

In The News

Munsch Hardt Looks for 10 Percent Growth Under New Leadership

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Munsch Hardt law firm's new CEO, Phil Appenzeller, tells me he is looking to grow the firm by about 10 percent this year, with the growth coming largely from hiring attorneys away from firms that charge higher hourly rates.

The Dallas-based firm has about 110 attorneys now, comprised of about 80 in Dallas, 15 in Houston and 15 in Austin.

"We are looking to continue to expand firm-wide," Appenzeller said.

Rates for senior attorneys at Munsch Hardt, a midsize law firm, are at least \$200 an hour less expensive than the rates charged by senior lawyers at large law firms, Appenzeller said. That makes the firm a good choice for lawyers who are looking for less expensive options and less overhead to have to pass along to their clients, he said.

"This opens up the opportunity for lawyers at those larger firms who feel like the price pressure has become too much," Appenzeller said. "We think a lot of the Texas-based businesses do get squeezed at those higher rates.

"We're not competing for the Wall Street type businesses. We like what's in our back yard, and we're offering those types of large-firm legal services at a better price point."

Appenzeller was elected CEO last week, and takes over the job from Glenn Callison, who will continue to practice law at Munsch Hardt and is running for state representative in Plano.

Appenzeller is a member of the firm's commercial litigation practice group and most recently served as chief operating officer.

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