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LAW FIRM BUSINESS

Commercial Break

Six-lawyer boutique Ravid Law Group in Los Angeles often goes head to head with mega firms on big real estate leasing deals, but that fact doesn't shake founder Nadav Ravid.

By Melanie Brisbon
Daily Journal Staff Writer

LOS ANGELES — A little more than a decade after he finished law school, Nadav Ravid had become a rainmaker at Buchalter Nemer APLC and built a successful real estate practice, but he decided to take a risk and look for other challenges.

“All of these mega firms wanted me to open their L.A. offices and I actually met with a few,” Ravid said. “I realized that wasn't what made most sense for me, at least not at that time.”

Instead, Ravid wanted to focus on his own real estate work without having to rely on other attorneys within a firm. With this in mind, he hung out his own shingle about 4 1/2 years ago and started the Ravid Law Group with one other attorney.

It was a great risk given that the real estate market had tanked and the country was in the midst of an economic downturn, but despite the difficulty, the firm's profitability, number of clients, and workload increased every year at the now six-attorney outfit which specializes in retail leasing. The firm's client list boasts tenants like the Kardashians' Dash Boutique Inc., Fossil Group Inc. and The Cheesecake Factory Inc. as well as landlords like Brookfield Office Properties and Balboa Ventura LLC.

“I had great clients that did struggle during the economic downturn, but by the time I had left, the rebound was already afoot and the clients I was working with were doing great,” Ravid said.

Ravid is joined by Karen L. Lawlor, a former attorney at

McKenna Long & Aldridge LLP, who serves as senior counsel, and Jeffery L. Goss, who serves as of counsel. Jennifer E. Schulz, Ryan E. Dosh and Claire E. Hurst started at the firm as clerks and later became full-time attorneys.

The firm does multimillion dollar deals throughout the nation and in Canada. It handles real estate transactions for companies that are experiencing growth like Sweetgreen, an East Coast-based salad bar chain that announced plans to expand in Los Angeles last year, and Lululemon Athletica Inc., an athletic apparel company that has opened many new stores in the last few years.

“These are companies that are going to be huge and industry leaders and that have a lot of growth to do,” Ravid said. “We are probably one of the best law firms for that type of company that is looking to have that kind of growth. We see how the inner company is working.”

Angie Powell, vice president of real estate at Eddie Bauer who has worked with Ravid for more than five years, lauded the firm's professionalism.

“The quality of work and attention to detail is exceptional,” Powell said.

Ravid has focused almost exclusively on real estate throughout his 18-year legal career. He is chairman of the Los Angeles County Bar Association leasing and development subsection and has lectured at UCLA Extension.

“I really wanted to learn everything there was to know about real estate and I dedicated my entire life [and] all my free time to it,” Ravid said.

When working a deal, attorneys



Alexander Drecun / Special to the Daily Journal

Nadav Ravid founded Ravid Law Group a few years ago after leaving Buchalter Nemer.

at the Ravid Law Group often face large teams of lawyers, though they say this does not deter them.

“I find myself going up against a whole gamut of lawyers when I do my deals — some have a lot of experience, some have middle of the road experience and some have very little experience,” Ravid said. “We really understand the market.”

In 2011, the firm started representing Brookfield Office Properties in its leasing of FIGat7th, a shopping center in downtown Los Angeles. The space was vacant eight years ago and is now 95 percent occupied with tenants such as MAC Cosmetics, Zara and H&M.

Though the firm has had many successes, as a small outfit it's had its share of challenges. Ravid said a lot of business leaders are convinced they should only be dealing with mega firms.

“All these other firms that do real estate, they might have 100 lawyers, but they may only have one or two lawyers that do what we do.”

Since the firm started, Ravid has hired law clerks from his alma mater, Loyola Law School, three of whom are now full time attorneys at the firm.

“Even though we specialize in leasing, it doesn't get monotonous,” said Schulz, a Ravid Law attorney who represents major developers and tenants. “There's always a new angle of looking at things that keeps it fresh.”

Ravid says the firm's goals are to continue to grow.

“I want to continue to grow in the same way,” Ravid said. “By that I mean I want to continue to get good quality work and good quality clients and perform at the highest level.”