



The D'Amato Law Firm is a Family Affair

Attorney Alexa D'Amato knows first hand how a serious injury can turn a person's life upside down. As a personal injury lawyer, her firm specializes in representing those who have been injured in construction accidents, product liability issues, and motor vehicle collisions. Although the firm handles cases throughout the country, there is a primary focus on victims in Southern New Jersey. Their reputation for excellence has been well documented and Alexa considers her role a blessing. She adds, Alexa has been practicing for 15 years and has the distinct honor of being her father's law partner.

ACW: What are the most common misconceptions about your field?

Alexa: I have heard that personal injury attorneys are ambulance chasers and only care about money. The insurance companies' smear campaigns have tried to destroy the reputation of personal injury attorneys. "I am honored to be able to help people whose lives have been affected by tragedy. My clients share intimate details of their life, both before and after they were injured. If there was a mechanism to take the hurt and pain away I would do that, but in this lifetime obtaining a monetary award to make life a little easier is as good as it gets."

ACW: What led you to want to specialize in personal injury?

Alexa: I started working with my dad, Paul R. D'Amato when I was just 14 years old. One of the first clients I met was a young man who had been run over by a tractor at a construction work site. He had numerous surgeries but the doctors were unable to save his leg. When he met me he said that my father saved his life. I remember thinking that he must have had the wrong guy. My dad was a lawyer – not a doctor. I later asked my dad what he meant and with tears in his eyes he told me what this young man had been through. The horrible way he recalled the tractor rolling on top of his leg, pulling at his flesh, and the intense pain that followed. The numerous surgeries that failed to keep his leg and the loss of a job that he thoroughly enjoyed. This young man had gotten to a very low point in his life and my dad was there with him the whole way. He was more than an attorney to the young man – he was a friend and a support system. I knew from that day I wanted to be a lawyer and help people just like my father.

ACW: What sets your practice apart from others like it?

Alexa: We treat our clients like family and fight hard to get them the best possible result. They receive copies of every document that has to do with their case so they always know we are working for them. In an attempt to protect their privacy, we do not advertise our settlements or verdicts.

ACW: How do you balance your career with your other job as "Mom?"

Alexa: When I am home I focus solely on my family. Some nights I may have to work until 11 PM to make a school field trip, but I will make that field trip. For me, it's a matter of making the right things a priority at the right time. Thank goodness I have the flexibility to do that.



A Real Family Business

Paul, Alexa's father, started practicing law in 1974 and opened his own office in 1987 limiting his practice to personal injury trial work. Alexa's mom, Sandi, who was an insurance underwriter for years, took on the role as office manager at that same time to manage the financial end of the business.

ACW: What do you enjoy most about working with your daughter?

Sandi: It was always my hope that Alexa would find something meaningful to do with her life. It is so validating for my my husband and me that she "got" what is so meaningful in our lives, so much so that she decided to go to law school and join Paul in his law firm. I also love being able to say good morning and good night to her in person every day. **Paul:** It is so heartwarming to see your own child so respect your career choice that she attends law school and ultimately becomes your law partner.

ACW: Why do you think the D'Amato law firm stands out among others like it?

Paul: Once you walk through the doors of our office, you become family. I believe our clients know from the first time they meet us that they will have a strong and dedicated team on their side until the conclusion of their case. Our attorneys are accessible 24/7 and are with them every step of the way.

