

Albany Law Firm Blanketing Rochester Region With Recruitment Letters

Looking to expand into the Rochester-area market, Albany law firm Tully Rinckey PLLC has mailed roughly 3,700 recruitment letters to area attorneys.

The firm expects to sign lease paperwork within a few days for its local office, founding partner Matthew B. Tully said. That office, with three to five attorneys and two to three secretaries, is expected to open Jan. 2, he said. The recruitment letters, according to the firm, are going to every practicing attorney in the Rochester region.

The move into the Rochester market comes as Tully Rinckey is simultaneously expanding into the Buffalo market and planning on setting up a Binghamton office in 2013 and a New York City office in 2014. It opened a Syracuse office earlier this year.

It also has offices in Arlington, Va., and Washington, D.C.

The Rochester region's legal profession is getting increasingly crowded. Albany intellectual property firm Hoffman Warnick LLC opened a local office last year, as did Virginia-based LeClairRyan, which specializes in corporate law and litigation.

A number of local law firms, meanwhile, have been putting their footprints around the state. Harris Beach LLP in 2010 opened offices in White Plains and on Long Island. And personal injury firm Faraci Lange LLP opened a Buffalo location early this year.

Law firms expanding into other metropolitan markets has been a common business model for a number of years, said Darin Morgan, managing partner of the Philadelphia office for legal recruiting firm Major, Lindsey & Africa. In the legal community, there's often heavy interest in at least looking into the job opportunities that come with such expansion, Morgan said.

"When you approach different groups and say, 'How'd you like to be part of opening this firm's Rochester office?' a lot of ears perk up. People are always interested in hearing about that."

Tully said the move into the Rochester market was based on research indicating it was a growth area, particularly for the firm's business model of generally lower hourly rates and of giving clients around-the-clock access electronically to their entire case file, from billing to court records, as well as 24-hour access to their attorneys through the firm's telephone system.

"We believe our business model will be successful," Tully said.