

Shulman Rogers *NEXT*: Experienced Lawyers, Fixed and Predictable Fees for Start-Ups

POTOMAC, Md. (May 17, 2017) Shulman Rogers announced the full implementation of [Shulman Rogers *NEXT*](#), offering start-ups and early stage companies high-quality legal service and lower, predictable pricing. The program allows companies the opportunity to work directly with highly experienced senior lawyers from multiple practice groups within the firm, including corporate finance, labor and employment and IP. *NEXT* offers fixed-price fee packages for a broad range of services such as formation, raising capital and employment issues. For those seeking assistance with more general outside counsel matters, fixed monthly pricing for outside general counsel services is available.

"There are lots of firms offering early stage companies alternative fee arrangements that are not sustainable over the long term," said [Scott Museles](#), co-chair of Shulman Rogers' [Business and Financial Services Department](#). "These include reduced or deferred fees for a finite period of time, with services consisting of relatively simplistic online forms or provided by junior attorneys more expensive than their experience warrants."

"If a client actually retains a seasoned attorney, all too often they find the legal fees to be a great deal more than expected," added [Aaron Ghais](#), co-chair of the [Business and Financial Services Department](#).

[Anthony Millin](#), chair of the [Start-Ups and Venture Capital Practice Group](#), explains, "For the past few months, we tested the *NEXT* program with a dozen clients. We learned this approach is a real benefit to start-ups and early stage companies and helped new businesses secure a solid legal footing at a predictable and manageable price point."

Client reaction has been extremely strong and positive. "I worked with Anthony, who is both an excellent senior lawyer and an entrepreneur," said Seulki Lee, CEO of [Neuraly Inc.](#), which offers promising therapeutics for neurodegenerative diseases including Parkinson's and Alzheimer's. "He and his team helped me with all aspects of a very successful financing, and knowing we had a predictable pricing model provided significant peace of mind."

Yulia Yaani, co-founder with Masha Sharma of [RealAtom.com](#), the first commercial real estate online debt exchange matching borrowers with the right lenders in real time, has used Shulman Rogers *NEXT* for employment services. "We had the opportunity to work directly with [Merry Campbell](#), co-chair of the [Employment Law Practice Group](#), through a fixed-price employment package. Merry is sharp, clearly experienced, great to work with, and she quickly solved our issue. As a start-up, knowing we had a manageable, fixed price was very valuable."

Shulman Rogers views *NEXT* as a beginning of long-term relationships with clients. The firm routinely works with later stage and mature companies, and also represents venture capital and private equity funds.

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About Shulman Rogers

Shulman Rogers is one of the largest, most respected law firms in the Washington Metropolitan area. Founded in 1972, the firm has vast experience ranging from corporate law, to real estate, to litigation and to estate planning and family law. Additional information on Shulman Rogers and its practice areas is available at [ShulmanRogers.com](#).