

Safety First, Justice Always

LAW OFFICES OF KENNETH BERGER MARCH 2024 NEWSLETTER

“Turning 26 Into 260”

We recently settled a hard-fought case for \$26,000,000.00. Afterwards, friends jokingly asked about retirement or how long I would be out of office. What they knew, and what you likely suspect, however, is that rather than feeling placated, I was simply more motivated.

I shared with my team that the effort, quality of work, and doggedness that went into that result had to be the standard on every case we handle. We could celebrate the victory, but more importantly, we needed to use the playbook to secure even larger, more meaningful wins.

I want this result to accelerate our path toward a \$260,000,000.00 victory or more. Not for the sake of the money, nor for notoriety, but for the difference in human beings’ lives and our communities that cases such as those bring. Ford was going to keep making cars that blew up until lawyers stopped them, and it was no longer profitable to do so. Same thing with cigarette companies hooking kids on cancer sticks and big pharma laying waste to families with promises of pain relief.

There are bigger battles ahead. The war between justice and injustice, safety and danger, is always raging. Sometimes it takes the form of a single car crash or chemical burn, other times it’s on a global scale. Our responsibility is to keep grinding, climbing, and working toward goals far larger than money or ourselves.

We want our impact to be 10 times what it has been to date – if not more. To achieve that, we must look forward, reach higher, work harder, and give more. As I told the team, “We’re just getting started...”



Disclaimer: Any result I may achieve on behalf of one client in one matter does not necessarily indicate similar results can be obtained for other clients. In addition, some of these results were obtained in connection with other firms. I am a South Carolina injury lawyer, not a miracle worker. I evaluate every case on its own merits and only accept a limited number of new cases every year.

For Referring Attorneys

If you are one of our many referring attorneys, we want to thank you for allowing us to serve. Your trust means a great deal.

We seek to strengthen your relationship with the client by providing him/her with a great experience, as well as a great result. Additionally, we always make it a point to emphasize that you are truly the person to thank, as it was your good judgment that allowed us to take part in their representation.

If questions arise in the coming month concerning a life-changing injury or wrongful death case, we are here to help. From simply answering your questions to being associated on or referred the case, please let us know what we can do to benefit you and the client. Likewise, if you have a potential client call us directly, be sure to have him/her say who made the referral so we know who to thank.

Kenny & Grace Berger Pledge \$250,000 to USC School of Law

Attorney Kenny Berger and his wife, Grace Berger, have pledged to donate \$250,000 to the Joseph F. Rice School of Law at the University of South Carolina to create the Kenneth and Grace Berger Endowed Scholarship. Kenny was a guest speaker at the 2024 Scholarship Luncheon for the law school where he announced he and his wife will donate \$25,000 each year for the next ten years, totaling \$250,000. Kenny graduated from the University of South Carolina's School of Law in 2008 and is one of the youngest people to create an endowed scholarship fund in the school's history.

The Joseph F. Rice School of Law is one of the nation's oldest law schools and South Carolina's only nonprofit law school. Its mission is to serve justice and advance the law through engaged learning, teaching, scholarship, and service. At the Law Offices of Kenneth Berger, we are dedicated to making our community a safer, better place to live by defending our state's safety rules and investing in organizations and people who are working to improve our community.



Through the Kenneth and Grace Berger Endowed Scholarship, students will receive the financial support they need to cover general tuition, fees, books, and other educational expenses. We are proud to support future lawyers so they have the resources and knowledge to seek full justice for all those they serve in the years to come.

Firm Snapshot

New Logos. New Colors. Same Mission.



We seek to be a force for good. We understand the impact trauma can have on your life, and are here to ease the pain, guide you through the legal process, and advocate for legal outcomes that place priority on your personal well-being, dignity, and future.

Our Mission: To obtain full justice in life-changing injury and wrongful death cases.

The Practice of Law

Root Cause Analysis + Human Story = Winning Combination

When meeting with a new client, lawyers always want to know “what happened.” We have to know the who, what, when and where. Most importantly, however, we have to learn the “why.” In a simple rear-end collision, we want to know why the defendant crashed into the back of our client’s stopped car. In a more complex case, we want to know why the resort allowed its chlorine levels to be off the charts with swimmers in the pool.

Often times, the deeper we dig, the more bad behavior we uncover. Likewise, once we uncover a lie, it’s important to ask ourselves, “Why is the witness lying? What is it about the truth that would be so damaging to them or their case?”

When you approach cases with the “why” in mind and make it a goal to get to the root cause of the incident versus focusing solely on “what happened,” your results will almost certainly improve.

Another key component in achieving full justice is learning your client’s human story. Once again, our representation of another person’s interests ought not be limited to “what happened” to them. Instead, we need to know what their life was like before the injury. What did they value most? What were their proudest achievements? Who were they as a mom, wife, friend, daughter, co-worker...?

We can’t fully appreciate or value our client’s damages if we don’t take the time to get a true picture of their human experience before and since the injury. Conversely, when we commit ourselves to caring for that client and their story as we should, we gain remarkable insight and conviction.

Simply put, root cause analysis of a defendant’s choices coupled with learning your client’s human story, is a powerful combination that brings us much closer to full justice.

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You can find all four seasons on Apple Podcasts, Google Podcasts, Spotify, or on our website, with new episodes coming out every other week.



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