

Visit our new website, with our new chat feature available to you 24/7!
www.perenichlaw.com

CALL US FIRST if you or a loved one were involved in an accident.
727-669-2828



facebook.com/perenich

PRSR STD
U.S. POSTAGE
PAID
TAMPA, FL
PERMIT NO.3311

Call us for a free case evaluation 727-669-2828

We want you to think of us for any legal matter that comes up in your life. If you or a loved one are experiencing a need for an attorney, please call us first. Although we focus primarily on personal injury victims, many times we refer clients to local colleagues that we trust in the community if it's an area of practice that we do not handle. We welcome any and all legal matters and inquiries!



Congratulations, Greg, Tim and Terence!
We want to be your attorney, your law firm.

www.FloridaTrend.com/Legal-Elite.

Congratulations to the Partners!
Greg, Tim and Terence Perenich were all 3 named to Florida Trend's Legal Elite – a distinguished group of the state's top attorneys! They were recently recognized in the 2019 edition of Florida Trend's Florida Legal Elite™. The list of honorees includes attorneys in private practice as well as top government and non-profit attorneys. The entire Legal Elite roster, including Hall of Fame inductees and top Up and Comers, can be viewed at www.FloridaTrend.com/Legal-Elite.



CLIENT CONNECTION

PERENICHthe law firm
tampa bay personal injury attorneys



WELCOME TO OUR QUARTERLY NEWSLETTER

Perenich The Law Firm Welcomes Ursula



Ursula is Perenich The Law Firm's newest paralegal. We are excited to have her join our growing team! Ursula is a Florida Registered Paralegal and comes to us with many years of personal injury and litigation experience. Welcome, aboard, Ursula!

HIGHLIGHTS

02 Attorney to Client

Ten years ago, I walked away from the law firm that my dad, Guy Perenich, started in 1955 to join my brothers, Greg and Tim...

03 Back to School...

Snack Idea
First Day of School Pictures

04 Congratulations to the Partners!

Greg, Tim and Terence Perenich were all 3 named to Florida Trend's Legal Elite – a distinguished group of the state's top attorneys!

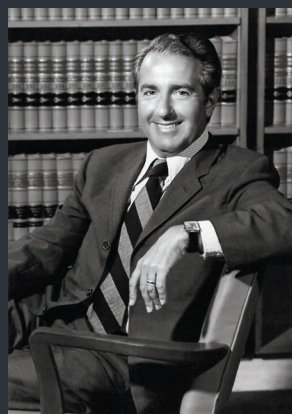
PERSON TO PERSON, ATTORNEY TO CLIENT

A knock was heard on the tall thick mahogany door. The bailiff stood up and walked into the jury deliberation room. A few seconds later, the bailiff walked into the courtroom and told the clerk, "The jury has reached a verdict."

The judge in her long black robe entered the courtroom from her chambers and summoned the jury to the jury box. "Ladies and gentlemen, have you reached a verdict," she asked. "Yes," replied the foreperson. The verdict was handed to the clerk who summoned the parties to their feet. Before the clerk read the verdict, the client looked to her lawyer and in a soft whisper said, "Thank you."

"For what? We haven't heard the verdict yet," the lawyer said.

The client looked at him and said, "Thank you for believing in me."



Ten years ago, I walked away from the law firm that my dad, Guy Perenich, started in 1955 to join my brothers, Greg and Tim, in their law firm, Perenich & Perenich. Even though I was a fully vested partner in my dad's firm, I made the decision

that, together with Greg and Tim, we could be a part of a special venture in creating a law firm that reflected the values and principles that Dad taught us as kids. Those lessons

were learned while we sat at the dinner table. My dad told us about his clients and their families and why he felt duty bound to help them. It was a simple lesson: he knew each of them personally and he cared about them – he really wanted to help.

After my dad retired in 2007, I reflected on those lessons and decided for myself that I had to get back to my roots. Our firm was, in a sense, not walking away from my dad's firm, but about returning to my family and carrying on my dad's legacy.

Last year my dad passed away at the age of 93 and this year we are marking our 15-year anniversary of our firm and 10 years since I have been a part of the firm with Tim and Greg. I think Dad would be proud of what we've built and the mission that drives us. Every day we strive to serve our clients as unique persons and families that want a higher form of legal service – personalized service.

The television and billboard advertising from lawyers cannot convey what we do when we sit down, face to face with our clients. I know that some big advertising firms overwhelm the air waves with their messages about what makes them better. But as many people know, the clients who call those firms rarely even get to speak to a lawyer. Usually, an investigator shows up at the client's door and offers legal representation by "e-signing" a contract. We don't e-sign our clients. We meet our clients.

From that first meeting, the relationship is established: person to person, attorney to client. And just like Guy Perenich did for the 52 years he practiced law, we will be standing beside our clients in the courtroom, demonstrating our commitment to them and belief in their cause seeking justice.

We know that our field of practice is competitive. In a crowded marketplace, anyone can feel uncertain and anxious about the future. Today, we often hear stories about

how automation and artificial intelligence will displace us from our jobs and careers. However, I know that no computer or algorithm can offer what Greg, Tim and I offer at our firm. The best representation a lawyer can give a client requires that the attorney-client relationship reflect a real connection. Each client of our firm makes a larger community that can never be replaced. We know that there are a lot of firms out there and they are spending a lot of money to advertise. But no amount of money, spent on TV, billboards or radio, will replace the genuine gratitude expressed by a satisfied client who knew that he or she had a lawyer who knew them and cared. Even when a case is concluded, our relationship persists. I'm your lawyer and this is your law firm whether you hired me yesterday or ten years ago. When we fight for your shot at justice, we do it because we believe in you. That's the way Guy Perenich practiced law.

We are excited about what we have accomplished as 3 brothers emboldened by the spirit of our dad. I am grateful to Tim and Greg that I have been a part of this firm for the last 10 years and I am excited about the next 10 years even more.

- Terence A. Perenich, Esquire

OUR KIDS' FIRST DAY OF SCHOOL

Finn
VPK

Lexie
FIRST

Sammi
FIRST

Zach
FIFTH
Nikko
SEVENTH

Greg's
FAMILY

BACK TO SCHOOL RECIPE



Creamy Vanilla Fruit Dip

In a medium bowl, combine 2 cups of plain yogurt, 1/8 tsp of cinnamon, and a packet of instant vanilla pudding mix. Serve with grapes, apple slices, or strawberries.