

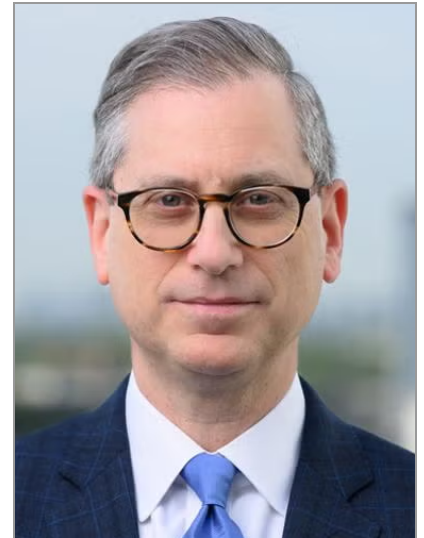
Saul Ewing Atlanta Head Calls Launch The 'Obvious Next Step'

By **Adrian Cruz**

Law360 (September 17, 2026, 3:09 PM EDT) -- Saul Ewing LLP announced earlier this week that following years of strong work with Georgia-based clients, the firm has decided to establish a physical presence in Atlanta with an initial team of five attorneys, including a pair of partners moving from the Boston office.

Partners Steven C. Reingold and Patrick S. Tracey, along with new partner hires G. Scott Rafshoon, Peter N. Hall and Rebecca Davis, will staff the **Atlanta office**, which will be officially opening its space early next week, the firm told Law360 Pulse.

Although Saul Ewing only recently decided to plant roots in Atlanta, the firm has been serving Georgia-based clients and clients with needs in the state out of its other offices. Saul Ewing highlighted its 13 years working with Georgia-based financial advisory firm Nysa Capital on over \$500 million in transactions as an example of client demand for a local presence in the city.



Steven Reingold

"There is a clear opportunity in Atlanta for a firm that can combine sophisticated legal counsel with practical, relationship-driven service," Reingold, who was named office managing partner, said in a statement. "The firm brings the national platform clients need, while maintaining the collaborative and people-first culture that makes this firm distinctive."

Reingold spoke to Law360 Pulse about Saul Ewing's decision to expand into the Atlanta market, the firm's recruitment efforts and the work it has done with Georgia-based clients. This interview was edited for length and clarity.

What are your initial thoughts on Saul Ewing's decision to formally expand into the Atlanta market?

Obviously, the firm is very excited to enter the Atlanta market. It's exciting for us, because it's not a market we're starting from scratch in. Over the last many years, we've handled over 400 matters in Georgia. For us, it's the obvious next step. We're basing the move into Atlanta not on speculative growth, since we've already had significant client activity here, so we decided it was the right time to respond to their needs, recruit excellent local talent and establish a permanent physical presence in the market.

Every time a law firm expands into the new market, it's a process, and while I can't say specifically how long we've been thinking about it, the factors that go into the decision, whether it's Atlanta or any other market, are an established client base along with clients across the national footprint with years of existing matters in Georgia. We reached the point where everything came together, and it was the right time for us to enter the market.

What went into the firm's decision to bring down a pair of attorneys from Boston rather than completely opening the Atlanta office from scratch?

It's just the way things unfolded. I had been working remotely for a few years, since the firm is very flexible about remote work and in-office time. Because of that, I took the opportunity to relocate to Atlanta, and I've been working across the footprint for a number of years. After a while, we looked at the market and clients we were serving and it just made sense to establish that physical presence and start to bring on excellent lateral partners who are already here with deep ties to the community and build around them as part of our growth strategy.

What we weren't looking to do is just put another pin in the map. We were looking at where client needs were and how to best service them, so everything just came together with making this our newest market.

What was the recruitment process like?

First and foremost, we were looking for excellent lawyers with meaningful relationships who know the Atlanta market well and they're looking for an opportunity to collaborate with us and leverage the existing platform to the benefit of their clients and contacts.

We're very relationship and culture-oriented as a firm, so we were very fortunate to find an initial group of laterals with a business development mindset, view towards collaboration and collegiality and firm culture aligned with ours. I know we're going to be fortunate to find even more, and I think it's a very exciting opportunity for a lateral candidate.

We will be occupying our physical office next week, so we're very excited about that, and while we don't have a firm plan in place, we will address things as we grow and as our space needs change. We have a fantastic in-house team that handles facilities management, and they're already looking to the future as to where we might need to be in terms of space as we continue to grow.

What kind of legal market is Atlanta and what industries and practice groups see the most activity?

It's a great business environment, and it's absolutely thriving. For us, to take advantage of that opportunity, we're looking at any number of practice groups that align with our existing footprint. What we want to do is have an office in Atlanta where we can fully service our Georgia matters and clients, but we also want to reflect the services that the firm provides.

In Atlanta specifically, real estate development, financial services, entertainment, private equity and a wealth of high-growth upper middle market businesses are some of the areas that we can serve from the folks in the office.

Client response has been amazing so far. People have been just overwhelmingly positive when we told them we were moving into the Atlanta market. We've had a number of clients here for years, and they were thrilled to be able to expand the relationship by not just having folks in other offices, but folks here in Atlanta. I think that enthusiasm is going to continue for some time.

What are your goals going forward as office managing partner?

I would like for Saul Ewing to be what it is elsewhere, and what I mean by that is a well-regarded firm that's well-regarded in the business community and by our peer firms. I believe we will accomplish this, and I would like the Atlanta office to reflect our other offices in terms of culture, collaboration and collegiality coupled with excellent client service.

--Editing by Nicole Bleier.