

BARTON



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Ones to Watch for 2016: The Best Boutique Law Firms

Barton LLP is a business law firm, advising clients in their transactions and investments, general counsel services and disputes. We spoke to Roger E. Barton, Managing Partner of Barton LLP, to find out more about this law firm and what makes it unique.

Our firm is the 'go-to' law firm for sophisticated consumers of legal services who demand high quality, responsive attorneys who they can rely upon and trust to represent their interests in an efficient, effective and business-like manner. We distinguish ourselves from other firms primarily because we are comprised of an elite team of former partners of "BigLaw" who have joined together to create a progressive law firm. As such, we sum ourselves up in one powerful phrase: "Barton means business."

Our mission is to provide our clients with the highest quality legal services delivered in an effective and efficient manner. We accomplish this not by following the traditional multi-layered and leveraged law firm model, but by providing our clients a better product, value and client experience, with highly skilled senior attorneys working directly on their matters with appropriate support from a robust, but lean team of associate attorneys and staff.

Our culture requires first and foremost, we judge ourselves from the perspective of the client. This means we must acknowledge that the manner in which other firms provide legal services can be frustrating and often does not deliver value. We are a firm that is not burdened with a legacy of an ineffective and costly structure. As a result, we are able to put our clients' interests first and strive for excellence. We are able to develop ways to be innovative while adding value. So, we have been able to recruit and retain outstanding lawyers whose desire is to practice law at the highest levels of sophistication, in an environment where they can focus on direct client service and obtain the best business results for their clients and add value.

We have built our reputation and our client base through a combination of communication, experience and skill. The successful handling of our firm's diverse range of client matters requires lawyers who combine legal expertise with a keen commitment to understanding our clients' business objectives. Each and every matter we handle is characterised by continual collaboration and communication. Furthermore, we aim to form a partnership with our clients to ensure that our legal services are in sync with our clients' business goals.

Importantly, we also offer more than just our legal skills. Our clients are able to rely on Barton as a partner who knows the marketplace and is willing to share our valuable connections in the banking, accounting, financial advisory, public relations and other services that are critical to their success.

In the context of litigation matters, early case assessments and risk avoidance measures play a critical role in achieving an effective litigation outcome. We work with our clients and their technical experts at the earliest stages of a dispute to carefully evaluate the strengths and weaknesses of every case and to establish the business objective. We also act proactively with our clients to advise them to avoid or mitigate the risk of litigation through training, contract management and instituting best practices whenever possible.

One of our recent representations demonstrates the service we provide and how we achieve remarkable results. This involved representing the joint venture between a multi-billion dollar private equity infrastructure fund and a utility operator. The engagement required the renegotiation of several parallel 36-year-old agreements for the output of our client's power plant exclusively supplying the utility requirements of six separate medical facilities on 200 acres in the Northeast United States. With a limited window for renegotiation and varying objectives from all parties involved, Barton took on the role as lead negotiator and applied a deliberate strategy to build trust among the parties while confronting the various challenges of the transaction. After over a year of issue-by-issue negotiation, the final points of the agreement were reached by helping the parties to develop trust and accept reasonable expectations, which were far from their positions at the outset.

Looking back upon our success, we firmly believe that the principles that underpin the firm were instrumental in achieving those results. From our perspective, legal services are business services and our attorneys are business people serving business clients to advance their business goals. As such, 'Barton Means Business' is a deep-rooted and consistent theme. Many of our attorneys have been in business as owners or senior executives. We believe that it's simply not enough to just be a good lawyer. Rather, we believe that our clients want a practical business person who provides value-added legal services. That is exactly what we aim to do.