



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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