



POWERPLAYERS

DEREK BRADFORD & MITCH GORDON

**BRADFORD & GORDON LLC
FAMILY LAW ATTORNEYS**

Derek Bradford and Mitchell Gordon understand that divorce is more than just a legal transaction - it can be a financial hardship and an emotional roller coaster, but it can also lead to new opportunities, new experiences and new hope for their clients. They strive to find the most reasonable and efficient resolutions to help clients successfully transition into the next chapter of their lives.

Q: How do you define success?

A: You don't hear a lot of people going around saying how much they love their divorce attorney. But the majority of our business is driven by referrals from previous clients, and that says a lot about how we do business. If our clients trust us enough to recommend us to their friends and family, that for us is a pretty clear definition of success.

Q: What sets you apart in your industry?

A: Divorce doesn't have to be combative if both sides are reasonable. Some attorneys approach divorce as if they are suiting up for battle. We can fight tough when we need to, but that's not how we start the conversation.

Q: What is the greatest challenge facing your industry?

A: Stigma causes many people to stay in unhappy marriages because they are afraid of what people will think. Likewise, pre-nups carry a lot of stigma, but to us, it's as practical and important as having health insurance: you don't want to fall down a flight of stairs, but if you do, it's much cheaper to have insurance than to get smacked with the hospital bill.

Q: What would be surprising for people to learn about you?

A: We met because we were opposing counsel. It could have been a very contentious divorce, but the two of us both took the same approach to the divorce, that is, understanding that what was going to be best for this family was to keep things civil and reasonable. After that case, we had a tremendous amount of respect for each other, so we started our firm.

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