



Bradley J. Franc

Director

412-288-2218

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Practice Areas

Business Law

Estates and Trusts

Practicing in the Business Law and Estates and Trusts Groups, Brad works extensively with private business owners, affluent individuals, closely held businesses, and technology-based firms to strategically integrate business, estate, and charitable planning objectives.

For many closely- and privately-held business clients, he also serves as outside general counsel and advises on key initiatives such as business and strategic planning, commercial transactions, corporate governance, and estate and succession planning.

Combining his legal experience with his experience as a former certified public accountant at an international CPA firm, he also advises on federal and state tax issues.

Brad's work has included:

- The formation, acquisition and sale of manufacturing, high tech, and service-related companies
- Raising capital through private placements
- Negotiating and securing traditional as well as venture capital financing
- Structuring sophisticated estate and succession plans for closely held business owners and high net worth individuals
- Succession planning for closely held business

A frequent lecturer and author on closely held business and tax topics, federal and state tax issues, and estate planning, his article on tax provisions was cited by the Supreme Court of the United States. Brad also has appeared nationally on Bloomberg Television and Fox News websites for his business, tax, and succession planning advice. He has also been published in U.S. News & World Report.

Brad is also the creator of The Succession SolutionSM, a customized program to assist closely held businesses in their transition into the next generation.

Bar Admissions

- Commonwealth of Pennsylvania
- Pennsylvania Supreme Court
- U.S. District Court for the Western District of Pennsylvania
- U.S. Tax Court

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Education

- University of Pittsburgh, School of Law, J.D.
Cum Laude; Law Review, Order of the Coif; Robert Maxwell DeBross Award
- Pennsylvania State University, B.S.

Awards/Recognition

- AV Preeminent[®] Rated, Martindale-Hubbell Peer Review Rating System
- Pennsylvania Super Lawyers, 2010, 2014, 2015, 2016, 2017
- Five Star Financial Services Professional, Pittsburgh Magazine, 2015
- Five Star Estate Planning Attorney, Pittsburgh Magazine, 2014
- Five Star Wealth Manager, Pittsburgh Magazine, 2010-2013
- Top-Rated Lawyer in Taxation, American Lawyer Media and Martindale-Hubbell, 2013
- Top 100 Attorney, Worth Magazine, 2007

Professional Affiliations

- Member, Allegheny County Bar Association (Business Law Council and Tax Council)
- Member, American Bar Association
- Member, American Institute of Certified Public Accountants
- Member, Pennsylvania Bar Association
- Member, Pennsylvania Institute of Certified Public Accountants

Community Involvement

- Member, La Roche University Executive Committee
- Chair, University of Pittsburgh Board of Trustees Audit Committee
- Member, University of Pittsburgh Board of Trustees Executive Committee
- Board Member, YPO Gold – Pittsburgh Chapter
- Chairman of Building Fund, St. John Neumann Parish
- Member Advisory Board of the Catholic Diocese of Pittsburgh Planned Giving
- Past Chair, La Roche University Board of Trustees
- Past Vice Chair, La Roche University Board of Trustees
- Past Chair, YPO Gold - Pittsburgh Chapter
- Former Board Member, Young Presidents' Organization
- Former Board Member, Catalyst Connection
- Former Member, UPMC Passavant Hospital Board of Trustees
- Former Member, Passavant Hospital Foundation Board of Trustees
- Former Member, Strategic Advisory Council of the McGowan Institute for Regenerative Medicine
- Former Board Member, WISH Foundation
- Former Member, Advisory Committee of the Community College of Allegheny County
- Former Chairman of Building Fund, Former Board of Director and Past President, The Northern Allegheny County Chamber of Commerce
- Former Board Member, General Carbide Corporation
- Former Board Member and General Counsel, Ingomar Franklin Park Baseball Association

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- Past Program Chair, Allegheny County Business Law Section
- Former Board Member, Light of Life Ministries
- Past Chairman, Fundraising Committee and Former Board Member, Pittsburgh Youth Symphony Orchestra
- Past Chairman, Western PA Tax Conference
- Former Board Member, Fort Pitt Capital Mutual Fund

Publications and Speaking

- **The Succession Solution: The Strategic Guide to Business Transition**
April 21, 2019
- **Planning Helps Put the Success in Succession**
Ignite—November, 2016 (Quoted)
- **Celebrities Who Die Without a Will Leave a Dubious Warning**
May, 2016
- **Succession Planning is No Laughing Matter**
Working PArts—Winter, 2016
- **Power of Attorney for Young Adults**
July, 2015
- **Two Documents Every 18 Year Old Should Sign**
Forbes—August 15, 2014 (Quoted)
- **Choose Your Own Roles, Realize Your Purpose Through the Roles You Live**
March 6, 2014
- **Succession Planning for Business Owners**
Tech Vibe Radio—July 20, 2013 (Interview)
- **Successful Succession Planning – Part Two**
Industrial Distribution—April 4, 2013 (Interview)
- **Successful Succession Planning – Part One**
Industrial Distribution—March 29, 2013 (Interview)
- **Succeed Where Most Fail in Continuing Your Company's Legacy**
Pittsburgh Business Times—October 19, 2012
- **Who's Taking Over the Family Business?**
U.S. News and World Report—May 2012 (Quoted)
- **Rules of the Game**
Bloomberg News—March 31, 2011 (Interview)
- **State Business Trusts Offer Slew of Tax, Liability Benefits**
Pittsburgh Business Times—May 7, 1998
- **Choice of Entity Selection**
Dynamic News—1993
- **Environmental Compliance for the Business Manager**
P.I.C.P.A. Journal—May 1989
- **Questions for the 1982 Presidential Candidates**
P.I.C.P.A. Newsletter—November 1988
- **Fiscal Year Retention Regulation – Anything but Relief**
P.I.C.P.A. Newsletter—July-August, 1988
- **Frantz or Fink: Unitary or Fractional View for Non-Prorata Stock Surrenders**
University of Pittsburgh Law Review, 48 Vol. 3—1987 (Cited by the United States Supreme Court)