

SOUTHERN

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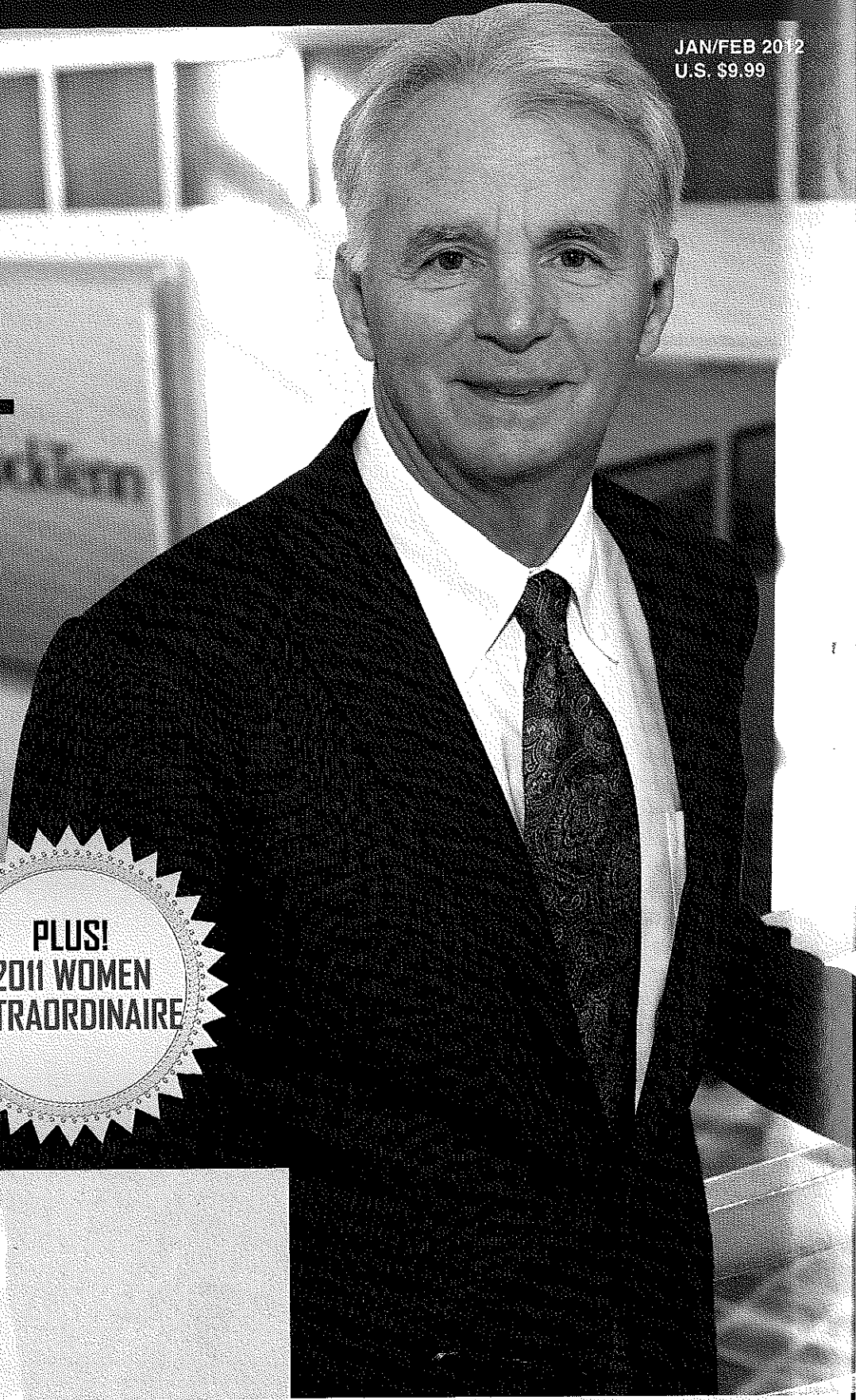
JAN/FEB 2012  
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## THE MAKING OF A MARKET LEADER

How **RockTenn's  
Jim Rubright**  
led his company  
to the top

**NC Law  
Firms**  
Their expertise  
in serving  
clients

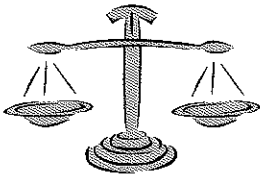
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CAROLINA  
LAW FIRMS**  
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## North Raleigh Law Group

**B**ob Morton is a regular renaissance man. He has been featured as a consumer advocate on ABC's "Good Morning America," has served three terms as chairman of the local Better Business Bureau, and has been recognized as an Outstanding Volunteer Lawyer by the Volunteer Lawyer Program of Wake County.

But before he was a lawyer, Morton was a high-school music instructor, and then a small-business owner. Ten years after launching his own business, Morton attended law school through N.C. Central University's evening program. "Going to law school as a business owner gives you a unique perspective on the law and how it applies to real life," Morton says. "We try to be sensitive to practicality."

Morton launched what currently is known as North Raleigh Law Group, a firm focused on business and construction law, as well as litigation and dispute resolution, for small to medium-sized companies with no more than 100 employees. "We have found that smaller businesses often have no relationship with an attorney," Morton explains. "Larger businesses usually have in-house counsel or have larger firms on retainer, while smaller businesses often find it more difficult to find a source for reliable legal counsel since fewer and fewer lawyers are serving the small-business segment."

### HELPING THE LITTLE GUY

Morton considers himself — and the firm — true generalists in business law. North Raleigh Law Group's services range from forming limited liability companies to assist — North Raleigh Law Group targets middle marketing with disputes and complex

litigation. "What makes us unique is that we are providing a broad range of services while targeting small and medium-sized businesses," he says. "We provide the service of an in-house general counsel, except we aren't actually in-house."

A trend that Morton has noticed in business and construction law is that disputes have become much more common. "I've found that businesses often manufacture disputes, trying to leverage the little guy . . . to force a discount after the contract has been made," Morton notes. "That's where we come in."

Morton maintains that the firm's personal approach is one of its most important assets. "Our clients appreciate being able to pick up the phone and talk to an attorney who already knows them, their business and their goals," he says. North Raleigh Law Group's litigation experience helps clients as well. "We have found that our courtroom experience has become very valuable in planning and advising clients," Morton explains. "Minimizing the chance of litigation is a primary goal."

### LOCAL FLAVOR

Having owned a North Raleigh-based business for 10 years, Morton understands the need for a personal, approachable firm to serve businesses, particularly in a market as unique as North Raleigh.

"The emergence of North Raleigh as a community has evolved into a natural geographic area to market," he notes. "Though we certainly represent businesses throughout the Triangle, our home is here, in North Raleigh." ♦