

Tucson Citizen

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Who Runs Tucson?

grand

Richard Grand has withstood years of derision as a plaintiff's attorney, but he wouldn't have it any other way.

"Ambulance chaser" is kind. Richard Grand can remember when the kind of law he practices was derided in terms considerably more blunt.

"Plaintiff's lawyers were called whores," he says. "They were low, very low."

That assessment hasn't changed too much in the 40-plus years Grand has been plying his trade. Society's unfavorable perception of most lawyers, what they do and how they do it, could very well rank right along with death and taxes as one of life's certainties.

An age-old proverb has it that it is better to be a mouse in a cat's mouth than a man in a lawyer's hands. In Grand's view, many still look at lawyers that way. Especially plaintiff's lawyers.

Despite his own success and a national reputation, Grand thinks the unofficial caste system of American professions continues to put them down near the untouchable category. "It was not respectable in 1959, and it's not respectable now," he says.

However elusive respectability might be, winning is another matter entirely.

'I'm a word merchant. The law is not what persuades a jury. It's words. It's an appeal to common sense, justice and emotions.'

Attorney Richard Grand

This is where Grand comes in. Hire Grand to represent you, and the odds of winning — and winning big — instantly turn to your favor. Indeed, if you're injured and you walk, roll or are carried into a courtroom and Grand is there to argue your case, history tells us the person you sued is almost sure to leave that courtroom a lot poorer.

Since beginning private practice in 1959, Grand has won 96 verdicts or settlements of \$1 million or more. He represents only plaintiffs. He has not lost a jury trial since 1962. In the past two years, he has won nine seven-figure settlements. His largest win ever, a \$10 million cash settlement in a Tucson medical malpractice case, was in 1998.

"It's kind of a Robin Hood thing," Grand quips. "All I do really is redistribute money."

Grand is widely credited with single-handedly creating the "market" for plaintiff's attorneys in Arizona. Few lawyers did what he did. Even fewer did it as well.

In 1972, Grand won what was then the largest per-



Attorney Richard Grand is widely credited with creating the market for personal injury attorneys in Arizona.

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