

# ATLANTA MARKET OUTLOOK

Atlanta is a very attractive market for businesses and law firms alike.



### Sixth Largest US City

Is the capital and most populous city in the state of Georgia.



### Strong AmLaw Presence

Five Atlanta-based firms are on the AmLaw 100 list: King & Spalding, Alston & Bird, Troutman Sanders, Ogletree Deakins, and Kilpatrick Townsend & Stockton

Thirty-one of the AmLaw 100 firms have offices in Atlanta.



### In-House Opportunities

Nation's third-largest concentration of Fortune 500 companies.

Over 75% of Fortune 1000 companies conduct business operations in Atlanta metro area.

### Top companies headquartered in Atlanta include:

- The Coca-Cola Company
- The Home Depot
- Delta Air Lines
- Arby's
- Georgia-Pacific
- Chick-fil-A
- Norfolk Southern Railway
- Mercedes-Benz USA
- NAPA Auto Parts
- Papa Johns
- Porsche AG
- Newell Brands
- Rollins, Inc.
- UPS



### Tech Boom

Known as the "Silicon Peach" since Atlanta contains the fourth-largest concentration of IT jobs in the US and ranks sixth fastest-growing for IT jobs.

## 2023 LAW FIRM MARKET RECAP

### LATERAL PARTNER MARKET

- » Litigation was hot.
- » Hiring was strategic, not investment; firms wanted to gain market share through hiring.
- » Increase in non-equity partners.

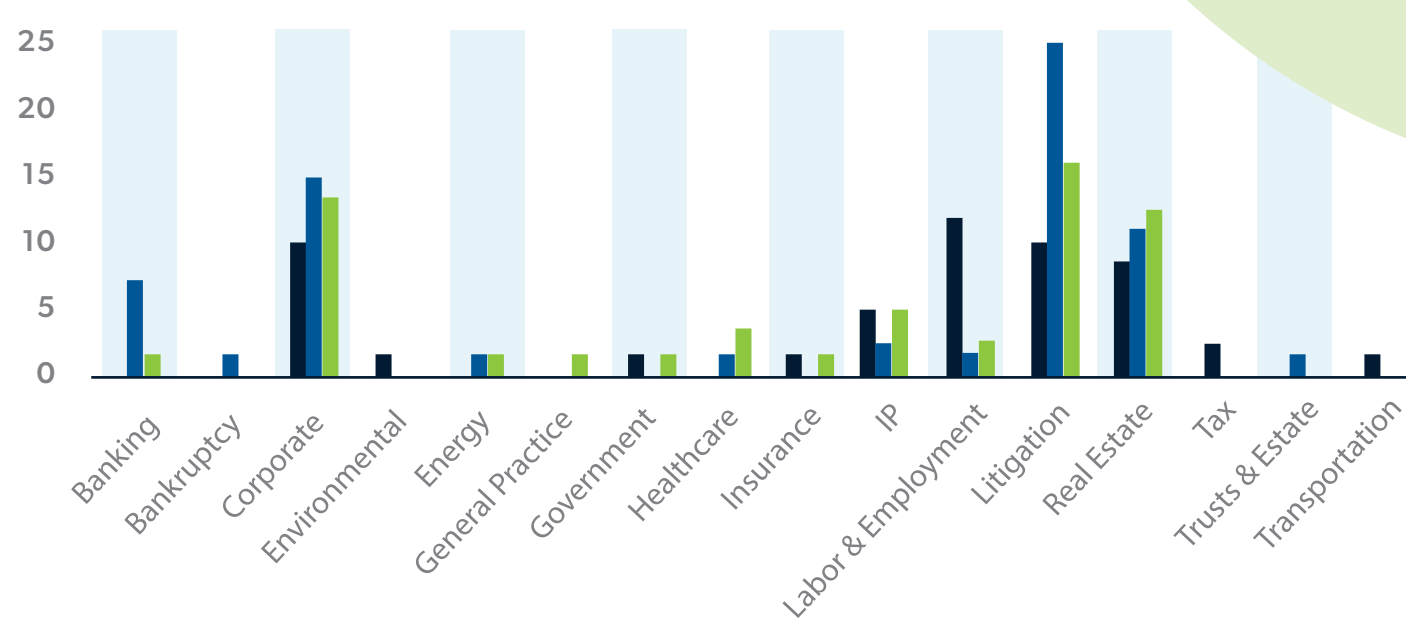
### LATERAL ASSOCIATE MARKET

- » Hiring slowed down.
- » Layoffs occurred.
- » Associate raises to match NYC rates.



### AM LAW LATERAL PARTNER MOVES

\*There are a few one offs where partners moved from government and in-house to the AmLaw 200. The heft of the moves were from one AM Law firm to another AM Law firm.



### STATE OF THE LAW FIRM MARKET IN 2024

» Current Partner Count



\*AmLaw 200 in 2024  
 \*Data from Leopard Solutions  
 \*This list reflects AmLaw Talent, but it is not reflective of the total Atlanta talent pool.

### AREAS OF GROWTH

- » Litigation (most active since 2022 and continuously strong)
- » Bankruptcy and Financial Restructuring
- » Regulatory/Investigations/Compliance
- » Energy
- » Private Equity
- » Healthcare & Life Sciences
- » Funds Investment Management
- » Data Privacy

\*Data compiled from Citi 2024 Advisory Report.

### EXPECTED TRENDS FOR THIS YEAR

- » Continued Shift in Office Space Usage: more hoteling, downsizing, hybrid office attendance
- » Continued Law Firm Growth Through Lateral Hiring in the Southeast