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Wagner Reese looks to the future

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During a grand opening Nov. 9 celebrating the new Wagner Reese headquarters building at 11939 N. Meridian St., Carmel, it wasn't hard to see how far the law firm had come in a relatively short time.

"You see that dirt pit right there? That was it," said partner Jason Reese, pointing next door to the remains of the 6,000-square-foot house that had served as the firm's previous headquarters for the past dozen years.

Partner Steve Wagner said the old location had served them well while their practice continued to grow.

"When we bought it, everyone thought, 'Oh, they'll just rip that down and build an office building.' But, we didn't. We refurbished it, made the old garage into a conference room," he said.

But, as the business continued to expand, so did their space needs.

Now that the long-planned construction has concluded, one of the most unexpected new features was front and center during the grand opening.

"Welcome to the Wagner Reese video studio," Wagner said in a short introductory video playing on a large monitor in the workspace. "You may be asking yourself why a personal injury law firm would build a state-of-the-art video studio."

During the grand opening, Wagner said the firm had "hooked up with a national marketing guru who has used the particular strategy with a few other (personal injury) firms around the country."

Reese said the innovation would have benefit the firm and those they work with.

"There's really three reasons why we did it," he said. "Number one was to better represent our clients. ... We are going to make settlement brochures where clients can tell their story (and) to videotape witnesses. So, we can use it for focus groups, getting ready for trial.

"The second reason is to help what I'll call our referred attorneys and allies, which could be anybody from a not-for-profit we're associated with to a lawyer who sends us a case to somebody who needs help. Basically, it's free access. Here's the key. Come in here and shoot whenever you want to. Whether you want to promote your favorite not-for-profit upcoming event, whether you want to do a blog, podcast, anything. We just want to make it like a community hub where people can use it like a library.

Third, he said, is "to not only help educate the public with hot legal topics and new areas that we could help people watch out for their consumer rights, but, also the lawyers we work with, which is where we get the vast majority of our referrals from other lawyers."



Has your office moved into new space, undergone a redesign to improve flow and function, or repurposed a space to better serve the legal needs of clients? Tell us about it, and we may profile your firm in our occasional series, "Open House." Contact Dave Stafford at dstafford@ibj.com.

Clockwise from top left, partners Steve Wagner, Jason Reese and Stephanie Cassman show off Wagner Reese's new video studio. The new headquarters in Carmel is next to its previous office in a former house that was demolished. The firm expects the video production studio in its new contemporary space to also be used by not-for-profits, friends of the firm and others.

