

Owners' Business Model

When law firms are asked to describe themselves and their "cultures", they all sound the same. All firms want to believe they have (i) congenial atmospheres, (ii) excellent attorneys and support staff, (iii) produce a high quality work product, and (iv) foster the "client driven" approach to the practice of law. In fact, marketing experts will relate that all law firms that go through the trouble of formulating a mission statement end up with essentially the same one. This introspective soul searching is typically done from the perspective of the consumer—the prospective client.

This essay examines the question of what differentiates Flaster/Greenberg from the perspective of the attorney.

Since 1972, our firm has evolved from a two-person tax boutique to a 70 attorney regional commercial law firm. Attracting lateral attorneys from other firms has fueled much of our growth. We attribute this success to several characteristics that distinguish our firm from other law firms.