegal Rides provides transportation services. ProLegal Growth delivers branding, websites, and marketing built specifically for law firms. ProLegal Live provides client intake support. The company serves firms across the United States and is expanded internationally into Canada, the United Kingdom, and Australia.

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