

PHILOSOPHY

Think Like A Plaintiff.

Although our founding partners grew up in large, corporate law firms, their practices and their approaches, often in the insurance arena, were plaintiff-oriented. At Gilbert LLP we continue that perspective, which enables us most effectively to represent public entities, companies and others seeking damages or redress. Our plaintiff's perspective, coupled with our knowledge of and experience with the plaintiff's bar, also uniquely benefits those corporate defendants to whom we provide strategic advice and dispute resolution services.

Companies often find themselves defendants in a wide variety of routine cases. Many times, the defendant's goal is to perpetuate the status quo—to protect certain business practices or to keep money that others claim belongs to them. If you are facing that typical situation, a traditional defense firm may be best. There are thousands of good ones out there.

Instead, retain us to represent you when you need lawyers with an impressive track record representing corporate and other plaintiffs in high impact cases across the country. Retain us when someone owes you or your company money or when someone is violating your rights. Retain us when you or your company finds itself on the wrong end of fraud, a breached contract or a broken promise. Retain us if you need sophisticated and experienced counsel who understand plaintiffs to advise you how most effectively to resolve the case when there are plaintiffs on the other side.

You Go Where You Look.

Motorcyclists are taught that you go where you look. That is the reason that you need to look down the road and around the turn instead of straight down at the ground in front of you. Legal strategy requires no less.

While prompt litigation may well be the most appropriate path once client goals, resources and timing are addressed, that is not always, or even most often, the case. We work with our clients to ensure that our strategies most effectively and efficiently address their goals and constraints. Shooting first and asking questions later almost never benefits the client.

Walk The Walk.

Most law firms talk the talk, but when it comes to partnering with their clients, they refuse to walk the walk. Let's face it: most lawyers are fundamentally risk-averse. Law firms want the comfort and certainty of regular hourly billings, leaving their clients with the uncertainties and expense of litigation or other activities. Everybody knows that this makes little sense, but almost nobody does anything about it.

For corporations, although a constant source of friction, hourly billings become simply another cost of doing business. At Gilbert LLP that is not the case. As plaintiffs, we make money for our clients, and we pride ourselves on delivering results that reflect real value for the fees we receive. We work with each of our clients to develop fee arrangements that create the appropriate partnership and that maximize value received, including fixed-fee, contingency and discount/bonus agreements. Once we agree to take on a matter, we are always willing to put our money where our mouth is. Always.

Most firms will tell you they are different. We really are.