

ANNIVERSARY Kalfus & Nachman - 30

Posted: December 23, 2009



By Lakeshia Artis

lakeshia.artis@insidebiz.com

Stuart Nachman and A.J. Kalfus, of the Kalfus & Nachman law firm, had a vision of becoming one of the leading law firms in personal injury law.

Known for its taglines, "Tell them we mean business" and "Call the hurtline," the firm turned 30 in 2009.

Prior to founding Kalfus & Nachman, both men worked for the Cooper and Cooper law firm. After some discussion, both Kalfus and Nachman thought it was time to leave that firm and branch out on their own.

"I think the two of us had a vision of how the firm should grow," Nachman said. "We both felt that we had the potential to grow the practice in the area of personal injury."

Kalfus & Nachman is a full-service law firm that handles numerous legal cases including personal injury, medical malpractice, automobile accidents, nursing home negligence and product liability.

Looking to reach a larger audience, the firm began to use print and media advertising to bring in more clients.

"We thought that with advertising, we could grow the practice -with particular emphasis on Yellow Pages advertising," Nachman said.

"For the last 20 years we have been on television."

"I take credit for the hurtline slogan," he said. "It was focused on the idea of a telephone and people were calling us who were hurt."

What's in store for the firm in the next 30 years?

"I think as lawyers we have a greater awareness to stay on the cutting-edge," Nachman said. "The practice of law is constantly changing. We need to be aware of new areas of practice that are developing."