



VLP LAW GROUP LLP

## SF Business Times Profiles VLP and Partner David Goldenberg

### Virtual - Before Virtual was Cool

By Eric Young

March 22, 2013 – Back in 2008, VLP Group LLP was founded in the Bay Area as a “virtual law firm” with corporate attorneys working out of their homes.

VLP’s goal was to provide experienced lawyers to corporate clients at lower costs than traditional Big Law because bills did not factor in expenses like office leases and salaries for associates.

The firm started with three lawyers and annual revenue of about \$1.5 million. Now with 35 lawyers and revenue of about \$12 million, VLP Group has grown and survived the recession — and it’s lawyers have learned a number of lessons along the way.

[David Goldenberg](#), a founding attorney at VLP, discussed firm clients, some trends he sees at his firm and others like it, and the firm’s sweet spots, which are specialized practice attorneys (such as insurance or sweepstakes law) and corporate and transactional attorneys with a half a million dollar to \$2 million book of business.

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