

J. RobRoy Platt (J.D., U of Arizona, 2007) is the owner of Platt Law, P.C., a boutique Elder Law and Estate Planning firm located in Alpine, Utah. Together with his wife, Melissa Platt (J.D., BYU, 2002), they have built a thriving law practice. RobRoy is an experienced presenter before groups of attorneys regarding law practice management, small firm marketing, and what it takes to “hang your own shingle.” RobRoy relishes the challenges of running a small law firm and finds great satisfaction in helping other attorneys learn from both the successes and mistakes he has made through his own firm's experience. RobRoy's previous career as an information technology consultant gives him a unique perspective on the wide array of law office technology solutions that are available to solo and small law firms to increase a firm's marketing exposure, product quality, and productivity. The 2010-2011 chair of the Utah State Bar's Solo, Small Firm, and Rural Section, RobRoy is proud to be a “solo” attorney and is passionate about encouraging others to tread the same path.