

Catherine Gannon

ACQ met up with Catherine Gannon of Gannons LLP to ask her a few questions about the law firm.



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Please can you tell ACQ Readers more about your law firm?

Gannons is a commercial law firm based in Central London serving the business community with essential services. Your average company needs to organise equity and staff efficiently whilst making money. Gannons provides clients with a clear return on their investment. Specifically our expertise covers five areas: analysing risk, protection of assets, managing wealth, resolving disputes, and building businesses. Our clients are dynamic and sophisticated. We reflect that in challenging the conventional ways of working. We maintain competitive pricing models by operating a paperless office, promoting remote working to reduce office costs, and only hire experienced solicitors.

What distinguishes Gannons from the competition?

Gannons is run as a business and not a profession. Solicitors who love to drown in detail and paper can rarely be described as paperless. You wouldn't work at Gannons without a real love of business. We are proud of being niche and boutique. As a result our clients do not get passed on to an army of half briefed solicitors. We focus on the SME sector and start-ups. We have worked with many companies seeking investment, leading to a sale. I describe myself as an entrepreneur first and foremost. The experience of running a law firm plus other businesses has attuned me to the needs of the SME market as "I have been there" and truly realise and understand what entrepreneurs want.

What does Gannons specialise in?

We are a commercial law firm focused on the SME basic market. We provide the core basis services businesses need. The main focus is commercial work, corporate basic services, employment law, tax and dispute resolution. In many cases we offer fixed fees and adhere to

that. We specialise in getting businesses out of 'tight spots' managing employees and transactions. We are strong negotiators and add value to deals. Naturally we assess risk, but we always put that risk into context and usually provide solutions to get around that and the associated hidden costs. In recent times when finance for deals has been in short supply, the focus has switched to internal organisation and cost review measures designed to keep businesses afloat while they pull out of the recession. When finance returns to the market we expect more deal and acquisition work.

And how has 2010 been so far – have there been any noticeable emerging trends?

We have had a busy start. In addition to increased M&A activity we have noticed an increase in business angle investments, with high net worth individuals looking to invest in the SME market. Gannons business helpline which offers SME's high quality commercial and legal advice on demand has proved to be very popular and is gathering momentum. Clients find it helpful to know they can run issues by us and avert problems without incurring unplanned expenditure. The helpline is only £50.00 per month plus VAT for unlimited calls.

What are Gannon's aims for the rest of the year and how do you plan to execute them?

Gannons aims for the rest of 2010 are to continue to service both new and existing clients business needs by offering legal and commercial advice in a pragmatic cost effective way. We have identified a demand in the market for cheaper outsourced solutions. In order to meet this demand Catherine Gannon has established HR Sorted, offering directors of SME's an outsourced service. HR Sorted will remove some of the administrative stranglehold businesses find themselves in, and provide directors with peace of mind. If a matter escalates and requires the specialist skills of a lawyer to resolve the problem, Gannons can assist as the two businesses work side by side. HR Sorted is a new business model specifically created for the current climate, and takes advantage of the expertise built up within Gannons to deliver benefits for SME's.

DETAILS

GANNONS

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