A Different Kind of Small Business Law Firm

Female-founded firm offers a fresh approach to legal services.

If you take your clothes to a dry cleaner, and the person behind the desk can't tell you how long it will take or how much it will cost, you probably aren't going to be very happy,” says Kimberly Hanlon, co-founder of Lucère Legal, LLC. “Then, if it ends up taking three times longer than expected or costs three times more than you budgeted, you’ll be even less happy, right? And yet, that pretty much describes the average person’s experience with an attorney. The truth is, people hate how lawyers operate and expect the experience of working with a lawyer to be painful. With Lucère Legal I wanted to create something completely new and different, a law firm unlike any other.”

Hanlon and firm partner Sommer Spector Angstman are both entrepreneurs. In addition to being practicing attorneys, both women own other businesses. When creating Lucère with Angstman, Hanlon looked at how her favorite businesses are run and thought long and hard about what clients want and need. The value of the service she offers, she determined, must exceed the price a client is asked to pay. One way to achieve this is by offering flat fee rates for commonly requested services. Another is through a legal services subscription program that sets the stage for long-term business relationships. And Hanlon and Angstman put their money where their mouths are—they guarantee clients will be happy with the quality of legal services rendered and the way they are treated.

Angstman adds that the difference they bring to their field isn’t just about hours and billing; it’s also about making interactions as pleasant as possible. “It’s about simple, thoughtful gestures, being available and communicating clearly, and having compassion. We strive to make doing business better, the day better, and life better,” she says.

Hanlon and Angstman are clearly invested in working with small business clients. Their services include entity formation, succession planning, intellectual property protection, and tax strategy, among others. “We’re all members of the same tribe,” says Hanlon. She is curious about her clients’ goals and is eager to share her experiences with them. “As a business owner, I feel like I’ve made every mistake under the sun. But I’ve learned a lot. I’ve been there, I understand the trials and tribulations, and I’m here to help. We’re here to be trusted advisors to our clients.”

Angstman, meanwhile, enjoys the challenge of helping small business owners tackle their legal problems. “When our clients succeed, we succeed,” she says. “I’m proud to be a part of what helps them achieve their goals and dreams.”

And while Hanlon and Angstman are not always in litigation, they are ready for the cases that need to go to court; Angstman brings thousands of hours of courtroom experience to Lucère Legal and has tried more than 50 cases to jury verdicts.

“Together we can offer a number of points of view that other attorneys aren’t experienced with,” Hanlon explains. “And the response to how we are doing things has been amazing. It’s a profound privilege to do the work we do, and we wouldn’t do it any other way.”