



#### HOW DO YOU MEASURE SUCCESS?

I measure success by the positive outcomes I am able to achieve for clients, and the assistance I am able to provide on a day-to-day basis.

# Jane Wolfe

ASSOCIATE DIRECTOR

#### WHAT IS YOUR AREA OF EXPERTISE?

Commercial property, franchising and hospitality.

#### HOW LONG HAVE YOU BEEN DOING THIS?

Over 10 years.

#### HAVE YOU ALWAYS BEEN BASED IN SYDNEY?

No, I was originally based in Melbourne, where I worked for an international top-tier law firm, a national law firm, and then in-house for a franchisor retailer. I moved to Sydney in 2014 to join a boutique hospitality firm heading up their property team, then joined ABLA in North Sydney in 2016.

#### WHAT MOTIVATES YOU TO DO THIS WORK?

I really enjoy what I do, which is motivation in itself, but my main driver comes from assisting clients to achieve successful outcomes in their commercial property-related, franchising and hospitality matters. It's very satisfying to help businesses to identify the risks and successfully navigate the potential 'minefields' around their commercial interests.

#### WHAT DO YOU DO BETTER THAN OTHERS IN YOUR FIELD?

That is really a question for a more objective observer, but I can say that one of my particular interests and recognised skills lies in national commercial, industrial and retail leasing, particularly incorporating franchising.

#### WHY WOULD A CLIENT WANT TO WORK WITH YOU?

I think my approachability and down-to-earth nature make me easy to work with. I also try to make things as uncomplicated as possible - I think it's important to ensure that everyone

(not just lawyers) has an understanding of their legal rights and obligations. Needless to say, I am a big fan of plain English, both spoken and written.

#### WHAT MAKES A STRONG AND SUSTAINABLE RELATIONSHIP WITH A CLIENT IN YOUR VIEW?

A good understanding of your client's business goes a very long way, coupled with commercial acumen and an appreciation of your client's needs and timelines. Availability and approachability are also essential.

#### IS ABLA DIFFERENT TO OTHER PLACES YOU HAVE WORKED IN?

Yes and no. ABLA mirrors a top-tier law firm in the calibre of its professional staff and its work ethic, however, its difference lies in its genuine relationship-based approach to clients. ABLA finds its drive in building a rapport-based relationship, grounded in a mutual objective of risk management and ultimate success for each client.

#### IF YOU WEREN'T AT WORK, WHAT WOULD WE FIND YOU DOING?

Reading, cooking, enjoying time with family and friends, at the ballet, or just hanging-out at home or pottering in the garden (and no, I don't have a green thumb, but do find digging around in dirt incredibly relaxing).

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