

## *How to Choose Between Law Firms as an Attorney*

While there are exceptions, most attorneys choose between competing law firm offers based upon:

The perceived prestige level of the firm.

The perceived sense of importance that the attorney attaches to working in a given firm.

Whether or not the attorney perceived that he/she will be assimilated in a socio-cultural perspective into the firm.

The perceived work offered.

The attorney's perceived advancement potential in a given firm.

Money.

As we analyze the placements we make, even we are surprised to see that the least important consideration to most attorneys is the money offered. How law firms deal with the perceptions that motivate [attorneys'](#) choices to join a given firm is of paramount importance in recruiting talented attorneys.