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Professional Services

Milwaukee law firm relocates to Third Ward after 25 years downtown



Milwaukee-based law firm Gimbel, Reilly, Guerin & Brown signed 10-year lease for a new office space inside the building at 222 E. Erie St.

FOUNDERS 3



By [Logan Hanson](#) – Reporter, Milwaukee Business Journal
Sep 9, 2026

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Story Highlights

- Gimbel, Reilly, Guerin & Brown signed a 10-year lease in Third Ward.
- The trial and litigation firm relocates 30 employees in January 2027.
- Partner Josh Gimbel cited the vibrant Third Ward as key to attracting younger attorneys.

A downtown Milwaukee law firm will move from its home of over 25 years into a new office in the “vibrant” Third Ward at the beginning of 2027.

Trial and litigation firm [Gimbel, Reilly, Guerin & Brown](#) will move from its location at the 330 E. Kilbourn building into the building at 222 E. Erie St. in Third Ward in January, the firm announced Tuesday. The firm signed a 10-year lease for its new location, [Partner Josh Gimbel](#) told the Business Journal.

Gimbel said the appeal of the Third Ward helped the firm in attracting younger attorneys.

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“I think the move to Third Ward is a reflection of (our) commitment to being in the downtown area and thriving areas,” Gimbel said. “Although here at the

([Milwaukee School of Engineering](#)) campus is a great location for our clients, we feel like it's better our employees and our staff and everybody to be in a more vibrant area.”

The 10,300-square-foot new office will have an updated and modern build-out that reflects the firm's collaborative culture, according to a firm release. The cost of the buildout was not provided.

The firm has been in its 13,057-square-foot space in the East Kilbourn building since January 2000. While smaller in size, Gimbel said law firms need less space now than they have in the past.

“As our profession has changed, so have the demands for space changed,” Gimbel said. “There was a time where everyone liked a corner office, the big firm attitude of having large space, and we just don't need that anymore. People operate much easier on a smaller scale.”

GRGB will move 30 employees into the new location including 13 attorneys and a 17-person support staff of paralegals, legal assistants and administrators.

Brian Parrish of [PARADIGM Real Estate](#) served as the firm's broker while Ned Purtell and John Davis of Founders3 served as the landlord's brokers.

The 222 E. Erie St. building is owned by 222 Property Owners, LLC. Other tenants in the building include [Attolles Law SC](#), [HSA Bank](#) and [Twin Disc](#).

Gimbel, Reilly, Guerin & Brown LLP has served Wisconsin since its founding by Frank Gimbel in 1968. It is the No. 31 [largest law firm in the Milwaukee-area](#) and the No. 140 [largest private company](#) based in the region with \$7 million in revenue in 2024, according to Business Journal research.



Here are the biggest law firms in the Milwaukee area

Lawyers, local

Rank	Prior Rank	Business name
1	1	Foley & Lardner LLP
2	2	Quarles & Brady LLP
3	3	Reinhart Boerner Van Deuren SC
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