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In addition to serving family law clients of Gilston Legal, **Gregory Gilston** leads TekStak Legal Consulting to help other attorneys evolve through the adoption of new technology. pg. 28

From the Courtroom to Consulting

In addition to serving family law clients of Gilston Legal, Gregory Gilston leads TekStak Legal Consulting to help other attorneys evolve through the adoption of new technology.

Although “tech-savvy” is not necessarily the first adjective Gregory Gilston would use to describe himself, he has always been, at his core, a problem solver. When he founded his own family law firm during a time when clients not only expected but demanded the convenience of modern technology, he wanted to make the process as easy as possible for them, especially considering the often turbulent nature of their cases.

Instead of leaving work early during the day and sitting in traffic just to get to his office for a meeting, clients can easily consult with him over Zoom. Evidence and legal documents can be transferred and reviewed instantly, and even pleadings signed electronically. Cases can be pushed forward, and ultimately resolved, in a much more timely fashion.

“The pandemic changed a lot for the

world, but it changed almost everything for the legal profession,” says the attorney, who started Gilston Legal in 2023. “We have the infrastructure to meet with clients in the office, but most clients don’t want to meet here. The courts have also found a way to adjust; most courthouses, with the exception of a handful of counties in Pennsylvania, have e-filing systems and allow electronic signature. We’re living in a tech-

nologically savvy world, and people have realized that by leveraging the technology that exists, we can maintain efficiencies.

“Right now at Gilston Legal,” he continues, “we have a team of four or five people getting the work done of 10 or 12, because of the way we leverage technology. That’s the point that a lot of firms are trying to get to; they just don’t know how to get there.”

Gilston aims to solve that problem with a new venture called TekStak Legal Consulting. TekStak helps law firms of all sizes—particularly solo practitioners and small firms—apply customized tools to update their processes and improve efficiency.

Through networking events and conversations with colleagues, Gilston found

that many attorneys are not using the appropriate operational techniques available to them; either they don't know where to start, don't have the time or manpower to install them, or are at the latter stages of their career and don't feel the need to change. He and his team of tech consultants can unlock the possibilities and tailor a plan that will make their firms run smoother and serve their clients better.

"Our slogan says it all: 'Identify operational inefficiencies, implement modern solutions,'" Gilston says. "Essentially, we're teaching old dogs new tricks. To that end, if we overload them with information or overload them with suggestions, they will cower in fear and resist change. We want to meet them where they're at, identify their current bottlenecks and inefficiencies, and help them manage the solutions step by step and phase by phase, to show them that we can facilitate a better process but also to show them that it can be done in a way that doesn't necessarily overwhelm their systems."

After a consultation and needs assessment, TekStak will devise a strategic plan, handle the implementation and train the team, while providing ongoing support for as long as necessary. Recommendations may include better ways to conduct legal research or automation for intake processes, workflow, information gathering, and email communications.

The engagement structure includes a one-time onboarding fee and an hourly rate for tech consultants, with packages including six, 12, 18, or 24 months. For members of the Pennsylvania Bar Association, the onboarding fee is being waived through June, a special that is likely to be extended.

"The value is there, and it's because our consultants are charging significantly less than what the attorneys are charging for their work," Gilston says. "The only other way these attorneys can onboard the technology would be to do it themselves, which means they're taking time away from their legal work, which impacts their bottom dollar. That's why having TekStak on board helps, because we undercut the attorney's hourly rate to implement solutions that will allow them to increase their revenues."

Leveraging technology has allowed Gilston Legal to establish a stellar reputation in less than three years. The firm serves a wide range of clients within all aspects of family law, including amicable divorce,

child custody, alimony, child support, and domestic violence/protection from abuse. The firm also focuses specifically on drafting and negotiating prenuptial and postnuptial agreements.

Gilston Legal currently has active cases in Bucks, Berks, Chester, Delaware, Lehigh, Montgomery, and Philadelphia counties.

"There's absolutely no shot I would be able to do all that I do on a daily basis without technology," Gilston says. "Seeing



"The goal is to help these individuals combat the overwhelm of it all."

—GREGORY GILSTON, GILSTON LEGAL AND
TEKSTAK LEGAL CONSULTING

how my firm operates and seeing why other people weren't operating at the same speed and level that I was, I realized very quickly that most law firms don't have a people problem; they have a systems problem. Most people tend to think that technology will complicate their legal practice. Instead, they should embrace the idea that the appropriate use of technology should accomplish the opposite effect; it should remove friction from their internal systems and create efficiencies for their professional processes. At my practice I'm not only identifying the problems, but I'm also implementing the solutions.

"The way I see it is, technology can get you from A to M in the alphabet in a lot less time than it used to take," he continues. "Whereas it used to take a couple of days, now it takes 15 seconds. But to get from N to Z, you still have to do your job as a lawyer, be diligent, review documents, and implement that problem-solving component that we were trained to implement as lawyers."

With those tools at his fingertips, Gilston gets results in and out of the courtroom for his clients, which has spurred demand for his services. He is in the process of adding multiple lawyers to his firm, and he is excited to continue helping clients navigate a difficult journey while also helping his profession to evolve.

"Not only do you see these law firms operating inefficiently, but you see them making no effort to improve their internal processes," he says. "The law firms that refuse to implement technology are losing value by the day. Every solo and small-firm lawyer has the vision that they're going to sell their firm someday, but there is no value for a younger lawyer looking to acquire a law firm that has an antiquated process, besides their phone number and their website. So, what we're doing at TekStak is adding value for law firms by creating a refined technological process that can be implemented by another lawyer or firm."

The goal, as he sees it: to help others "combat the overwhelm of it all."

"People going through family law issues are overwhelmed by the personal conflict inherent in their relationship issues, and people going through internal operational issues at law firms are overwhelmed by the professional conflict that's been created by backlog and operational inefficiency," he says. "Not only do I take pride in helping my clients in the law firm capacity, but I also feel compelled to assist my colleagues with refining their firm's systems so that we can create a better process for ourselves, our clients, and our profession." ■

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