

As Seen In **The New Jersey Law Journal** September 26, 2022 **New Jersey Legal Awards Professional Excellence Supplement**

Increased Demand, New Talent Drove Successful 2021 For Sills Cummis

Sills Cummis & Gross is a Law Journal Law Firm of the Year finalist. The below responses, provided by managing partner R. Max Crane, were lightly edited for clarity and style.

How did your firm achieve excellence across practices, and in varying ways, in 2021?

Sills Cummis' milestone 50th anniversary of providing quality and effective legal services to a wide range of clients, which was celebrated in 2021, coincided with the firm having one of its best years in its 50-year history. Throughout our 50-year history, our goal is to be effective and efficient advocates for our clients. We value our client relationships, and work every day to provide value and continually earn the trust of our clients.

Many of our practices experienced an increased demand in 2021 and new talent joined our ranks to meet the uptick in demand. During 2021, litigation remained consistently strong from the previous year, but with courts opening, we could be more proactive instead of standing in place, and transactional work, including corporate and real estate, increased. Questions about managing a workforce during a pandemic along with other pressing employment issues impacting employers meant our employment and labor practice was operating at full capacity to serve our clients. In fact, our employment and labor practice nearly doubled in size to meet the increased demand for services.

The world has changed, including the impact of the coronavirus pandemic. What has your firm done to adapt?

Meeting client needs and goals is the driving force of Sills Cummis' operations. The pandemic shifted the way many people work, with a significant portion of the workforce working in some sort of hybrid environment. Sills Cummis had the technology in place prior to the pandemic to immediately switch to an all-remote workforce. During 2021, a hybrid work environment evolved for our attorneys. While there is more flexibility now with remote work options, over the years, we've found that nothing can replace face-to-face interactions, including the brainstorming and ideas that easily flow in an office environment with trusted and valued colleagues.

In a market where both specialization and breadth of services are valued, how do law firms consistently achieve general excellence in New Jersey?

Focusing on clients. That includes their needs and goals, and that has been the driving force of Sills Cummis since our inception in 1971. We continually strive to make the lives of our clients easier, while meeting their business goals. Our attorneys also strive to be at the top of their field, and it shows in the results achieved for our clients year after year. Law firms need to consistently adapt; whatever success is working now is not guaranteed to continue without being open to new ideas and ways of operating to meet client needs.

**MAX
CRANE, ESQ.**

Managing Partner

(973) 643-5055

mcrane@sillscummis.com



To view award methodology, please visit www.sillscummis.com/award-methodology.

No aspect of this advertisement has been approved by the Supreme Court of New Jersey.