

## Law Firms: Profile – Cox Yeats Attorneys

### POWERED BY EXPERIENCE

Cox Yeats Attorneys has seen the need to expand its footprint nationally, to service existing KwaZulu-Natal and Johannesburg clients with businesses based in Gauteng.

This need resulted in KZN's largest locally based legal practice, opening a Johannesburg office in Sandown, Sandton on 1 March 2020. The law firm, which operates locally, nationally and internationally, offers growing expertise and specialisation in the commercial and personal legal fields. The Johannesburg office will offer legal services in the areas of construction and engineering law as well as general commercial litigation including insurance and banking litigation, and sports law.

Expansion is not new to Cox Yeats who led the migration of top law firms to the north of the Durban 10 years ago. Here, in addition to being regarded as a boutique practice and competing with national firms that have large offices across the country, Cox Yeats developed one of the largest commercial legal teams of any law firm in KwaZulu-Natal.

After moving to Umhlanga Ridge, the firm increased threefold in size – from having a total of 14 law professionals to 52 law professionals – and needed to spread its wings. Consequently, in the latter half of 2019, Cox Yeats made a bold move to Ncondo Chambers, their new purpose-built offices within Umhlanga's Ridgeside Office precinct.

Managing partner, Michael Jackson, is all too aware of how far the firm has come since it was established, more than 55 years ago, on the two core principles of integrity and personalised service that it continues to stand on today.

The firm prides itself on being a medium sized law firm as this enables a more specialised and personalised service to be provided. The result is that Cox Yeats has clients that have

remained with the firm for over 55 years. "Central to our approach of doing things differently is an emphasis on building relationships by getting to know our clients, their businesses and the problems that they are facing. We don't have a one size fits all approach. Instead, we find the best solution for each situation," Jackson explains.

Through looking at the bigger picture, Cox Yeats is able to place solutions within a meaningful and far broader context while still assessing how these will impact on each client's individual business.

Newcomers to the firm are recruited at student level and then nurtured within the organisation. Both evolving and experienced professionals make up highly specialised teams, which makes Cox Yeats a true life partner for their clients.

The teams have diverse expertise in the fields of corporate and natural resources, construction and engineering, property, maritime, insurance, labour, insolvency & recovery of assets, and information & communication technology. Each team has its own structure and unique approach. What is common to all teams is quality service, quick response and client confidence. This ethos allows them to leverage off each other's different insights, allowing for "vibrant cross pollination" and attention to detail.

In addition, Cox Yeats is keeping abreast of the times. Over the past few years, its lawyers have adapted to take full advantage of technological changes. "The principles of hard work and commitment, coupled with young and energetic attorneys who pride themselves on their individuality, innovation and competitiveness that

are tempered by the experience of long standing professionals, will enable Cox Yeats to embrace our fast changing and challenging world with enthusiasm and excellence," said Jackson. He added that these dynamics as well as the firm's new locations will allow the firm to continue to attract top talents as they enter the profession.

It is therefore unsurprising that over the years, the firm has been consistently rated amongst the top law firms in the country. Many of these professionals are listed in top legal publications, such as Best Lawyers as well as various industry-specific guides to the world's leading lawyers. They are backed by a strong professional team and staff turnover is extremely low.

Of note Cox Yeats has, for the third consecutive year, received the PMR.africa Diamond Arrow Award for the highest rated medium-sized law firm in South Africa.

"We are honoured to receive this award and owe this recognition to our clients and to the commitment of our professionals and support staff," said Jackson.

"We are very inspired and excited by this new chapter in our firm's journey," concluded Jackson. "We are committed to continuously growing in expertise and people, so that we remain in the best position to serve our clients."

The Cox Yeats professionals can be contacted on Tel: 031-536 8500. Further details are available on their website: [www.coxyeats.co.za](http://www.coxyeats.co.za) ▲



COX | YEATS  
attorneys

## POWERED BY EXPERIENCE

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We forge and foster personal relationships with clients getting to know their business as a whole. Providing tailored solutions in the most cost effective way.

SPECIALISTS IN COMMERCIAL, NATURAL RESOURCES, CONSTRUCTION, PROPERTY, LABOUR, INFORMATION & COMMUNICATION TECHNOLOGY, MARITIME, INSURANCE AND INSOLVENCY LAW.

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