



Law Firm Consulting Firm Best Era Reaches 1,000 Firms, Targets 15,000 by 2031

Best Era, the West Hartford law firm consulting firm, has reached 1,000 law firms in two years and is targeting 15,000 over the next five.

WEST HARTFORD, CT, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- Best Era, a [law firm consulting firm](#) founded in 2024 by Ryan McKeen, Allison McKeen, Brittany Green, and Marisa Rua, has worked with

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*Ryan McKeen, Co-Founder,
Best Era*

more than 1,000 law firms in its first two years. The company has set a goal of reaching 15,000 law firms over the next five years.

That first 1,000 spans three sides of the business: firms that have retained Best Era for consulting, members of the [Best Era Community](#), and lawyers and paralegals who have attended the company's AI ERA and AI PARA ERA events.

"Most law firms are not badly run. They are unrun," said

Ryan McKeen, co-founder of Best Era. "Nobody teaches lawyers to be operators. We spent years learning it the expensive way, inside our own firm. Now we hand people the map instead of making them draw it."

What Best Era does

A law firm consultant helps a firm owner run the business behind the law practice. Best Era works across seven areas: business strategy, marketing, hiring and retention, operations, finance, client intake, and technology.

Firms work with the company four ways:

Best Era Community. A private Slack network for firm owners and managers, with a content library, group coaching, AMAs, and member pricing on events. Membership runs \$1.39 a day.

The Way. Weekly leadership coaching built on Best Era's operating system, including a function chart, employee evaluation tools, and 15 ready-to-use systems.

Two-Day Intensive. An on-site or virtual reset covering values, a five-year vision, quarterly goals, marketing strategy, and a financial and operations review.

Private consulting. Scoped and quoted per project, because a 4-lawyer firm fixing intake and a 40-lawyer firm planning succession are not the same job.

The company also runs online courses and paralegal training.

Why the founders built it

Ryan McKeen and Allison McKeen built and scaled a Connecticut personal injury firm to 40 staff and eight figures in revenue, earning three consecutive Inc. 5000 rankings, including #13 in legal. Allison ran it as COO and CFO. Ryan tried cases and ultimately became the firm's CEO. Brittany Green was the firm's marketing director and responsible for driving 10x growth.

They started Best Era in 2024 with Brittany Green and Marisa Rua after fielding the same questions from other owners for years. How do you set a marketing budget. When do you hire. What do you pay a paralegal. Why does the firm make money on paper and not in the bank.

"Lawyers apply extraordinary rigor to a client's case and almost none to their own balance sheet," McKeen said. "That gap is the whole business."

The AI question

Best Era runs two annual events on artificial intelligence in legal practice. [AI ERA 2.0](#) is built for firm owners and attorneys. AI PARA ERA is built for paralegals and support staff, a group the company argues is usually left out of the conversation.

The company's position is that AI in a law firm is an operations problem before it is a software problem. A firm without documented systems does not get faster when you add a language model to it. It gets faster at doing the wrong thing.

On an individual consulting basis, Best Era, LLC works with some of the best law firms in the



Best Era Team in their Italian Era

country on their biggest opportunities.

What comes next

Best Era is hiring and expects to add team members as it scales toward the 15,000-firm goal. The company's view is that the constraint on legal-industry improvement is not talent or technology. It is that almost nobody hands a firm owner a working set of business systems.

About Best Era

Best Era is a law firm consulting firm based in West Hartford, Connecticut. Founded in 2024 by Ryan McKeen, Allison McKeen, Brittany Green, and Marisa Rua, it provides bespoke business strategy for law firms, attorneys, and legal companies, covering marketing, operations, finance, hiring, intake, and technology. Services include private consulting, The Way weekly leadership coaching, two-day intensives, paralegal training, online courses, and the Best Era Community. The firm also hosts the AI ERA 2.0 and AI PARA ERA conferences. Its tagline is "Taking Your Business To Its Best Era." Learn more at bestera.com.

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