

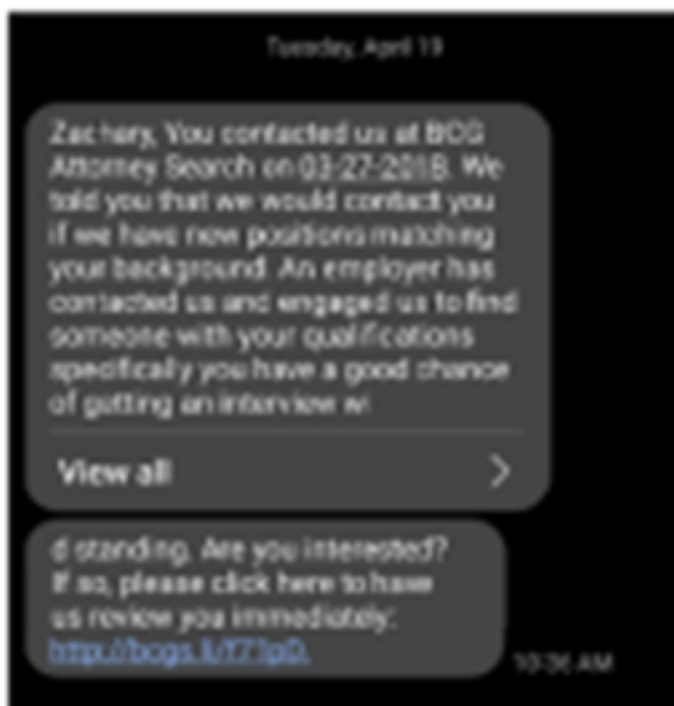
FLORIDA LAW ENFORCED IN CALI? BCG Attorney Search Sued in FTSA Class Action for Attorney Recruiting Text Messages Brought in California

Article By:

Eric J. Troutman

Well this case is interesting on a couple of levels.

First, the defendant-BCG Attorney search, one of these headhunting recruiter shops that try to move attorneys around for profit. Lawyers are used to the constant barrage of emails and voicemails from these folks—but BCG appears to have launched some sort of text message winback campaign to try to bring folks back into the market from years past:



Plaintiff Zachary Zermay claims he was blasted with similar messages, without his consent. He contends they were sent using an automated system that qualifies as an autodialer under Florida's expansive (unconstitutional) autodialer definition.

But there is a second piece here—the case is actually being brought in California. This is true although the Plaintiff allegedly lives in Florida and he is suing under Florida law.

Will be really interesting to see what happens here. Will keep an eye on it.

© 2025 Troutman Amin, LLP

National Law Review, Volume XII, Number 195

Source URL: <https://natlawreview.com/article/florida-law-enforced-cali-bcg-attorney-search-sued-fts-class-action-attorney>