

Moritt Hock & Hamroff – Three Decades of Steady Growth

As it heads into its 4th decade, Moritt Hock & Hamroff LLP is marking this milestone with continued growth in the New York metropolitan area.

Neil J. Moritt founded the firm in 1980, with Alan S. Hock and Marc L. Hamroff joining the firm shortly thereafter. By the early 1990s, the firm evolved into a full-service commercial law firm through a careful balance of lateral and internal growth. The firm marked 2005 by opening an office in New York City and marked 2006 and 2007 by establishing practice areas in the not-for-profit and healthcare fields. In addition, during the past two years, the firm also expanded its promotional marketing and employment practice areas. In 2011, the firm continues to evolve with the addition of a white collar criminal defense practice in its Garden City office and landlord and tenant and financial services practices in its Manhattan office.

“The firm recognized that the ‘law business’ was changing,” Managing Partner Marc Hamroff said. “Earlier this year, Randy Zelin joined the firm establishing a white collar criminal defense practice. In addition, we are also in the midst of expanding our Garden City office, as well as preparing to open a new and fully staffed New York City office on June 1, 2011.”

Despite a difficult economy, the firm has continued to maintain its healthy growth path. To accommodate its team of more than 45 lawyers and paralegals, the firm underwent a build-out in 2008 – expanding its Garden City headquarters to 22,000 square feet. In April of 2011, the firm began another expansion of its Garden City office adding an additional 3,000 square feet of office space. In June of 2011, the firm will be breaking ground on a new



Celebrating 30-plus years of service, Moritt Hock & Hamroff Partners (standing, left to right) Alan S. Hock, Marc L. Hamroff, Gary C. Hisiger, (sitting, left to right) David H. Cohen, Leslie A. Berkoff, and Neil J. Moritt are among the firm’s leading team of attorneys who have shown that there is Strength in Partnership.

expanded Manhattan office.

Remarking on the firm’s current headquarters of 25,000 square feet, Hamroff said, “That’s a long way from the vision that Neil Moritt had in 1980 when he subleased one office to start the firm.”

Young partners and senior associates at the firm are also becoming more involved in charting the firm’s long-term growth, by chairing practice groups and committees,

such as marketing, technology, long-term planning, and office operations, Hamroff said.

“With 30 years under our belt, we continue to learn each day how to deliver the highest quality legal services and best serve our expanding sophisticated client base,” he said.

Reflecting on the firm’s past 30 years, Neil Moritt, the firm’s founder, said the firm has continued to grow by attracting bright young lawyers out of school and expanding laterally if it makes strategic sense. The biggest transformation has been the scope of services the firm offers, Moritt explained.

“In 1982 when I first arrived, the firm was a creditors’ rights boutique,” Hamroff said. “With only three employees, it was always ‘all hands on deck’ for any engagement. Now, with more than 45 lawyers and 90 employees, we bring a multi-disciplinary approach with teams of skilled attorneys in a varied commercial practice. I see us continuing on that path,” he said.

Always looking to evolve intelligently, the firm recently implemented a full re-branding campaign to refresh and update its image. “We try to walk the careful balance of staying with what we know and looking at new opportunities and, as we do that, keep pace with – and perhaps stay ahead of – a rapidly changing landscape for business owners and attorneys,” said Terese Arenth, chair of the firm’s marketing committee.

Two of the biggest changes the firm has faced since its inception have been technology and the business of the law.

“I remember the practice before we had

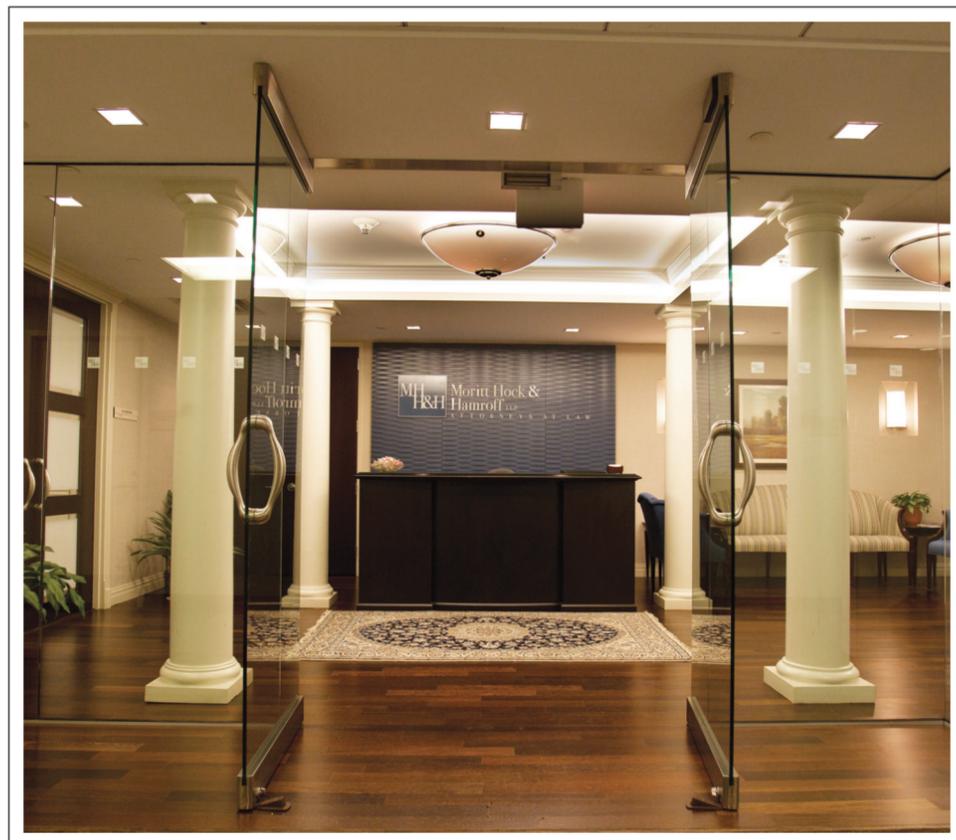
computers, fax machines, and Federal Express and needed to deliver packages to Kennedy Airport by 4 p.m. to make the Eastern Airlines courier service to the west coast,” Hamroff said. “The consequences for modern technology have been a demand for immediate service, constant availability, complete connectivity and the need for significant financial commitment to technology. In recognition of this, we converted in 2011 to an entirely new document management system in order to meet these demands and service our clients more efficiently.”

Additionally, Hamroff stated that today’s clients often view their attorneys as business tools in their overall business strategy as opposed to the old world view of the “counselor.”

“We have always prided ourselves on our philosophy of ‘Strength in Partnership’ by serving as strategic partners in the success of our clients’ personal goals and business objectives. Our long-standing client relationships are a true testament to that philosophy,” he said.

At Moritt Hock & Hamroff, long-lasting attorney relationships are also a tribute to the firm’s solid commitment.

“Alan Hock and I have spent our entire careers with this firm, as have other attorneys who joined us either out of law school or after the completion of judicial clerkships,” Hamroff said. “We were taught by our founding partner, Neil Moritt, that the quality of the legal work should always be our driving force and our benchmark. Today, as we continue to grow our practice, that remains the cornerstone of our success.”



Moritt Hock & Hamroff LLP’s Garden City location.