



BEST COUNSELORS/ THERAPISTS



For 11 years, Associated Behavioral and Trauma Specialties, founded by Gerardo Rosas and Zul Estrada has served the El Paso community and Texas residents by offering comprehensive counseling and psychiatric services tailored for children, teens, families and adults.

"After being runner-up in 'Best of El Paso' for several years, being named 'the best' this year is truly

meaningful," said Estrada, co-founder. "It shows that more people are discovering us and valuing specialized treatment. "We are honored to serve our community."

"We're a clinic that specializes in trauma-focused counseling and psychiatry, but what makes us stand out is our treatment of complex trauma," said Estrada. "Complex trauma is the lasting impact of repeated, early-life traumatic events that shapes how we feel, trust, relate, and see ourselves"

"At our core, we believe people can heal from traumatic events," said Rosas. "We are dedicated to continually offering the most effective, evidence-based treatment, and it's a privilege to walk alongside clients on their healing."

"What sets ABTS apart is our unified trauma treatment program. Rather than relying solely on individual backgrounds, every clinician is trained in a shared model—ensuring clients, from children as young as four to adults, receive the right specialist at the right time."

As founders and clinicians, Gerardo and Zul continue pursuing training and consultation while remaining dedicated to their clients. Staying connected to real challenges keeps their work meaningful and effective. United by a passion for trauma treatment, including complex trauma and dissociation, their partnership has grown into a family bond—a cornerstone of ABTS's success.

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