



DARIN M. COLUCCI

## COLUCCI, COLUCCI & MARCUS, PC

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DARIN M. COLUCCI IS A TRIAL LAWYER AND PARTNER of Colucci, Colucci & Marcus, P.C., the firm he founded with his brother Dino in 1995. Together, they have built a litigation powerhouse, achieving outstanding results for their clients. This year, Colucci was recognized as a Rising Star by his peers.

**PRACTICE AREAS** Colucci, Colucci & Marcus, P.C. provides a broad range of services for individuals, small businesses, and corporations. The firm handles all types of personal injury cases including car accidents, premises liability actions, complex product defect matters, construction accidents, and legal malpractice cases. The firm also handles elder law, estate planning, wills and trusts, disability law, and probate of estates, as well as all forms of probate and business litigation.

### FRIENDLY PERSUASION IS SO MUCH MORE EFFECTIVE THAN COMBATIVENESS.

**A UNIQUE APPROACH** Regardless of the complexity of the case, Darin Colucci employs a style that is much different from your stereotypical trial attorney, avoiding mere bluster entirely. "Thorough preparation is an absolute necessity, but the next step is to convey that you are calmly confident," he says. Rather than turning each case into a fight, Colucci puts his efforts into forming nothing short of a relationship with his adversaries. "You want to be viewed as resolute, but reasonable; that's an approach

which makes it less about the lawyers themselves and more about the case."

**A KNACK FOR RESULTS** Based on results, his approach works. Darin Colucci is, quite simply, known for achieving incredible results for his clients — including a \$4.6 million dollar award which represented the highest bench verdict in the Commonwealth in 2001. Says Colucci: "There are plenty of great lawyers that can do a quality job preparing a case. But I really think that there's just a certain intangible quality that you have to have in order to maximize a result for your client."

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