

For Saul Ewing's New Atlanta Team, a Chance to Build Something Fresh

Lawyers from Squire Patton Boggs, Holland & Knight and Arnall Golden Gregory lawyers joined two Saul Ewing veterans to help introduce the firm to Georgia.

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Attorneys who opened Am Law Second Hundred firm Saul Ewing's first office in Atlanta in recent weeks include, from left, partners Peter Hall and Patrick Tracey, office managing partner Steven Reingold and partner Scott Rafshoon. Not shown is partner Rebecca Davis. Courtesy photo

What You Need to Know

- Saul Ewing announced the opening of its Atlanta office Sept. 15 with five new and existing partners.
- Lateral partners from three Am Law 200 firms joined the office with practices in environmental and labor law, among others.
- The firm is actively recruiting for attorneys that will eventually mirror its national practices.

The five attorneys who recently launched Saul Ewing's new Atlanta office highlighted the

opportunity to develop their practices and grow a new location for a fully-resourced national firm as two of the driving forces behind their decision.

The Am Law Second Hundred firm announced the opening of the office Sept. 15 with five new and existing partners in corporate, environmental, labor and employment, litigation, project finance and real estate practices.

Saul Ewing opened its office in the 37-year-old Promenade Central building on Peachtree Street after serving clients in Georgia for about a decade—including working on more than 400 matters since 2020, said office managing partner Steven Reingold.

Three of the five organizers joined the firm after lengthy stints with other Am Law 200 firms and worked with existing Saul Ewing attorneys in Atlanta and Boston to open the location in one of the earliest office towers built in the city's bustling Midtown area.

Reingold and the office's other attorneys met with Law.com this week to discuss the opening. A commercial litigator, Reingold already had practiced remotely with Saul Ewing for four years in Atlanta before being promoted to serve as the office managing partner and guide the new office during its launch period.

"When the firm started talking about having a physical presence in Atlanta, I got very excited about that," Reingold said in an interview at the new office. "It was an obvious step for us."

A physical location also gives the Philadelphia-founded firm and its Atlanta-based attorneys an additional platform to build relationships with new and existing clients, such as Nysa Capital, Reingold said. The Georgia financial advisory firm has worked with Saul Ewing since 2013 on about \$500 million in transactions, its managing partner, Dave Rucker, said in a news release.

Reingold said Saul Ewing wanted to show its dedication to the Atlanta market by signing a long-term lease for the renovated space—which has room for 16 attorneys and can be expanded to accommodate future growth. He said the Atlanta office is encouraging and actively recruiting for additional attorneys, with a goal of having the office's practice areas reflect what the firm offers nationally in industries like K-12 and higher education—in which the national firm specializes.

The attorneys agreed that starting with a small group allows each of them to have a greater say in who is recruited and how the office's culture is maintained compared to larger groups that opened other firms' Atlanta offices in recent years.

Saul Ewing's new office and its location also should be a selling point for new recruits, Reingold said. The Class A space is in a building that underwent a multimillion-dollar renovation that added a number of amenities and is located in an area in which many Am

Law 200 firms operate and includes nearby restaurants, parks and cultural landmarks, Reingold said.

The firm said in a news release announcing the opening that it "reflects Saul Ewing's broader growth strategy and its continued focus on expanding in key financial and business centers." It follows its first expansion to the West Coast in 2023 through a merger with Freeman Freeman & Smiley that gave it offices in Los Angeles and neighboring Orange County, as well as its expansion to the Midwest in 2019 through the addition of a group in Minneapolis.

The firm entered Florida in 2017 through a merger with Arnstein & Lehr that gave it offices in Miami, Fort Lauderdale and West Palm Beach and led Saul Ewing to temporarily add the Arnstein firm's name to its moniker.

"Starting Something From the Ground Floor"

Those who moved to Saul Ewing to help open the Atlanta office came from separate firms. They included real estate and environmental attorney Rebecca Davis, who joined from Arnall Golden Gregory; labor and employment litigator Peter Hall from Holland & Knight; and Scott Rafshoon from Squire Patton Boggs with a practice focusing on public-private partnerships involving all levels of government.

Davis, who also previously practiced with Seyfarth Shaw for 17 years, has a practice focusing on environmental law, public finance, economic development and complex litigation.

She said she moved to Saul Ewing because she missed being with a firm that gave her practice "national exposure" in such areas as complex litigation. Her practice also includes industries focusing on such in-demand projects as data centers for which she needed support from practice areas available at a national firm, Davis said.

"It's really hard to be at a regional firm and get data center-type work," Davis said.

Rafshoon said he moved to Saul Ewing because "the opportunity to help start and grow a new office was an opportunity that I was excited about" after growing up in Atlanta and practicing in the city throughout his 30-year career. He specifically referenced the opportunity to build something new in addition to practicing law.

"It was a chance to do something I'd never done before, and that appeals to me at this stage of my career," Rafshoon said.

Hall said he joined Saul Ewing with a practice that aligned with the firm's established labor and employment platform that operated in multiple cities.

“I had clients with work across the country, and I had a national platform to plug into,” he said. “But it also offered an opportunity for growth and expansion and starting something from the ground floor.”

Consumer financial services attorney Patrick Tracey, who had practiced with Saul Ewing since 2023, also relocated from the firm’s Boston office to help open the Atlanta outpost. He said he decided to move because “it was just a great opportunity which does not come up very often in one’s career.”

“You have a large firm, but the attraction was the entrepreneurial aspect of opening and building an office in a major market,” Tracey said.