

From Our Executive Principal

February 2012

Groom Law Group is an independent firm focused exclusively on employee benefits. We provide state of the art, strategic legal solutions for the full range of our clients' employee benefits needs. We are ranked at the very top of the *Chambers* and *Legal 500* national employee benefits ratings because we deliver excellent, practical advice to our clients on a responsive and cost-effective basis. There are many good law firms that our clients can choose from, but the following key strengths differentiate us from our competitors and allow us to deliver this superior value.

- *DC – Centric Practice.* All 55 of our attorneys practice in our one Washington, DC office. This allows for maximum collaboration and a team-based approach to client service across all our practice areas. Our location also allows us to maintain close connections with key decision-makers on the Hill and in relevant agencies and influence the new laws and regulations that affect our clients.
- *Complete and Deep Specialization.* We understand all parts of the market – all types of plan sponsors and all types of benefits service providers. We quickly provide clients with access to attorneys who are among the most experienced in the nation in any particular aspect of employee benefits law. The depth and breadth of our experience means that we have already addressed many issues our clients face. Thus, we require little or no research time on many issues that other firms would have to research, increasing the responsiveness and cost-effectiveness of our work.
- *One Mission.* The fact that we specialize exclusively on employee benefits means that we have one strategic mission as a firm – building the most complete benefits firm in the country that can handle planning, compliance, litigation and lobbying for all benefits issues. We are not part of a much larger full service firm with competing priorities and objectives. All of our resources are committed to providing excellent, responsive employee benefits advice to our plan sponsor, service provider, trade group and other clients.

*From Our Executive Principal
Continued*

In order to provide superior value to our clients, we need to recruit, develop and retain excellent and diverse attorneys. We have made great progress in these areas in recent years, and I encourage you to visit the Diversity section of our website for information on our efforts to improve diversity here and in the employee benefits bar generally.

I would appreciate hearing from you on what we are doing well and where we can improve. You can contact me at (202) 861-6625 or at jmcguinness@groom.com. As always, we are very grateful for our clients' continued confidence and support.

John McGuiness
Executive Principal
Groom Law Group