



Wallace PLLC News
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Wallace Law Finds Strength in Numbers

Secret Sauce is Select Counsel, Exclusive Network of High-End Boutique Firms

NEW YORK, December 19, 2017.

A conspicuous feature of the changing legal landscape over the past decade is the emergence of a new practice model. Prominent lawyers with niche practices are increasingly leaving Big Law to launch solo or boutique firms that better fit their clients' interests. This paradigm shift means that Big Law experience is no longer the exclusive province of big firms. With legal budgets under constant pressure, with GCs expected to do more with less, boutiques are a savvy and cost-effective value proposition. Wallace Law PLLC, a sophisticated New York disputes practice with national reach focused on commercial litigation and select personal injury cases, is an example of this trend.

The growth in these new offerings owes a great deal to recent technology advances, which has significantly lowered the barriers to entry, but there are resistance points. "One is visibility," says David Wallace, a Big Law veteran who formed his own litigation boutique in May of this year. "Another, especially when dealing with large corporates, is winning acceptance of a different practice model that offers big-firm benefits, like best-in-class lawyering, without the costly drawbacks of the traditional pyramid structure -- the rate pressure, the overhead, the layering of lawyers and administrative staff. I'm learning that old buying habits die hard; they often want to see bench-strength."

Fortunately, a new kind of legal network has emerged to meet the changing legal-service market. Select Counsel is a player taking a unique approach. It has flipped the typical law firm network model on its head by creating a virtual network of attorneys, as opposed to law firms, and by focusing on how clients (not just members) can derive value from a network of former Big Law attorneys. The key differentiator is a client-centric on-line platform of high-caliber lawyers across a full-range of practices. Select Counsel even

offers a free concierge-style service to assist clients in finding the right attorney, or group of attorneys, for the problem at hand.

Select Counsel is the vision of Andrew Dick, another former Big Law lawyer who started his own boutique practice several years ago. His aha moment was the belief that high-end boutique practices could be in high demand if they were easier to find. He formally launched his service in October.

"He had me at 'hello,'" says Wallace. "Select Counsel's on-line platform allows me to kill two birds with a single stone: one, it gives me visibility for referral purposes, and two, it gives me bench strength; I can draw on the collective expertise of a nationwide network of Big Law alumni to collaborate on a virtual basis across a range of practice areas. It's a unique value proposition."

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About [Wallace Law PLLC](#):

Wallace Law PLLC, a sophisticated disputes practice with national reach, is focused on commercial litigation and select personal injury cases. It was formed by David Wallace, an accomplished New York trial lawyer with decades of experience trying high-value cases around the country, including many closely watched product liability trials. Formerly a partner at Herbert Smith Freehills, and at Chadbourne & Parke before that, Wallace offers clients the personal attention and efficiencies of a lawyer with large-firm expertise, without the usual trappings and pretensions.

About [Select Counsel](#):

Select Counsel provides access to high-end legal services, with small-firm efficiencies, across the full range of practices and expertise by connecting clients with a curated network of independent boutique practices. Through hundreds of affiliated practices across the country, with expertise in nearly every legal discipline, Select Counsel members have an average of 20 years of experience, 10 years with leading Am Law 200 firms, and top academic credentials. All maintain their own law practices, but share a common foundation for collaboration and support -- across disciplines and jurisdictions -- to meet client needs.