



The Verdict: Small is “the New Big” for Law Firms

Smaller Firm Advantages: Trust, Speed, Passion and No Bureaucracy

(Vienna, VA) – The recession is forcing many to rethink whether big equals better, especially when it comes to law firms. The economy is tight and budgets are even tighter, but cost is just one factor that is encouraging people to look at smaller law firms. Trust, speed, passion and no bureaucracy are also reasons boutique law firms are becoming “the new big.”

Trust is established through personal relationships. “Smaller, but established firms like [SmolenPlevy](#) offer exactly what clients are looking for,” says [Jason Smolen](#), a principal at the Vienna, Virginia law firm. “In the areas of law that we practice in, we have the same expertise and experience as the big firms, but we don’t farm out the work to legions of associates. We’re AV rated. The results are top-notch legal work, more of a one-on-one relationship with the client, at reasonable rates.”

There is no bureaucracy with smaller firms and that can lead to faster results and lower costs. Smolen says new clients are coming to SmolenPlevy for their “hands-on” experience. “They want us to handle contracts, negotiations, tax planning, workouts and leases,” explains SmolenPlevy principal [Alan Plevy](#).

Passion is probably one of the most important advantages that a small law firm has over a mega-firm. “We love what we do and we have personal relationships with our clients, so it’s about achieving results, not just billing hours. That is a big key to our success”, says Plevy.

New clients cite a number of reasons for opting away from big firms and toward firms like SmolenPlevy:

- Opportunity to work with experienced attorneys at more reasonable rates.
- No “over-specialization,” a common occurrence at large law firms.
- No “attorney of the day” relationship. Significant client contact.
- No astronomical billing quotas as required at large law firms.
- No large law firm bureaucracy.

SmolenPlevy was founded in 1977 by Jason Smolen and Alan Plevy. The firm has achieved the coveted “AV” rating from Martindale-Hubbell, confirming the firm’s legal abilities and professional ethics are of the highest standard. SmolenPlevy has represented public companies, CEOs, members of government and more, providing legal representation to businesses, families and individuals.

Jason Smolen, Alan Plevy and other partners at SmolenPlevy are available for media interviews to discuss this and other legal issues. Please contact Marc Silverstein at 410 963-2345 or marc@onthemarcmedia.com.