

These Are The 11 Firms GCs Most Recommend In 2021

By **Xiumei Dong**

Law360 (July 21, 2021, 4:02 PM EDT) -- Fueled by their exceptional client services during the COVID-19 pandemic, 11 law firms have been spotlighted by general counsel and other in-house leaders as the most recommended outside counsel for their peers, according to a report released Wednesday.

When asked which law firm they'd recommend to peers, general counsel and other high-ranking corporate decision makers surveyed for BTI Consulting Group's 2021 Most Recommended Law Firms report, without prompting, named a total of 82 law firms and ranked them as either "most," "highly" or "frequently" recommended.

Compared with survey results from two years ago, there has been a high turnover in the law firms that are considered as "most recommended," which BTI defines as firms that "exceed client expectations consistently and demonstrate deep business understanding."

The top five most recommended law firms were, in alphabetical order, Arnold & Porter, DLA Piper, Eversheds Sutherland, Foley & Lardner LLP, and Gibson Dunn & Crutcher LLP. Of those five, only DLA Piper also made it to the top ranks in 2019.

"Most law firms responded well to client needs during the pandemic, but some were just exceptional," said Michael Rynowecer, president of BTI Consulting. He said that many of these firms had improved their relationship with their clients by helping them address specific needs during the pandemic.

Other firms that have landed top spots on the list, also in alphabetical order, were Jones Day, King & Spalding LLP, Latham & Watkins LLP, Littler Mendelson PC, McDermott Will & Emery LLP, and McGuireWoods LLP. Jones Day and McDermott were also named among the "most recommended" firms in 2019.

Between April 2020 and June 2021, BTI conducted more than 350 phone interviews with in-house leaders at large companies with \$700 million or more in revenue, according to the report. Interview subjects were asked to make unprompted recommendations, the report noted.

The Top 11 Most Recommended Firms

- Arnold & Porter
- DLA Piper
- Eversheds Sutherland
- Foley & Lardner
- Gibson Dunn
- Jones Day
- King & Spalding
- Latham
- Littler
- McDermott
- McGuireWoods

Source: BTI Consulting

"If you're going to recommend a law firm to appear in an unprompted manner that requires an investment of your personal stamp of approval," Rynowecer said, "you're not going to make that as a corporate counsel or top legal decision maker unless you have very high confidence and tremendous respect combined for these firms."

He also noted that 75% of the general counsel and in-house leaders have responded that a key reason for recommending a law firm was because they received superior client service from the firm during the pandemic.

With the pandemic transforming the legal work environment, BTI earlier in the year also released another report, identifying Jones Day, DLA Piper and Gibson Dunn as leaders when it came to serving large corporate clients.

--Editing by Orlando Lorenzo.