



**MATTHEW E. KRIEGER** “THINK OUTSIDE THE BOX.”

Matthew Krieger looked at the Miami Beach of the mid 1990s and found it lacking. He decided that there was a dearth of competency and efficiency in many firms, particularly when it came to servicing clients.

“I love Miami. I grew up in Miami. It’s a very diverse community, which I like, [but] due to the makeup here, there’s a lack of professionalism in customer service. That’s how we set ourselves apart. We have a company you can rely on, that gives customer service that is professional, with attention to detail.”

The “we” he is talking about is his firm, Bratter Krieger LLP, which he founded with his best friend, Joshua Bratter. A couple of years after establishing his publishing company, Playground Maps, Krieger was approached by Bratter, who was in immigration law, about being partners. Playground Maps had given Krieger an in to business opportunities on Miami Beach. Bratter hit the ground running with immigration concerns. Between their two areas, there was a synergy. They created a law firm on Miami Beach “because there

were’t that many law firms at the time. We specialized in immigration law. And we represented a lot of Internet companies when the Internet boom was happening.”

Many of those companies were South America-based, but setting up shop on Miami Beach. Krieger’s firm started representing them, and soon added movie and music producers and universities to their roster. These clients needed help not only with immigration, but with finding homes for their employees and meeting new contacts. And Bratter Krieger took care of it all—turning itself into a “law firm/concierge” service. The two branched out into real estate, turned their second company, South Florida Title Group, into one of the fastest growing title insurance companies around, and set their sites on loftier goals, tying together PR, marketing, charitable events, legal representation, and more.

“We feel fortunate...and we believe in giving back to the community. So any opportunity where we can benefit another party, especially a charitable organization, that’s what we’re all about.”