

WEITZ & ASSOCIATES

When plaintiffs' personal injury attorney Harvey Weitz takes on a case, he uses an approach that might at first glance seem contrary to conventional wisdom: he examines it thoroughly from the other side. "I never look at a case from my client's perspective. First I ask, 'How would I defend this case?'" says Mr. Weitz, a partner in the law firm Weitz & Associates with his sons Andrew and Paul. "This reverse analysis tells me what areas I have to master in order to move forward to a successful outcome." The approach has indeed paid off for Mr. Weitz and his clients, who have relied on him and his expert legal advice for nearly four decades. "We take on the toughest cases," he says. "That's where we've fashioned our reputation."

HIS RECORD OF BIG VERDICTS and settlements doesn't hurt his reputation, either. In the last year, says Mr. Weitz, three cases alone yielded total recoveries in excess of \$200 million — and that's not to mention the dozens of others adding up to the tens of millions of dollars. But Mr. Weitz is always acutely aware that you can't put a large enough price tag on human life or on human suffering. Improving a client's quality of life is the firm's first priority.

OFTEN, CLIENTS COME TO HIM when they've exhausted all other options. "In effect, we're the last, and best, hope for the victim," says Mr. Weitz. Taking on the most difficult cases also means that Mr. Weitz and the attorneys at his firm have to rise to the occasion, often utilizing creative and cutting-edge ways to present to a jury. "We're imaginative," he says. "We enable jurors to look at a case in a different light than they automatically would." And Mr. Weitz knows that he's on the right side of the law — and takes the stewardship of his clients very seriously. "Here's the thing that makes us tick," he says. "I could not and would not have been able to work on the other side of the street, for a firm that tries to keep the kind of people that we represent from getting a recovery. It's something that neither I, nor my sons could possibly do."

INDEED, FOR MR. WEITZ, his law career has meant that he can be part of what he terms "a healthy corrective to society's ills." The exercise of exposing what has happened to his clients so that someone else might not go through the same thing is one of the most rewarding parts of the job. And these days, a large percentage of the firm's cases are settled. "They simply don't want to let us go to trial," says Mr. Weitz.

BUT WHEN A CASE DOES GO TO COURT, Weitz & Associates definitely means business — and won't stop until it is prepared to the hilt to win. "There is nobody who will beat us for lack of diligence," says Mr. Weitz, whose motto is, "We will never be outspent, out thought, or out fought."



"We're the best hope
for the injured."

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