



SSAM™

Settlement Services Arbitration and Mediation

The Modern Mindset OF COMMERCIAL MEDIATION

Essential
ADR
Strategies
From...

**The Benefits
to the Law Firm
of a Mediation
Settlement**

...SSAM's
Commercial
Mediators



EDWIN M. BAUM, ESQ
SSAM ADR Commercial Mediator
Partner | Perkins Coie, LLP

"First and foremost, it is the lawyer's obligation to seek the optimal resolution for the client. In many situations an earlier negotiated settlement, even if it reflects a compromise, may better serve the client's interests than a "win" several years and many thousands (or millions) of dollars in fees and expenses later. Contrary to the belief of some lawyers, crafting a reasonable and early settlement also makes good business sense for the law firm, at least in the long-term -- a happy client is much more likely to be a repeat client, a source of referrals, and a priceless marketing asset. (Few new business pitches by a lawyer are as compelling as a satisfied client recommending the law firm to colleagues and friends). As litigators, we love winning at trial (or on appeal). But clients sometimes feel like they lost after winning, especially if getting to that "victory" took too long, was too disruptive, or was too expensive to meet the client's business objectives. A mediated settlement can lock in upside for the client, while avoiding not only the risk of losing outright, but also the risk of "losing for winning."



TRACEE E. DAVIS, ESQ
SSAM ADR Commercial Mediator
Partner | Seyfarth Shaw, LLP

"Law firms must align their interests with that of their clients to succeed in today's market. By offering mediation as an option, clients have one of the best dispute resolution options available, particularly in the commercial context where profits drive success. Cost-efficient mediation is a good way to satisfy a cost-conscious client. By mediating settlements, law firms can establish a reputation internally within their corporate clients of producing good outcomes and in the process work to build long-term, trusted relationships and loyalty to the firm."



LAURENCE (LARRY) A. LEVY, ESQ
SSAM ADR Commercial Mediator
Greenberg Traurig

"In most firms the litigation practice is an important part of the full-service firm. As such the litigation matter frequently arises for an existing client of the firm. It shows sensitivity to the client's needs, thereby enhancing the likelihood that the client will continue working with the firm. Moreover, by demonstrating that the firm's attorneys work together in the best interests of the client, it enhances cross selling of services so critical to the successful firm. Further, it enhances marketing to new clients by demonstrating a synergy between corporate and litigation groups to best serve the client. The client learns to depend on the attorney to break down the traditional barriers between the litigation and corporate practices, where one seeks a perfect business document while the other wants to fully arm and protect the client from any potential litigation claim, often at the expense of a more efficient business relationship."



Edwin M. Baum, Tracee E. Davis and Laurence A. Levy are members of SSAM's
Commercial Mediation Panel.

As practitioners of law at the highest level, SSAM'S COMMERCIAL MEDIATION panel brings a unique currency and state-of-the-art strategies and solutions, to complex commercial dispute resolution. This modern perspective of commercial mediation is informed by the demands, priorities, risks and cross-discipline complexities facing today's C-suites and corporate boardrooms.

To work with the SSAM Commercial Mediation Team, please contact SSAM COO Lee
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