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Michigan Auto Law: Where Experience and Client Satisfaction Matter

By Lynette Carrington

Forget radio jingles, crazy catch phrases and unbelievable claims. When it comes to accident injury settlements, Michigan Auto Law continues to prove they're the legal-juggernauts in their area of law. For the past 17 years, Michigan Auto Law has been listed with the highest-reported auto accident injury settlements (as per Michigan Lawyers Weekly year-end listings of the top settlements in Michigan). And then there are the trial verdicts: Michigan Auto Law has claimed the top-reported trial verdict for a car or truck accident in Michigan in seven of the past eight years; a stunning record considering there are over 60,000 lawyers in Michigan, including several thousand who say they specialize in personal injury law. But there's much more to a successful attorney/client relationship than just the highest settlement and trial verdicts. The dynamics that make up Michigan Auto Law have their roots in family, service to the client and attention to detail.

A Legacy of Results and Community Involvement

"We really are the top firm in the state in terms of serious

automobile and truck injury cases, and in relation to myself, this has been a nice career," said founding partner, Lawrence Gursten. Larry is listed in Best Lawyers in America, and began his legal career by receiving the highest score on the Michigan Bar Exam more than 40 years ago. He continues to propel the firm forward and inspire those who work alongside him. Michigan Auto Law now has 18 lawyers, and the firm receives referrals from lawyers all over Michigan and the nation.

But more important than the number of attorneys, are the type of attorneys they have at the firm. "It's a very special type of attorney that we have hired," said Larry. The firm has five attorneys that are 'Best Lawyers in America' (limited to the top 2.4% of lawyers in America) and 11 lawyers who are 'Michigan Super Lawyers' (representing the top 5% of all lawyers in the state). "We are hiring very special talent, including our paralegals. They are all 3.5 GPA average/four years of college. So you're getting a very sophisticated, special type of law office with very specialized knowledge in this area," Larry explained.

But it is the client service that matters most at the firm and

this is where Michigan Auto Law separates itself most from its competition. “Lawyers as a profession are notoriously bad at client communication. They don’t return phone calls. They are slow to respond,” said Larry. “But here we have a team of lawyers and paralegals for each client, so each person we help gets the individualized attention they deserve. More than anything else, that attention to the client helps to ensure the best possible settlement for their case.”

“There is always constant communication as a team...we are all trying to do one thing - help the client,” Larry stated. “The law firm has a 24-hour call back rule, no exceptions - and most calls are returned within minutes. That seems to be one of the most important things for the people we help. They are in pain, they are worried, and it’s tremendously comforting for people to know they can always talk to their attorney and get an immediate answer to their questions.”

Remarkably, the law office is 50 years old and runs through three generations. Larry Gursten carries on in the legal foot steps of his father, Nat Gursten. And now, Larry’s son, Steven Gursten, who is voted one of the ‘Top 100 Lawyers in Michigan’ and a ‘Michigan Lawyer of the Year’, is head of the law firm. Steve is past president of the American Association for Justice Truck Accident Litigation Group and is currently the president of the Motor Vehicle Trail Lawyers Association. He’s received the top -reported trial verdict in the state in four of the past eight years.

A very important part of Michigan Auto Law is their support and giving back to many different charities and causes. Some of the organizations in which Michigan Auto Law is involved include: The Brain Injury Association of Michigan, University of Michigan Mott Children’s Hospital, Consumer Vehicle Safety Alliance, Distracted Driving Awareness and Downtown Detroit Partnership.

Additionally, Steven Gursten was named a Michigan Lawyers Weekly ‘Leader in the Law’ for his efforts in forcing unsafe trucking companies into safety compliance with mandatory state and federal laws, making the roads safer for everyone.

As an important facet of the firm, Steven also views their charitable and pro bono work as a special way they can give back to others and serve the responsibility of the profession. “We’re really proud of that. We spend a lot of hours not just in terms of giving back financially, but in terms of pro bono legal work,” Steven explained. He feels that often, due to the lack of bad faith laws and punitive damages in Michigan, good people often get taken advantage of by insurance companies. We help out by taking on cases that are not necessarily financially rewarding, but because people truly need legal help. “We believe in helping people and it’s part of our mission,” stated Steven. “The verdicts and the settlements, the awards and honors, all the things that we as a law firm are known, come from wanting to really help people.”

Getting the Best Results While Honoring Ethics

Steven Gursten obviously grew up in a legal environment, yet he recognizes the differentiating position in which Michigan Auto Law exists. “I think we’re a very unique law firm. There really is not another law firm like ours because we do almost no advertising to the public ...no TV, Yellow Pages, no billboards...you won’t find us on the sides of buses. But because of our results and our expertise, and because of the way we treat our clients, we have grown. We’ve actually tripled in size during a time when most other law firms have struggled,” he said. “We’ve taken on a very high end, specialized type of law firm model, where other lawyers refer us their cases based upon our results and the service we offer clients. Especially for an ultra-competitive area like personal injury, that’s pretty unusual,” Steven said.



(L to R) Law Principals: Robert M. Raitt, Steven M. Gursten, Lawrence E. Gursten, Leonard M. Koltonow



Larry and Steven Gursten are proud to be considered one of the elite law firms in the country helping people seriously hurt in motor vehicle accidents.

“We really are a very ethical and caring law firm and I know that can sound like a cliché. It’s gotten incredibly ugly in Michigan with lawyers pouncing on accident victims, sending solicitation mail packages, all these services that are soliciting people by getting the police reports and calling them at home on the phone. I hear ugly stories about this every week from some of my clients,” said Steven.

He finds it tragic and sad when in the event of a serious injury and death, families are literally being bombarded with legal solicitations. “I just think it is incredibly demeaning to the legal profession as well as a real hardship for these people. We as a law firm don’t do any of that. I’m sure it works, that’s why so many other lawyers are doing it, but we’ve gone a different route,” Steven noted.

“We want to be the type of law firm where people want to come to us; where other lawyers want to refer cases to us.” He specifically cited the nearly immediate availability of police reports as something that other firms have taken advantage of in this cutthroat environment. He explained that their firm is not “a settlement mill,” rather every phone call is returned personally and they spend tremendous time on each case with each client. “The attorneys here place a strong value on great client communication.”

How it All Fits Together

“When you are really known as the true subject matter experts, and you choose not to do the mass advertising with television and billboards and all that chasing of people, your success can’t be from just one thing. Yes, we’ve had great verdicts and settlements. And out of over 60,000 Michigan lawyers, maybe that says something,” Steven explained. “And we’ve won a lot of legal awards and honors among the attorneys at Michigan Auto Law, but it’s the service that matters most. Clients can always be certain they are receiving the finest legal representation.”

Leadership for Today’s Legal World and for the Future

Steven gives kudos back to his father for his overall guidance at the firm. “It has been such a wonderful gift working with my dad because I really never knew how smart he was until I started practicing law with him. He literally is an encyclopedia. He knows every No Fault case that has ever come down in this state. In terms of setting a tone and as a role model for the office; the way he returns every call, even on weekends and at night and the way that he really cares about his clients is amazing,” he said. It is that dedication to clients that serves to take Michigan Auto Law into their next 50 years of practice.

Top Reported Settlements & Trial Verdicts

Michigan Auto Law has been listed for 17 consecutive years with the top-reported injury settlements or trial verdicts in Michigan, according to the Michigan Lawyers Weekly year-end compilation of the highest reported verdicts and settlements. This remarkable record eclipses every other law firm in Michigan.

The attorneys at Michigan Auto Law believe that being a true trial law firm is an important reason behind this success. The firm’s willingness to take difficult cases to trial allows its attorneys to reach better settlements.

This includes a \$34 million truck accident settlement in 2014, the highest truck settlement in the nation for the year and ever by a Michigan lawyer, according to VerdictSearch. The case was for an Ohio crash.

It certainly helps that the firm has enjoyed incredible trial success throughout its history. In fact, an attorney from Michigan Auto Law has now recovered the top-reported trial verdict in the state for a car accident or truck accident in seven of the past eight years. The law firm has also recovered more than 60 separate million-dollar trial verdicts and arbitration awards, and six trial verdicts of a \$1 million or more on insurance company offers that were between \$0 to \$30,000 in the past five years alone.

Below are some recent trial results, including the highest insurance company offers before verdict:

- Macomb County: \$5,650,000 verdict for a contested traumatic brain injury, knee replacement surgery, broken jaw and separated shoulder on a \$600,000 settlement offer. The offer at trial was increased to \$1,000,000 and then \$2,000,000 while the jury was deliberating.
- Oakland County: \$4,250,000 verdict for contested traumatic brain injury and depression. \$100,000 settlement offer before verdict.
- Jackson County: \$3,500,000 verdict for contested traumatic brain injury, depression, two fractured vertebrae and no surgery on a \$1,000,000 settlement offer from Zurich Insurance Company.
- Macomb County Circuit Court: \$2,550,000 wrongful death verdict for conscious pain and suffering and for loss of society for 83-year-old man on a \$250,000 pre-trial settlement offer from Secura Insurance. The offer was increased to \$500,000 while the jury was deliberating.
- U.S. District Court: \$2,500,000 verdict for contested traumatic brain injury and a shoulder injury with no surgery. No visible vehicle damage. \$250,000 settlement offer from Northland Insurance Company at trial.
- Washtenaw County: \$2,000,000 verdict for contested traumatic brain injury with no loss of consciousness and no visible vehicle damage on \$0 offer from State Farm Insurance Company throughout the trial.

AT A GLANCE:

Practice Areas: Car, truck and motorcycle injury

Legal Leadership:

Steven Gursten:

- President, Motor Vehicle Trial Lawyers Association
- President-elect, American Association for Justice Traumatic Brain Injury Litigation Group
- Past-president, American Association for Justice Trucking Litigation Group
- President-elect, Melvin M. Belli Society

Robert Raitt:

- Chair-elect, Negligence Section of the State Bar of Michigan
- Past-president, Michigan Association for Justice

Community/Civic Involvement:

- Mentoring law school students and offering annual scholarships
- Distracted Driving Awareness Campaign
- Donations to the University of Michigan Mott Children's Hospital
- Donations to Brain Injury Association of Michigan
- Sustainable, green renovation at Farmington Hills office

Pro-Bono Activities:

- Each year, Michigan Auto Law attorneys donate their legal services pro bono to many auto accident victims.

Awards:

- Michigan Lawyers Weekly Lawyer of the Year, Steven Gursten
- Michigan Lawyers Weekly Leaders in the Law, Steven Gursten and Robert Raitt
- Two of the Top 50 Lawyers in Michigan, according to Super Lawyers®
- Michigan Super Lawyers®: Ten Michigan Auto Law attorneys selected as Michigan Super Lawyers® and Rising Stars
- Michigan Auto Law was given an AV Rating by the Martindale-Hubbell organization, the highest rating for legal ability and legal ethics
- Best Law Firm, U.S. News & World Report: Michigan Auto Law has been named among the Best Law Firms in America, and also has a Detroit First-Tier ranking
- Best Lawyers in America®: Limited to the top 5% of all attorneys in America
- Top 100 Trial Lawyers (National Trial Lawyers Association)
- Top Lawyers in Metro Detroit (DBusiness magazine)
- Crain's Detroit Business, Best Personal Injury Lawyers
- Detroit Free Press Best Lawyers, Personal Injury Litigation: Michigan Auto Law



Michigan Auto Law attorneys, paralegals and secretaries volunteering at Forgotten Harvest.



Michigan Auto Law attorneys contribute to a law school scholarship every year for deserving law students.



Michigan Auto Law is proud to sponsor the Kelsey's Law Distracted Driving Awareness Scholarship for Michigan high school students. Each year a total of \$5,000 in college scholarships are awarded to persuade teens to avoid driving distracted.



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