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PROFESSIONAL SERVICES

A shared philosophy on client experience leads 2 Denver M&A law firms to merge

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What started as lunch between two lawyers several years ago has led to two boutique Denver law firms merging.

Doida Law Group and Crow Legal are now Doida Crow Legal.

Both individual organizations were started by their respective leaders when they were looking to run M&A law firms.

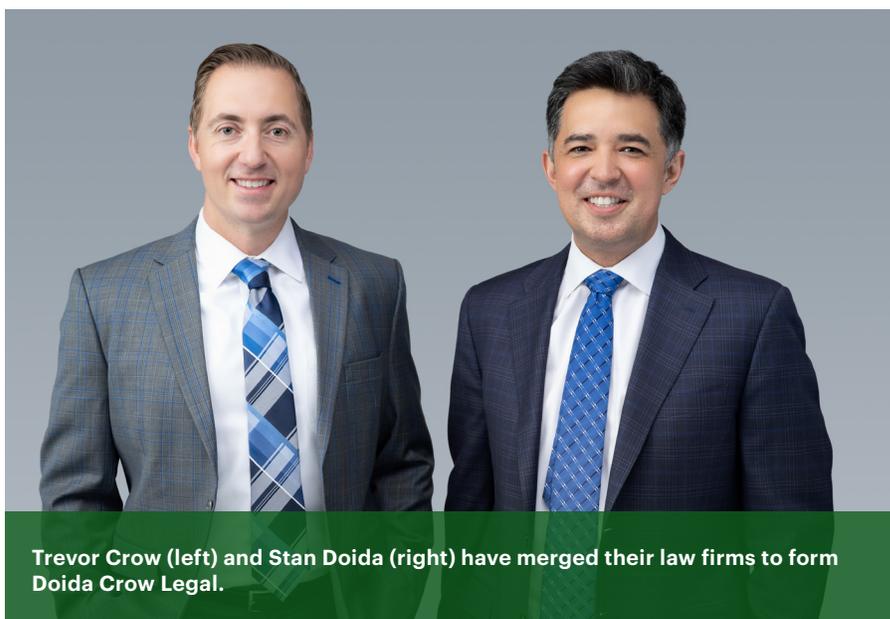
Stan Doida started his group in 2012. He had been working at a large firm at the time but saw the corporate culture of billable hours as a conflicting interest between a lawyer and their practice.

“I set out with the intention to try to fix that problem or at least alleviate it a bit,” Doida said. “One of the ways is through fixed-fee projects.”

Doida said that by setting the price of service ahead, he found clients to be more engaged and not just looking at their watch, worried about how much time they’d be billed for.

In 2014 or 2015, Doida had lunch with Trevor Crow. It was clear to Doida at the time that Crow would start his own firm. The two had similar philosophies as to how to practice law, and Doida thought Crow could be a great partner in the future.

Crow started his own firm in February 2018. They both kept in touch and about 18 months ago started seriously considering the idea of merging. Individually, the two organizations were small, with only about three attorneys



each. There was a ceiling of how much business they could take on.

The two groups officially joined forces in February.

“We did a lot of comparing notes and making sure our visions were in fact aligned,” Doida said. He added that they even had third parties mediating the discussion so the firms could speak candidly.

“Both of us have seen companies go through the motions of merging or selling or partnering,” Doida said. “I think we all knew the minutiae about getting the work done but didn’t have the first-hand experience.”

Now, with seven lawyers and three staff



members, they’ll be able to take on larger deals. They are working toward becoming the go-to boutique firm for corporate transactions, using a model of half fixed fees and half billable hours.

“The big goal for our firm is to change the client experience,” Crow said. “Exceptional client service is our goal and one of our big differentiators from other firms. We’ll be making that better each year, and we plan for it to be a huge differentiator for us moving forward.”