



Interview with: Manolis Troulis, Managing Director, Lawyer

TROULIS & CO.

The Firm's Founder and Managing Director, Manolis Troulis, explains how the firm is adapting to clients' changing needs and how the Firm managed to expand its activity and to enlarge its clientele.

What do you see as the main points that differentiate Troulis & Co from your competitors?

In Troulis & Co we believe that there are no competitors. The key-point is to compete with your -self and always focusing on how the Firm and all its colleagues shall improve themselves. There are four (4) main key-points that make our Firm differentiate from others: **a)** Organization through internal rules of procedure, **b)** Prompt Feedback to the clients and constant Reporting on the progress of their cases, **c)** Thinking out of the box and business approach on each case, focusing on realistic and profitable solutions, **d)** Choice of new colleagues taking into high consideration the assessment of suitability, education and strong business ethics.

Which practices do you see growing in the next 12 months? What are the drivers behind that?

In Greece nowadays the real- estate projects (purchases, asset deals, constructions etc.) are the most developing ones due to the low price of real estate properties, especially in comparison to the rest EU countries. Greece is very attractive to non-EU citizens for the granting of "Golden-Visa" through land acquisitions. Mergers and Acquisitions are also very promising and challenging projects, as many Greek companies showed high growth rate after the bottleneck effect of the 10 year economic crisis on the market.

What's the main change you've made in the firm that will benefit clients?

Creation of Departments per Practice area. This way, each case is handled by specialized lawyers.

Is technology changing the way you interact with your clients, and the services you can provide them?

The technology plays without doubt a major role in the effective legal assistance provided by the Firm to the clients. Taking into consideration that many of the clients are foreign companies and non-Greek businessmen, the updated IT systems facilitate the prompt communication, the vivid discussion over the cases' phases via teleconferences and even the completion of Mediation procedures via skype/zoom/teams etc. Moreover, technology has many advantages for the firm's associates as well because they are able to work from home having full access in the Firm's server and e-library, so this way the brainstorming from home ends up with very productive ideas.

Can you give us a practical example of how you have helped a client to add value to their business?

The Firm specializes in preventive every-day advocacy, which leads to reduced expenses and time-consuming actions. This way Troulis & Co saves clients from energy-consuming Court procedures as the Firm's belief is that a case's closure through settlement is always preferable than a long court fight.

Are clients looking for stability and strategic direction from their law firms – where do you see the firm in three years' time?

Clients always address to lawyers, even for matters that go beyond legal knowledge. Lawyers frequently play the role of real-estate broker, tax consultant, "fire-man" when it starts getting the blood pumping. More than that, lawyers are the strategic allies of their clients in every aspect of their personal or business life. In the next three (3) years I just wish that the law firm still enjoys the same trust, fame and prosperity as now.