

My Benesch My Team Campaign – Trimax LLC

2013

Below is a testimonial from Richard and Steven Soclof of Trimax LLC.

What is Soclof Enterprises?

Soclof Enterprises is a fully integrated commercial real estate company focused on acquiring, developing and managing retail, commercial and multi-family properties with the goal of enhancing the long-term value of our TRIMAX Real Estate Funds.

Our tagline is “Strength in real estate.” That really summarizes what we’re all about. We stick to the fundamentals of real estate. We’re not focused on flips or financing schemes.

How did your relationship with Benesch begin?

When we started, we were just two guys and a desk. However, Benesch was there with us. They believed in us and helped out with anything we needed.

What does Benesch do for you?

Early on we decided to go beyond acquiring single properties and to put together a real estate private equity fund. Forming a fund put us out of the traditional real estate model, but Benesch has helped us make it work. So, we required their experience in a wide range of topics. They’ve helped us with everything from routine real estate transactions and litigation, to financing and human resources.

We knew that in this business legal issues are a part of just about everything you do. Benesch, in a sense, has become our legal department. But they provide more than that. Benesch has been our “right-hand man” through every challenge and opportunity. They provide us with incredible insights.

What separates Benesch from other law firms?

Benesch is not your typical big law firm. They’ve become an extension of our office. They work hand-in-hand with us. That’s not something you see from many law firms.

Our company is opportunity-focused. That’s what Benesch does so well that other firms don’t. They keep their eyes open for new opportunities for us. They really help us network in the real estate community - helping us meet prospective investors and contacts. Benesch allows us to operate beyond the constraints of our office’s four walls.

The legal environment is highly competitive and really what sets Benesch apart is the commitment they’ve demonstrated to us and the superb execution of the legal work. They’ve continually proven themselves to us and demonstrated their value. It’s a relationship that we’ve really come to enjoy and appreciate.

Why do you enjoy working with Benesch?

We share many common values with our Benesch team - business goals, social concerns, the commitment to our community and the region. Those are the types of intangibles that help form the most meaningful kind of partnerships. We're all pulling in the same direction.

While we're very community focused and focused on this region, we know that we need to grow outside of this area and Benesch has the ability to help us do that.

Can you describe the Benesch team approach?

The Benesch team approach provides us with the depth and breadth of legal resources that level the playing field. The Benesch team approach allows us to focus on our strengths. We can be more efficient and creative in our jobs because we have peace of mind knowing that the legal aspect of our business is under control. We're able to out-manuever and move faster than our competition when responding to opportunities. We've never been faced with an opportunity that we weren't confident we could pursue, with Benesch's help.

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