



Miami's Wynwood area is increasingly attracting new businesses, including boutique law firms.
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Non-Traditional Law Firms Are Following the Tech Industry Away From City Center

"Leaders of the technology and finance worlds who are relocating to Miami realize Wynwood is where they need to be."

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Law Firm Office Launches and Closures



Raychel Lean

Welcome to Southeast Takeaways, a weekly look at news of the legal profession that will highlight important developments to help you manage your firms, grow your practices and serve your clients better. We'll bring you the most vital information from around ALM, but we'd love to hear from you too. I'm Raychel Lean, and you can reach me at rlean@alm.com.

Every city has one—that scrappy yet charming younger cousin who lives nearby and used to be uncool until developers set gentrification in motion, attracting a host of new organizations and residents.

For South Florida, that spot is Wynwood. Formerly a place where warehouses went to die, it's now a youthful, eccentric district north of downtown Miami where novelty food trucks, craft breweries, unconventional antique stores and boisterous street art reign supreme.

And while large, traditional law firms still look to downtown and business districts for glossy offices in high-rise buildings, boutique firms are increasingly establishing base camps in areas like Wynwood to appeal to entrepreneurial clients, including tech and finance companies.

What's happening in Wynwood reflects a broader trend, as those tech and finance companies are driving the market, taking law firms along for the ride. And many of the boutiques are comprised of former Big Law attorneys who've turned their backs on what they see as the rigid, bureaucratic structure of their former firms.

Chicago-based Actuate Law looked to Wynwood for a "younger, fresher vibe" at [545 Wyn](#), a new 298,000-square-foot office and retail building. The office will house a few full-time lawyers and part of its AI legal compliance subsidiary, [as business of law writer Dan Roe has reported](#).

'Need to Impress' is Gone

Haber Law's managing and founding shareholder David Haber opened a Wynwood office in 2018, which he's found to be a millennial magnet.

"The need to impress the client with a big corner office is gone," Haber said. "They can look up your accolades online. You don't need to show a big office with a corner view. You need to show confidence and results at a fair price. In fact, I remember having a beautiful office with an ocean or bay view and, for at least a 20-year period of time, clients would walk in and comment that they were paying for that view."

Haber said Wynwood is a better location for his clients, most of whom don't want to come to the office anymore, thanks to the pandemic and increasingly bad traffic.

“Even though clients don’t like to drive places, they like to come to Wynwood for lunch or dinner. They like the vibe of the office, that it’s a collaborative workspace,” Haber said.

The firm has even embraced Wynwood’s signature characteristic, displaying artwork throughout the office and commissioning an artist to paint a graffiti mural outside.

Boutique Law Firms in Wynwood

	Litigation	Corporate & Finance	Immigration	Labor & Employment	Regulatory	Real Estate	Construction	Specialty
Achuate	X	X		X	X			
AXS Law	X	X				X		
Haber Law	X	X				X	X	
Funes Law Group	X	X	X					
FR Law Firm PLLC			X					
The Social Media Law Firm								X
Hager & Schwartz, PA								X
The Mustell Law Firm								X
Pack Law		X						
Pozo Goldstein LLP			X					
BT Law Group PLLC				X				
Sodhi Spooni PLLC	X							
Ritter, Zaretsky, Linber & Jaime LLP						X	X	
Funes Law Group	X							
Abdamp Law	X							

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‘A Different Choice’

Haber Law’s most recent addition was [veteran Boies Schiller partner Steven Davis](#), who’ll co-chair its litigation department and said the move to Wynwood was “certainly a different choice.”

“It’s a lot of fun to be on the cutting edge of where a lot of good things are happening in Miami,” Davis said.

Also in keeping with Wynwood spirit, AXS Law has gone against the grain when it comes to attorney pay models, by deemphasizing billable hour requirements and lockstep salary models for associates and relying instead on contingency fees. It’s an approach that founding partner [Jeff Gutches has said allows the firm to beat Big Law’s salaries](#).

‘Neighborhood of Little Magnets’

Many tech and finance firms have cited Wynwood’s walkability and culture as a key reason for moving there.

Among them: tech firm Ramp Financial and psychedelic health company Field Trip, which have both leased space in creative office building Wynwood Annex.

At the forefront of that deal was Miami commercial real estate brokerage firm DWNTWN Realty Advisors, which has more than \$100 million in pending Wynwood transactions. Its managing principal Tony Arellano described the area as “still very much a neighborhood of little magnets—where a project is developed, and then a whole block lights up.”

“Leaders of the technology and finance worlds who are relocating to Miami realize Wynwood is where they need to be,” Arellano said. “All of the complementary elements, such as arts and culture, fashion, experimental and service-oriented retail, dining, nightlife and residences, are already in place.”

[The building has also welcomed Silicon Valley tenants](#) Founders Fund, where PayPal co-founder Peter Thiel is a partner, venture capitalist firm Atomic and entertainment company Live Nation. Spotify, meanwhile, selected space at The Oasis for its South Florida headquarters.

Likewise, mixed use project Gateway at Wynwood aims to turn its immediate area into a mini city, having chosen a spot close enough to offices and shops that residents don’t need to use cars.

This is likely just the beginning for Wynwood, emerging at the forefront of a new and exciting ecosystem of companies in South Florida, which is fast becoming a unique and more diverse alternative to Silicon Valley.

Dan Roe and Melea VanOstrand contributed to this report.