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Saul Ewing Pulls Partners From 3 Am Law 200 Firms for Atlanta Launch

Hires from Holland & Knight, Squire Patton Boggs and Arnall Golden Gregory are joining two partners already with Saul Ewing in the new office.

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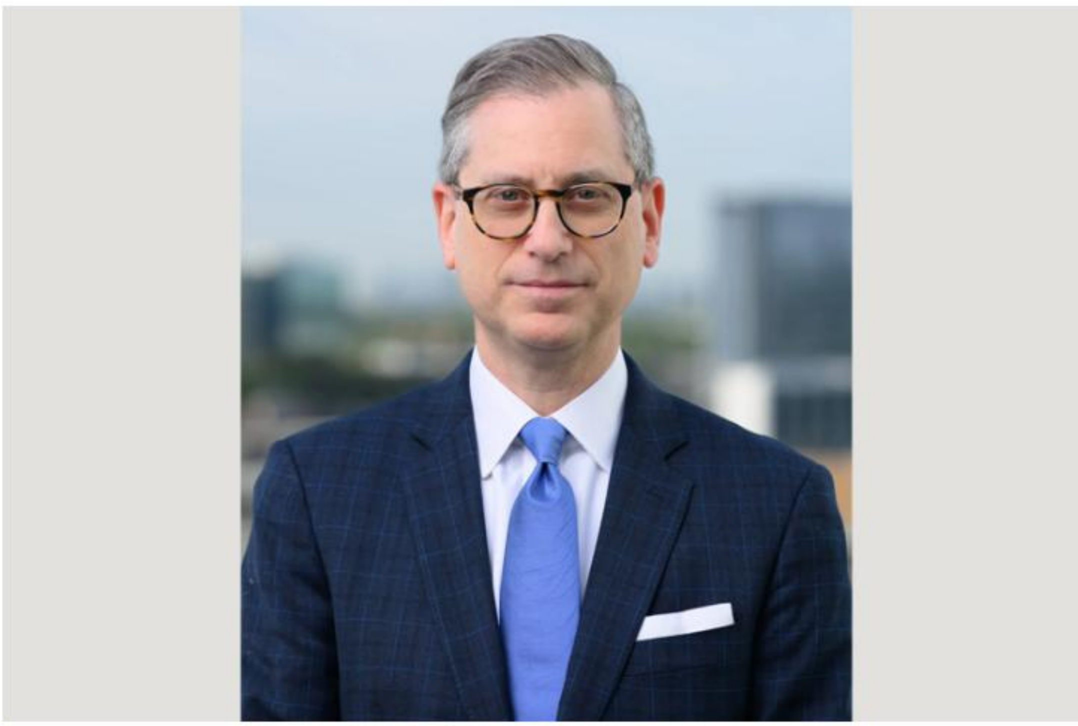
Steven Reingold, office managing partner for Saul Ewing's new Atlanta office. Courtesy photo

In an effort to further service existing and prospective clients in key domestic and business and financial centers, Am Law Second Hundred firm Saul Ewing on Tuesday announced its official expansion into the Atlanta market.

Saul Ewing has hired three partners from Squire Patton Boggs, Holland & Knight and Arnall Golden Gregory to launch the new office. They will work alongside one Saul Ewing partner already based in Atlanta and another who is relocating from elsewhere.

Firm leaders say the latest move is part of its strategic growth across the Southeast region of the country, and builds upon its existing presence in Atlanta; while the physical office itself is new, firm leaders say Saul Ewing has already been doing work on more than 400 matters in the region since 2020.

The new Atlanta office is intended to allow Saul Ewing lawyers to build closer relationships with existing clients while expanding its presence in industries and practices where it already has deep knowledge, including real estate, higher education, energy and utilities, food and beverage, financial services, sports and entertainment, intellectual property, litigation, corporate and labor and employment.

“For us, it’s a client-driven expansion,” Steven C. Reingold, a Saul Ewing attorney who will serve as managing partner of the Atlanta office, said in an interview.

Reingold, a litigator, has been with the firm for a decade but had been based in the Boston office until relocating to Atlanta three years ago for remote work.

Reingold called Atlanta one of the country’s “strongest business markets,” and said despite the fact that the office is new, the general presence is not.

“The feedback has been very positive,” Reingold said about the new office. “Our clients are excited about collaborating with our local attorneys, whom we’ve brought over on a lateral basis in different service industries, and we’re going to continue that growth to serve the clients here.”

In addition to Reingold, the other attorneys who will be resident in the new Atlanta office are G. Scott Rafshoon, who joins from the Atlanta office of Squire Patton Boggs; Peter N. Hall, who joins from the Atlanta office of Holland & Knight; Rebecca Davis, who joins from the Atlanta office of Arnall Golden Gregory; and Patrick S. Tracey, an existing Saul Ewing attorney who is relocating from the firm’s Boston office.

Hall, Tracey and Davis are also litigators, while Rafshoon is a project finance attorney.

Reached for comment on Rafshoon’s departure, a Squire Patton Boggs spokesperson issued the following statement: “We wish Scott the very best.”

Similarly, a Holland & Knight spokesperson issued the following comment on Hall's departure: "We thank Peter for his contributions to the firm and wish him well.”

An Arnall Golden Gregory spokesperson did not immediately return a message seeking comment about Davis.

“Our clients are investing, expanding, hiring and building in Atlanta, and they need a firm that understands the business landscape and can support complex matters across these sectors,” Saul Ewing managing partner Jason M. St. John said in a statement. “Establishing a presence here strengthens our ability to serve existing clients and positions us to grow with the companies driving Atlanta’s booming economy.”

One longstanding local client is financial advisory firm Nysa Capital.

“For 13 years, Saul Ewing has advised Nysa Capital and our affiliates on more than $500 million of transactions, and throughout that relationship, we have consistently had access to experienced attorneys who understand not only the legal issues, but also the business and financial considerations that ultimately drive a transaction,” Nysa managing partner Dave Rocker said in a statement. “Establishing an Atlanta office brings that depth of experience directly into our home market."

While Atlanta is a competitive legal market in general, Reingold said the firm is poised to succeed because of its recent record of local activity.

“We’re not new to Atlanta without an existing client base,” he said. “It’s really about getting closer to the clients we’re already serving and building from there, so we’re not viewing it through the lens of, our competitors and what other firms are doing. It’s a wonderful, dynamic business environment and there’s room for all law firms of all sizes and abilities, and so we’re really excited about entering the market and offering our clients what we offer as a firm.”

In addition to the five attorneys who will be opening the Atlanta office, Saul Ewing is eyeing further growth. Reingold says the plan is to continue seeking out lawyers with “very strong reputations, deep client relationships in the market and practices that’ll align with our existing capabilities, and perhaps most importantly, our culture.”

Reingold said while some might envision opening a new office as a purely growth-for-growth’s-sake move, Saul Ewing does not view the news from that vantage point.

“That’s not our approach to Atlanta,” he said. “In fact, it’s not our approach whenever we go into a new market. We’re very intentional about the markets we choose. It’s not just about increasing headcount. It’s not just about increasing the number of offices. We’re following our clients and their economic activity, and now is the right time for us based on those metrics to enter into Atlanta.”

News of Saul Ewing’s expansion into Atlanta comes on the same day that Law.com reported that 38% of Am Law 200 firms, in a survey on office openings, said they entered new markets in 2025.

Findings from that survey showed that about 70 law firms in the Am Law 200 reported opening an office in a new market last year compared with 56 in fiscal 2024.