

Ellis, Ged & Bodden

Commitment, community and compassion

Over the past 30 years, South Florida has become a region known for near-constant change, heavy population influx and unprecedented growth. What was once a rural glade of endless wetland is now a burgeoning metropolis of business, culture and recreation. At the center of this expansion are cities like Miami, Fort Lauderdale, Key West and Boca Raton. These cities have seen businesses large and small come and go. But the ones that have stayed have left an indelible mark on the nature of Florida business.

One such firm is Boca Raton's Ellis, Ged & Bodden PA. In 13 years, the firm has gone from a small, two-person startup to one of the premiere personal injury law firms in South Florida, with nearly 70 employees, a mile-long list of clients and a success story written with good old-fashioned quality service and compassion.

And their story is far from over.

"We started small," says Founding Partner C. Glen Ged, "but our dedication to service was there from the beginning." In 1995, Ged and Ronda Ellis began a small personal injury law firm with a focus on building relationships with their community. This desire for community involvement was paramount to the partnership's business plan despite the fact that the two were sunshine state newcomers who began their careers at the New England School of Law, far from the sunny shores of Florida. "I had some family down there already," Ged says. "And I just thought it would be a great place to raise my own family and set up a true community practice."

The Ellis, Ged & Bodden team has developed a mission statement that sets

them apart in both the world of law and the world of business: to positively impact their clients' lives every day through outstanding legal representation, relentless passion and flawless teamwork, to positively impact the community in which they live, to provide the absolute best personal injury and wrongful death services they can and to become a household name that is synonymous with excellence in the practice of law. "From the beginning, we tailored our services to the needs of the community," Ged says. "As the community grew and expanded, so did we and so did the services we offered."

The firm certainly grew, adding new partners and new clients from all over the country, all without the benefit of advertising. "We don't advertise at all," says Ged. "We're not even listed in the yellow pages. Client retention and word of mouth is what's built this firm, and we understand how important our clients are."

Thanks to these clients, the future of Ellis, Ged & Bodden is looking brighter by the day. While the firm still deals predominantly with personal injuries and wrongful death cases, they've adapted to fill a huge need for immigration law, class action lawsuits, insurance claims, family law, asset protection and estate planning. This additional focus has led to even more expansion and the addition of new partners. "One of the things that makes us unique is our in-house mock courtroom," Ged says. "We use it to train new litigators, but we also use it to practice presenting our current cases. We'll go through our whole presentation, video tape it, then go through it and look for holes or flaws. This kind of meticulous attention to detail is the cor-



C. Glen Ged

nerstone of our courtroom success."

As for the company's success outside of the courtroom, it can only be chalked up to its deep civic loyalty. "It's important to me that people understand that we're helping the helpless," Ged says. "One of the criteria to work at our firm is compassion. This is a business that requires that. A lot of times we're dealing with people that just lost someone special to them like a spouse or a child. It means a lot that we're there for them, sometimes crying right along with them."

According to Ged, this sense of compassion and community keeps reappearing as the cornerstone of Ellis, Ged & Bodden's success. The company is also active in a number of charities, non-profits and philanthropic organizations – including the American Heart Association and the Boy Scouts of America. They've also constructed a number of annual law scholarships, which go to law students they feel have the skills and compassion to follow in their legal footsteps.

For Ellis, Ged & Bodden, compassion isn't a business tactic; it's a way of life.

"We're proud of what we do," says Ged. "We stand up for people in our community. We fight the giant for them." ■

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