

# KANSAS CITY BUSINESS JOURNAL

## *Growth spurs legal marketing firm to open a Denver office*

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Kansas City Business Journal

Much like the law firms it serves throughout the Midwest, Mission-based Proventus Consulting LLC is growing because it can offer clients a better value proposition than its coastal competitors.

Founded in 2012 by CEO Burton Taylor, Proventus Consulting provides smaller law firms with legal marketing services. After starting as a one-man show, the firm has grown into a team of six with clients nationwide. Like Taylor, everyone on the team started as a journalist and then moved into legal marketing and media relations at large law firms.

Now they're bringing that experience to smaller, boutique law firms, something that has proved to be a huge need, which in turn led the company to expand by opening an office in Denver.

"There is not only a market in Kansas City, but a national vertical in legal marketing that is not filled out," Taylor told the Kansas City Business Journal. "It is occupied largely by coastal firms in California and New York, and there is this void in the Midwest that we're seeking to fill. In doing so, we're finding that a lot of firms are hungry for an alternative. So, from Kansas City, we offer the same experience as a coastal firm, but we offer it with a value and



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Burton Taylor

work ethic that is unlike what a lot of folks have experienced in the past."

It's a business plan reaping nationwide attention. Proventus Consulting was named as the National Law Journal's 2016 Best of the Midwest for Legal PR. That has enhanced the company's credibility with law firms nationwide, helping the firm to be seen as a viable alternative.

To capitalize on that, Taylor is looking to set up shop outside the Kansas City area and closer to more clients. He's found Colorado to be just as fertile a ground as Kansas City. About half of his clients already have a presence or business in Denver, and the mar-

ket presents plentiful additional opportunities, Taylor said.

Nancy Rigdon will lead the new office. Rigdon, who has more than 10 years of experience in marketing and communications, joined Proventus Consulting three years ago.

"Nancy is not just planting a flag, but she's exploring office space, and we're going to build a team around her in Denver," Taylor said. "The Denver office is in response to our clients. We'll be able to better serve them by having a presence there. We hope to continue to grow our relationships with the boutique firms that are strong in Denver and throughout the state."