

THE  
AMERICAN LAWYER'A Phenomenal Year': Greenberg Traurig  
Approaches \$3B in Revenue for the First  
Time in Firm History

By Vivienne Serret

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**What You Need to Know**

- Greenberg Traurig's revenue was up by 11.8% in the 2025 fiscal year, surpassing \$2.9 billion in revenue.
- The firm's financial gains came without taking on any debt.
- The firm also saw a net income increase of 9.80%.

While Greenberg Traurig's leaders entered 2025 feeling uncertain about what to expect from the year and then navigated a slow first quarter, last year ultimately turned out to be the firm's best on record.

Revenue was up by 11.8%, surpassing \$2.9 billion in revenue, and the firm anticipates breaching the \$3 billion mark for the first time in 2026, while not borrowing a single dollar, according to Greenberg Traurig executive chairman Richard A. Rosenbaum.

Notably, the firm increased its profits per equity partner by 10.1% to \$2.898 million—all without cutting its number of equity partners, to which Rosenbaum says it's not "just about gross revenue" but delivering value to clients while increasing profit in a world where the fight for top talent has gotten increasingly competitive.

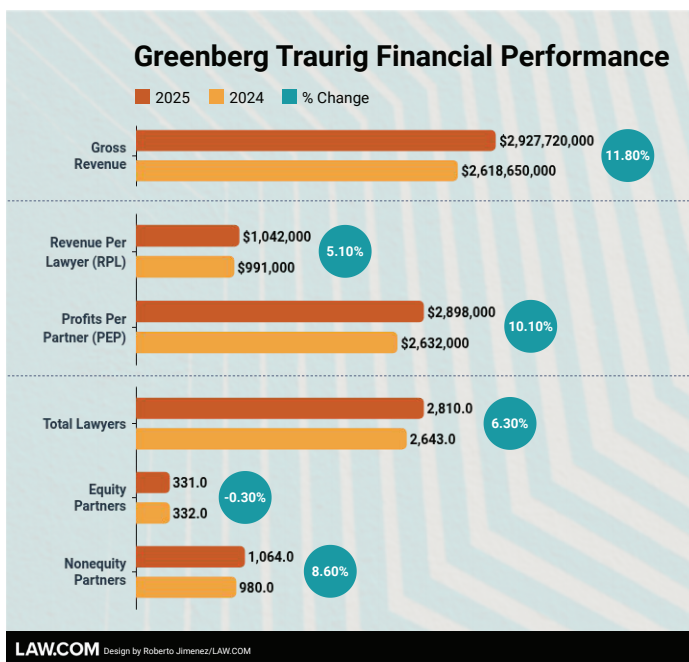


Courtesy photos

**Brian Duffy (left) and Richard Rosenbaum of  
Greenberg Traurig.**

"January, February of this year might be two of our best months of all time," Rosenbaum said. "Greenberg Traurig is one unified firm, globally. We are not the result of any mergers; we grew over the years to 3,100 lawyers. I joined the firm 40 years ago as the firm's 90th lawyer, and we've mostly hired individuals and teams strategically, as well as opportunistically at times. And that's how we built the firm from a few offices in South Florida to 51 offices around the world, and virtually every practice picked up."

And, though the real estate market had been down in the last year or two, in 2025 it came roaring back for Greenberg Traurig.



Similarly, the firm's transactional practices thrived, in terms of quality of deals, size of deals and its market position in private equity. Furthermore, while litigation, restructuring, intellectual property and energy work were at all time highs, according to Rosenbaum.

Geographically, the firm has been succeeding and growing over a number of years. The firm now holds nearly 700 lawyers across Europe and the Middle East, after opening new offices in Munich and Abu Dhabi in 2025. It also saw the best performance in both London and the other European offices, as well as the Middle East, where the firm has only had a presence for three years.

"If you take the biggest practices in the firm: litigation, real estate, corporate and IP...All were up this year," said Brian L. Duffy, the firm's chief executive officer. "I would agree that was a phenomenal year, and at the same time we did all that, we're net cash positive the entire year. We maintained our financial discipline through what was sometimes some interesting times and an exciting time in the profession, an exciting time at GT."

Like many firms, Greenberg Traurig did boost its billing rates in 2025, raising them between 7% and 9%, and the firm anticipates an even greater increase in 2026.

The firm did not expand its real estate footprint, with its current 1.7 million in square footage under lease largely remaining flat from prior years, but that's because the leaders says they are careful when it comes to taking more space.

"We see the big leases getting signed in places like New York, where it's incredibly expensive, and sometimes I scratch my head when I look at that and you think about AI and ultimate impact of technology and whether you're going to need that much space at those kind of rates," Rosenbaum said. "But we also benefit from the fact that we were born in Florida, which has been an incredible market, and we continue to have a strong position there, and actually have been expanding our position in particularly in South Florida, where so many people have moved."

Looking forward, Duffy says the firm is seeing a lot of interest from candidates who like the firm's value proposition, the way the firm is structured, and the freedom it offers within a broader framework on billing rates.

It's an exciting time right now in the lateral market, Duffy noted. The firm is also opportunistic in looking at new offices and is continuing to evaluate potential new markets.

"When you add all of the challenges associated with artificial intelligence and all the exciting opportunities that presents, 2026 is going to be another exciting and interesting time at Greenberg Traurig and in Big Law in general," Duffy said.

*The 2025 financial figures reported in this story are preliminary. ALM will report finalized data for the Am Law 200 on The American Lawyer in April and May.*