

# Amid Record-Breaking Rate Increases, Are Midsize Firms Leaving Money on the Table?

In the News

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In a recent LAW.COM article on billing rate trends, Archer **Environmental Practice** Chair **Marc Rollo** was among the attorneys interviewed about the growing divide between Big Law and midsize firms. The article examined whether midsize firms are missing opportunities by holding back on rate increases while larger firms continue to push double-digit growth.

Marc cautioned that raising rates too aggressively can create barriers to new business, saying “There’s a tipping point where you would lose opportunities and work unless you already have a longstanding relationship. It’s hard to get a client to choose you over one of the brand-name firms if the delta [in billing rates] is not as significant. You need that first opportunity, and you don’t get as many if you get closer to where the rates are now.”

He also noted that the widening rate gap is shaping how corporate legal departments assign matters: “My experience is that because of the gap and the widening of the rates, general counsel are looking for different firms to do different things based on skill-sets and significance of the matter on the company.”

Click [here](#) to read the full article. A subscription may be needed.

## Related People



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