

Herald Sun

Legal eagles ready to swoop on mid-market opportunities



TST managing director Francis Gu says the company aims to fill a gap.

Paul Gilder, Herald Sun

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IF property is about location, location, location, then surely it's not a stretch to extend the theme to the legal fraternity.

That's the idea being run with by Melbourne-based financial and legal services company TST Partners, which plans to list on the Australian share market early this year.

And its sights are set on disrupting the stuffy Collins St legal elite, with the firm to draw on its expertise in serving clients across the Asia Pacific by offering a mid-market alternative.

"I believe the top-tier legal and accounting firms are overcharging clients due to their enormous operating costs and a lack of competition," TST managing director Francis Gu said.

“(And) the smaller firms may not possess the resources or technical expertise to adequately service these clients. We plan to fill the gap ... between the top-tier and smaller firms.”

TST’s big point of difference is its multi-discipline approach — legal, financial and accounting services under the one roof. It is marketing its offerings heavily to Chinese investors, who may have a reasonable grasp of property and other investment opportunities in Australia but are typically less familiar with the local legal landscape.

<http://www.heraldsun.com.au/business/legal-eagles-ready-to-swoop-on-midmarket-opportunities/news-story/9c58d2af67ae7e28498b74d4bde2a31c>

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