



VENUE

Market Expansion Intelligence

OFFICE EXPANSION BRIEF

Prepared for

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Pittsburgh, PA — 190+ attorneys across 21 offices in 10 states

This brief analyzes U.S. metropolitan markets against DMC's current office footprint to identify the highest-leverage expansion targets. Four signals — federal litigation volume, defendant-employer density across DMC's defense practices, legal-market saturation, and footprint gap — combine into a composite score per metro. The Top 5 are evaluated individually below with scoring rationale, competitive landscape, and risk callouts.

Prepared by

PGH Networks

Powered by Hatz AI · Sources: CourtListener · U.S. Census CBP 2023 · NAICS 5411

DMC's current U.S. office network.

ACTIVE OFFICES

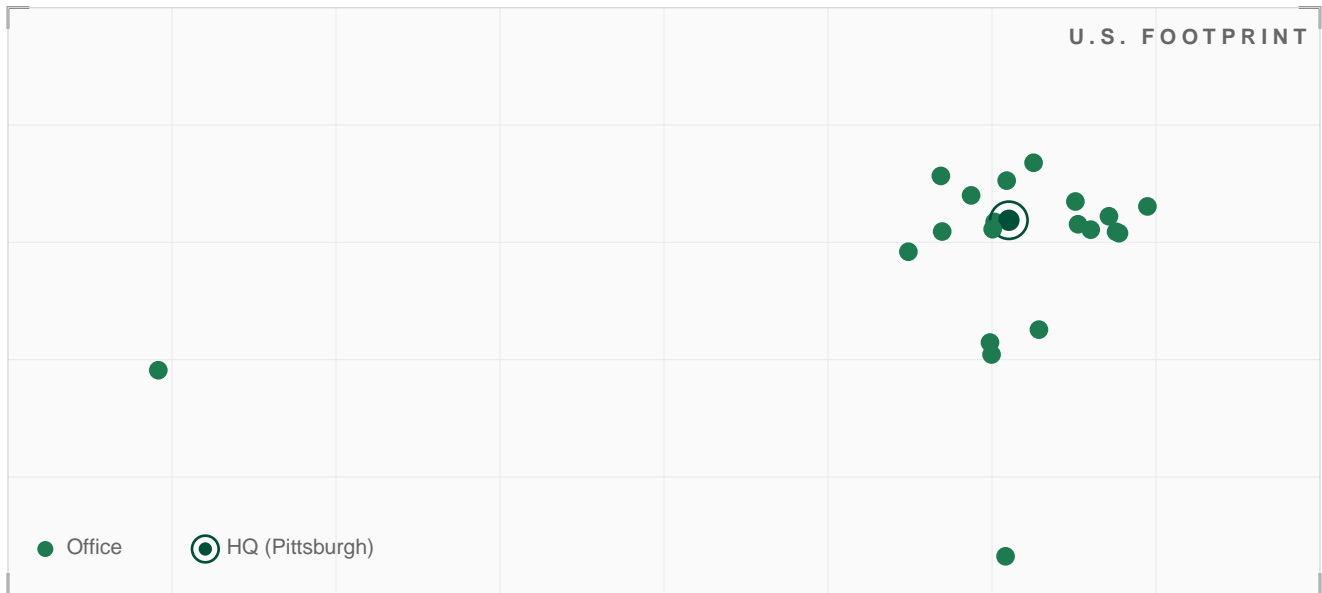
21

STATES COVERED

10

ATTORNEYS

190+



OFFICES · 21 ACTIVE

- Buffalo, NY
- Charlotte, NC
- Cincinnati, OH
- Cleveland, OH
- Columbus, OH
- Detroit, MI
- Erie, PA
- Fort Lauderdale, FL
- Haddonfield, NJ
- Harrisburg, PA
- Lancaster, PA
- Lancaster, SC
- Lehigh Valley, PA
- Los Angeles, CA
- Philadelphia, PA
- **Pittsburgh, PA (HQ)**
- Raleigh, NC
- Steubenville, OH
- Wheeling, WV
- White Plains, NY
- Williamsport, PA

Chicago, IL

N.D. Ill. · Cook + DuPage + Lake

67

COMPOSITE SCORE

SOLID**LITIGATION VOLUME****7.4 / 10****DEFENDANT DENSITY****7.6 / 10****LEGAL SATURATION****0.8 / 10****FOOTPRINT GAP****6.8 / 10**

WHY THIS SCORE

The Northern District of Illinois recorded 21,393 federal dockets in the trailing year, of which 11,309 match an insurance/liability full-text search (CourtListener) — the largest practice-relevant docket of any candidate metro. Defendant density is the standout at 7.6/10: roughly 3,700 weighted establishments (898 insurance carriers, 4,419 agencies & brokerages per Census County Business Patterns). Footprint gap of 6.8/10 reflects 237 miles to DMC's nearest office (Detroit) — a genuine coverage hole. The lone drag is saturation: 6,226 NAICS 5411 law offices make Chicago a highly contested market (0.8/10). Composite 67 lands SOLID.

COMPETITIVE LANDSCAPE

Chicago is one of the most lawyer-dense markets in the country, with entrenched regional and national defense firms. DMC would enter as a challenger. The realistic wedge is DMC's existing institutional relationships — carriers and corporate defendants it already defends in Ohio, Michigan, and Pennsylvania who carry Chicago exposure and would value a single-firm regional panel. A lateral acquisition of an established insurance-defense group, rather than a greenfield build, is the lower-risk entry given the saturation.

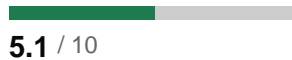
RISK CALLOUTS

Saturation is the headline risk: rate and talent competition are intense, and a cold open against incumbents is slow — the score assumes a relationship-led or lateral-led entry. Cook County's plaintiff-friendly venue reputation cuts both ways: it drives defense demand but raises client exposure, which is precisely why sophisticated defense coverage is valued there.

Kansas City, MO

W.D. Mo. · Jackson + Clay + Platte

59

COMPOSITE SCORE
MONITOR**LITIGATION VOLUME****DEFENDANT DENSITY****LEGAL SATURATION****FOOTPRINT GAP**

WHY THIS SCORE

The Western District of Missouri logged 4,425 federal dockets, 1,519 matching an insurance/liability search (CourtListener). The decisive signal is footprint gap — 8.3/10, the highest in the field: at 540 miles from DMC's nearest office (Cincinnati), Kansas City is the single largest geographic hole relative to DMC's footprint. Defendant density is solid at 6.2/10 (~1,100 weighted establishments), and saturation is moderate (1,310 NAICS 5411 offices). Composite 59 lands MONITOR, just shy of SOLID.

COMPETITIVE LANDSCAPE

Kansas City has a substantial insurance and transportation-defense base and a less saturated bar than Chicago or St. Louis. As true white space for DMC, it offers first-mover advantage among the firm's existing relationships — but it also sits far from any current office, so it cannot lean on shared resourcing. The natural entry is an anchor-client commitment or a lateral team already established in the market.

RISK CALLOUTS

Distance is the double-edged factor: it drives the high gap score but means a Kansas City office would stand entirely alone, 540 miles from support. Federal-only litigation also understates Missouri activity (heavy state-court volume). Best pursued with a committed anchor client or an acquirable practice group rather than a greenfield build.

St. Louis, MO

E.D. Mo. · St. Louis City + County

58

COMPOSITE SCORE

MONITOR

LITIGATION VOLUME



5.6 / 10

DEFENDANT DENSITY



6.4 / 10

LEGAL SATURATION



2.8 / 10

FOOTPRINT GAP



6.8 / 10

WHY THIS SCORE

The Eastern District of Missouri recorded 6,082 federal dockets, 2,400 matching an insurance/liability search (CourtListener). Defendant density scores 6.4/10 on roughly 1,300 weighted establishments (293 carriers, 1,636 agencies & brokerages per Census CBP). Footprint gap of 6.8/10 reflects 308 miles to Cincinnati — well outside practical reach, genuine white space. Saturation is moderate (1,532 NAICS 5411 offices). Composite 58 lands MONITOR.

COMPETITIVE LANDSCAPE

St. Louis has a historically active products-liability and toxic-tort docket — squarely in DMC's wheelhouse — and is less saturated than Chicago, leaving room for a mid-size defense entrant. Established local firms hold the carrier panels; DMC's path is to lead with a niche practice (products, transportation, or toxic tort) where its depth differentiates, then broaden.

RISK CALLOUTS

The City of St. Louis venue has a plaintiff-favorable reputation that can deter defendants from concentrating operations there, tempering defendant-density growth. As a standalone office 300+ miles from the nearest DMC location, it lacks shared-resourcing economics — best pursued with an anchor commitment or an in-market lateral group.

Richmond, VA

E.D. Va. (Richmond Division)

53

COMPOSITE SCORE

MONITOR**LITIGATION VOLUME****6.1 / 10****DEFENDANT DENSITY****5.5 / 10****LEGAL SATURATION****4.0 / 10****FOOTPRINT GAP****3.9 / 10**

WHY THIS SCORE

The Eastern District of Virginia — the famed "rocket docket" — recorded 19,193 federal dockets, 3,697 matching an insurance/liability search (CourtListener); its fast-track civil calendar draws filings region-wide. Defendant density is moderate at 5.5/10 (~570 weighted establishments). The binding constraint is footprint gap (3.9/10): at 139 miles, DMC's Raleigh office already sits within practical reach, so a Richmond office adds less incremental coverage. Saturation is mid-range (679 NAICS 5411 offices). Composite 53 lands MONITOR.

COMPETITIVE LANDSCAPE

The rocket docket's speed rewards firms with the bench depth to staff compressed timelines — a structural advantage for a 190-attorney firm. Richmond's defense bar is substantial but not saturated. Because Raleigh is only 139 miles away, the strategic question is whether Richmond is a standalone office or a satellite served from Raleigh; the latter captures much of the value at lower cost.

RISK CALLOUTS

Proximity to Raleigh is double-edged — it lowers the gap score but means DMC may already be able to serve E.D. Va. matters without a new lease. The rocket docket's pace demands local staffing depth from day one. Validate with current Raleigh-office E.D. Va. caseload before committing to a separate office.

Nashville, TN

M.D. Tenn. · Davidson + Williamson

53

COMPOSITE SCORE

MONITOR**LITIGATION VOLUME****4.9 / 10****DEFENDANT DENSITY****5.9 / 10****LEGAL SATURATION****3.5 / 10****FOOTPRINT GAP****6.1 / 10**

WHY THIS SCORE

The Middle District of Tennessee recorded 2,766 federal dockets, 1,340 matching an insurance/liability search (CourtListener). Defendant density is the bright spot at 5.9/10 (~850 weighted establishments, led by 989 insurance agencies & brokerages and a growing healthcare base per Census CBP), reflecting Nashville's well-documented business and healthcare growth. Footprint gap of 6.1/10 (238 miles to Cincinnati) confirms genuine white space. Composite 53 lands MONITOR — a watch-list metro on an upward trajectory.

COMPETITIVE LANDSCAPE

Nashville's healthcare-industry concentration is a natural fit for DMC's medical-malpractice and health-law defense practices, and its defense bar is less entrenched than larger markets. The federal docket understates true demand because much Tennessee litigation runs through state court, which CourtListener does not capture — a known limitation flagged in the methodology.

RISK CALLOUTS

Federal-only litigation materially understates Nashville (heavy state-court activity). If state-court data were wired, the litigation score — and the composite — would likely rise. Treat the MONITOR as data-conservative; re-evaluate with state-court filings or an anchor healthcare-client commitment.

How Venue computes scores. What it doesn't yet measure.

Signals & Composite

Litigation Volume	Count of recent federal RECAP dockets in the metro's U.S. district court(s). Log-scale 0–10. Source: CourtListener (Free Law Project).
Defendant Density	Weighted count of defendant-employer establishments across the NAICS sets for the selected practice areas (e.g. insurance carriers, hospitals, trucking, construction). Log-scale 0–10. Source: U.S. Census County Business Patterns 2023.
Legal Saturation	Density of legal-services establishments (NAICS 5411) in the metro, INVERTED — a more crowded market scores lower. Source: U.S. Census CBP 2023.
Footprint Gap	Great-circle distance from candidate to DMC's nearest existing office, weighted with litigation demand. Metros within ~150 mi score low. Source: DMC footprint x litigation demand.
Composite	40% Litigation · 30% Defendant Density · 10% Legal Saturation · 20% Footprint Gap. Verdicts: STRONG "e 70 · SOLID "e 60 · MONITOR "e 50 · PASS < 50.
AI rationale	Per-metro narrative is generated by Anthropic Claude via Hatz AI, conditioned on the exact signal numbers — never invented.

What Venue does not yet measure

- State-court litigation: The litigation signal counts federal dockets only (CourtListener). Much defense work — especially insurance, med-mal, and personal-injury — runs through state court, which is not aggregated nationally in a free API. Metros with heavy state-court activity (e.g. Nashville) are therefore understated. Paid data (Lex Machina, Bloomberg Law dockets) or state-court portals is the proper next step if DMC engages.
- Rival-firm footprint: The Legal Saturation signal proxies market contestedness with law-office density (NAICS 5411), not specific competing-firm office locations or practice overlap. Mapping individual defense-firm presence per metro requires curated data, not public scraping.
- Practice-level litigation mix: Litigation volume is currently total federal filings, not filtered to DMC's practice areas (insurance, transportation, product liability). Nature-of-suit filtering is available in PACER/CourtListener and is the natural refinement.
- Real-estate & talent: This brief does not analyze office-space cost, or the availability of lateral attorneys/practice groups in-market. Those are addressed by the Market Intel feed (qualitative) and a future site/talent module.