

## THE PARTNERS OF PINCUS MATZ

Partners in a firm work best together if they balance good values and legal expertise with up-to-the-minute technology and excellent people skills. With three partners and a consultant in our firm, we believe we are big enough to handle most legal challenges but small enough to understand the importance of giving our clients a personal and caring service.



### Alison Tooley

PARTNER

B.A. LL.B. (UCT) CFP®  
Property Law

Alison Tooley uses her financial acumen in the Property Law department, handling property transactions from a financial perspective.

'I believe I am able to offer a really balanced outlook and bring something very valuable to my portfolio: a "bigger picture" approach.

Sometimes, what a client may believe is right for them may not be so in the long run, and I have to highlight that. I keep an eye on all stakeholders' agendas, something that I feel is vital in such a highly regulated field.'

'We're in a wonderful age of free information and we appreciate an informed client, but at the same time, my job is to discern between what is legal and what not. Every transaction must be registered within ethical and legal bounds or no-one gets what they want.

My motto? Listen now and act later - it saves a lot of time!

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### Matina Angeliniadis

PARTNER

B.A. LL.B (Wits)  
Marketing and Client Liaison  
Business Development

In an age where it seems that electronic media rule over the personal touch, it is easy to become 'disconnected'. Admitted as an attorney, conveyancer and notary,

Matina is now Head of Marketing Department and Client Liaison. She believes that the establishment of this department was a key step in giving Pincus Matz a point of difference in the profession.

'I'm the glue that keeps everything together,' she says, 'almost like creating a collective from different, yet individually vital cells.'

"I do the planning, strategising and the thinking to create opportunities for staff to interact with one another as I believe this improves the atmosphere and morale. My job is not merely to connect with clients but to build strong internal relationships and structures to enhance consistency and superior service."

"Communication and trust open the door to a firm that functions well."

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### Yasmin Jadwat

PARTNER

B.A. LL.B (UND) H Dip Tax (UCT)  
Wills and Estate Planning  
Administration of Estates

To the question, 'What sets Pincus Matz apart?' Yasmin answers immediately: 'Accessibility. Working here feels like I'm part of a family and not a faceless institution.'

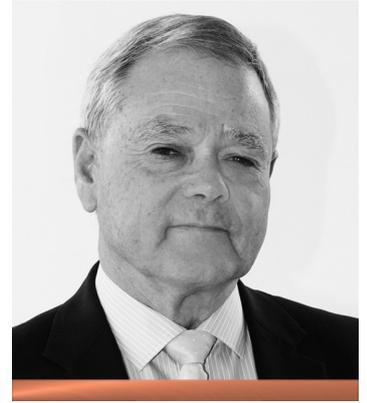
Because her background is in large corporates, Yasmin appreciates the openness of the working relationships at this firm, where she was made partner in 2006.

'We meet regularly as partners and if something's wrong, we brainstorm and come up with a collective solution.' This makes for a better understanding of how the firm is run.

'We have an excellent retention record and during the recession, didn't let a single staff member go. We all made personal sacrifices to retain everyone.'

The most rewarding part of her job? 'It's in the feedback,' explains Yasmin. 'There is nothing quite as gratifying as seeing a client move on with their lives, thankful that, for them, you've made a life-changing difference.'

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### Les Masterson

CONSULTANT

B.Com LL.B (UCT)  
Commercial Law and Litigation

Les has been with the firm since 1975. For Les, Pincus Matz is an 'accessible' firm.

'Our focus is on delivering excellent service, rather than on making cash, so we would rather charge a fair price, make the experience as pleasant as possible, really help people and see them return. We pride ourselves in being seen as honest and that the people we employ have integrity.'

Pincus Matz also has an advantage by being a multi-disciplinary firm of attorneys with an excellent grasp of constantly changing laws. 'People need a gatekeeper and an intermediary,' he says. 'We like to think that we manage that well.'

Les has seen Pincus Matz evolve into a modern firm where attention to detail is critical to success. 'Experience is very important but in addition to that, every word has to be chosen thoughtfully and carefully. I don't believe that there is time for that in big law firms.'

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**Pincus Matz**

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