



Bracha Etengoff

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Tell us about your firm or business including history, specialization, and years in business.

I opened my firm nine years ago when a wealth management firm approached me to refer their clients for estate planning. I knew this was a unique opportunity, so it helped me take the plunge. Having more control over the types of cases I handle and more flexibility in my schedule as the owner of my own practice was really attractive to me.

Tell us an interesting fact about you.

Bracha means “blessing” in Hebrew. The “ch” is pronounced as in Arabic or German, which is difficult for many people. But fear not – an “h” as in hat or “c” as in cat is fine, too.

What's a favorite moment of your career so far?

I interned for the Hon. Sonia Sotomayor, then of the Second Circuit Court of Appeals, as a 3L. So I often joke that my career peaked in law school! But in all seriousness, I cherish the opportunity I had to learn from a justice of her stature, who is one of the great women of our time.

What challenge are you most proud of overcoming?

I am one of many people who consciously and creatively developed a path to achieve consistently excellent results for their clients, while managing chronic illness. This requires self-care, self-compassion, flexibility, and constantly re-evaluating what is truly important to you. I am deeply committed to attorney well-being and I believe we deserve to prioritize our health, personal relationships, and sources of joy.

Tell us about a recent professional accomplishment of yours.

I recently settled an estate dispute between siblings, which had dragged on for five years and was at the courthouse steps. The sibling living in the late parent’s house had asked to buy out the other’s share, but did not meet their verbally agreed deadlines. Unresolved tension about the caregiving each had provided to the parent carried over, making the video mediation especially heated. Nevertheless, I still succeeded in facilitating agreement on the buyout terms and drafted a term sheet for the closing attorneys.

Tell us about a recent personal accomplishment of yours.

I write creatively, as well as in my legal practice. I’m a contributor to *Reflections on Mortality*, an anthology which portrays human existence as a time-bound gift and encourages us to live dynamic, purposeful lives. And my poem about the human capacity for resilience, *On This Ledge*, was published last year in the Nassau County *Voices in Verse* anthology.

What advice would you offer new business owners?

Focus your energy on potential clients who already appreciate your worth! I’ve learned it’s a waste of time to explain why my estate plans are so different than a DIY will or why I don’t offer free consults – those inquiries will not convert anyway.

How can you help other Women Owned Law members improve their businesses?

I’d be happy to educate our members about the success of mediation in family law issues beyond divorce. Mediators can facilitate agreement, preserve relationships, and prevent or settle litigation in many other areas of our personal lives, too.

How has Women Owned Law been of value to you and your career?

Meeting so many women who excel in their fields has taught me we’re already there! I can almost always refer business to other women without compromising the quality of the services or the right fit for the potential client, if I take a moment to remember who I know. I always do that now, so we can all lift each other up.

About Women Owned Law

Women Owned Law is a ground-breaking group created to connect and advance women legal entrepreneurs. WOL supports its members and other women entrepreneurs in the law in their business endeavors at every point in the business lifecycle. We advocate on behalf of women legal entrepreneurs and have been instrumental in raising the profile of women entrepreneurs in the law.

For additional information about Women Owned Law visit <http://www.womenownedlaw.org>