



Jordan Isrow is a distinguished attorney, dedicated public servant, and visionary. Known for his extensive expertise, strong community leadership, and commitment to improving the legal industry, Isrow is a jack of all trades who has developed the reputation of being a powerhouse trial attorney and trusted advisor with a wealth of knowledge and experience across a diverse range of practice areas.

Following his impressive early career as an Assistant Attorney General in the State of New York and subsequent experience practicing complex commercial litigation with some of South Florida's premiere firms, Isrow was tapped to become an Executive Committee Member and the first ever General Counsel for a leading international cosmetic manufacturer headquartered in Palm Beach. His responsibilities included creating and leading the legal department, overseeing regulatory compliance, and managing risk across six countries. During that time, Isrow was elected to serve as Parkland's City Commissioner for District 2, and still holds the position today as he remains devoted to his community and improving the quality of life for its residents. He is responsible for setting the public policy of the City, reviewing and adopting local laws, and crafting the City's short-term and long-term strategic plans.

After serving four years as General Counsel, Isrow made the decision to return to private practice, joining a boutique firm where he chaired its Litigation Group. Within this pivotal position, he leveraged his extensive business, legal and governmental experience to assist clients in both the public and private sectors. There he handled a broad array of cases including constitutional claims, complex partnership disputes, non-compete and theft of trade secret claims, civil RICO claims, condominium disputes and more. Most notably, he won a key victory in a five-day bench trial in federal court against the City of Boca Raton. The case centered on a claim of due process violation, arising from the city's attempt to deny his client's right to construct his dream home in an illegal and biased fashion. He also obtained a significant ruling against a condominium association in the City of Hollywood under Florida's Anti-SLAPP statute, which prohibits lawsuits brought against unit owners for exercising their right of free speech in connection with association matters.

Born out of the frustrations associated with the traditional business of law, Isrow set out on a journey to create an innovative platform where legal talent and demand for legal services intersect seamlessly. His goal was to enable clients to easily access quality legal services at competitive

flat-fee pricing while providing attorneys with a more efficient and productive way of generating new business. A true legal pioneer, Isrow founded [PureCounsel](#), the premiere digital marketplace for on-demand legal services, with transparency, predictability and accessibility as its core pillars. These ideals, combined with his commitment to empowering businesses and individuals to effectively manage their legal needs, lie at the forefront of PureCounsel's mission. Isrow firmly believes in the value of flat-fee legal services and aims to make them the standard, not the exception.

In addition to PureCounsel, Isrow also established [ISROW LEGAL P.A.](#), a forward-thinking law firm that challenges the status quo and redefines the traditional practice of law. He leads the firm's efforts in embracing alternative fee arrangements and adopting new technologies to enhance efficiency, streamline communication and provide exceptional value to its clients. Specializing in complex litigation, commercial transactions, and corporate counseling, ISROW LEGAL combines the formidable strengths of Big Law, the personalized service of boutique firms, and the sophistication of an experienced General Counsel to create a unique and unparalleled approach to serving clients in the real estate, hospitality, technology, finance, and manufacturing industries.

Isrow received his Bachelor of Science in Advertising from the University of Florida before earning his Juris Doctor, *Cum Laude*, from the University of Miami (UM) School of Law. During his time at UM, he achieved numerous honors, including championing the UM Negotiation Competition, being a finalist in the ABA Regional Negotiation Competition, and serving as President of the Entertainment & Sports Law Society and a member of the Charles C. Papy, Jr. Moot Court Board. Concurrently, Isrow earned a Master of Business Administration, *Cum Laude*, from UM's School of Business Administration.

Isrow's enduring commitment to legal innovation, public service, and dedication to his clients sets him apart as a transformative force, with his leadership and vision serving as driving change within the legal profession. He currently resides in Parkland, Florida, with his wife Jessica, and their two children Parker and Maya.