



VLP LAW GROUP LLP

***Of Counsel* Profiles VLP**

Virtual Law Firms on the Rise as Clients Increasingly Embrace the Model and Appreciate the Efficiency

March 2013 – VLP and Partner David Goldenberg are featured in *Of Counsel* magazine.

Virtual Law Partners, founded in the Bay Area in 2008, launched its practice with a focus on work-life balance as one of its guiding principles. “I work from home because my house is set up for that and so I get to see my kid every day at breakfast and dinner,” says David Goldenberg, a VLP co-founder. “It’s such a better quality of life.”

The VLP partnership is modest in size with 35 attorneys but not, it seems, in the quality of clients, legal talent, service, and reputation. Goldenberg says that some of his clients are global oil corporations and other big companies, but he mostly represents start-up and mid-market technology firms. “My clients love this model; they get it,” he says. “And they’re all for cutting a third out of their legal expense. Once I explain that’s how the law firm model works, that when you pay your attorney \$600 an hour, \$200 is paying for the office you often will never see, and that by using VLP they can avoid much of this cost, they say, ‘Great. Sign me up.’”

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