

5W

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Research · 2026

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HNW FAMILY LAWYERS AI DISCOVERY INDEX

Which family lawyers AI names for wealthy clients
288 AI answers · October 28, 2026

Measured :

October 28, 2026

24 questions × 3 runs · 288 AI answers

Engines :

ChatGPT · Claude · Gemini · Perplexity
plus 57 Google AI Overviews

Prepared by :

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APPEARANCE RATE
TOP 10 FIRMS AND LAWYERS

17.7%

ALLEN MAYEFSKY

SCHULTE ROTH & Z

WILLIAM BESLOW

JOIES SCHILLER F

BERNARD CLAIR

RAOUL FELDER

ROBERT STEPHAN C

ARONSON MAYEFSKY

LAURA WASSER

WASSER COOPERMAN

AT A GLANCE

Laura Wasser and her firm tie.

Each is named in 51 of 288 answers.

Laura Wasser and her firm, Wasser Cooperman & Mandles, were the names that ChatGPT, Claude, Gemini and Perplexity gave most often, each in 51 of 288 answers (17.7%) measured on October 28, 2026. Laura Wasser was named first more often than any other firm or lawyer, in 27 of 288 answers. Google AI Overviews appeared on 57 of 65 searches (87.7%).

Version 2. This version replaces the first version of this study, first published May 28, 2026. It uses measured counts, so the two versions are not comparable.

288

AI answers analyzed across
ChatGPT, Claude, Gemini
and Perplexity

17.7%

of answers named Laura
Wasser, the most-named (51
of 288)

7

tracked firms and lawyers
named at least once (of 11)

87.7%

of Google searches showed
an AI Overview (57 of 65)

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01

What the data shows

KEY FINDINGS

MOST NAMED

51/288
(17.7%)

Laura Wasser appeared in 51 of 288 four-engine answers (CI 13.7–22.5%). Her firm, Wasser Cooperman & Mandles, appeared in exactly as many, 51 of 288. The two are tied.

NAMED FIRST

27/288
(9.4%)

Laura Wasser was the first firm or lawyer named in 27 of 288 answers, more than any other tracked firm or lawyer. Average first position: 1.5.

OWN-SITE CITATIONS

12/285
(4.2%)

Aronson Mayefsky & Sloan's own domains were cited in 12 of 285 grounded answers, the most of any tracked firm. Allen Mayefsky also shows 12, because a lawyer's own domain is the firm's site. 6 of 11 tracked firms and lawyers had 0 of 285.

AIO TRIGGER

57/65 (87.7%)

Google AI Overviews appeared on 57 of 65 searches (CI 77.5–93.6%). On the other 8, no overview was shown.

AIO LEADER

11/57
(19.3%)

Laura Wasser was the firm or lawyer named most often in AI Overviews, at 11 of 57, followed by Robert Stephan Cohen at 9 of 57 (15.8%). In the four-engine set, Laura Wasser was named in 51 of 288 answers (17.7%).

TOP DOMAIN

106/285
(37.2%)

chambers.com was cited in 106 of 285 grounded four-engine answers, with 192 of 2,590 citations (7.4%). en.wikipedia.org came second with 76 citations in 46 answers (16.1%).

NO TRACKED NAME

0/12 (0%)

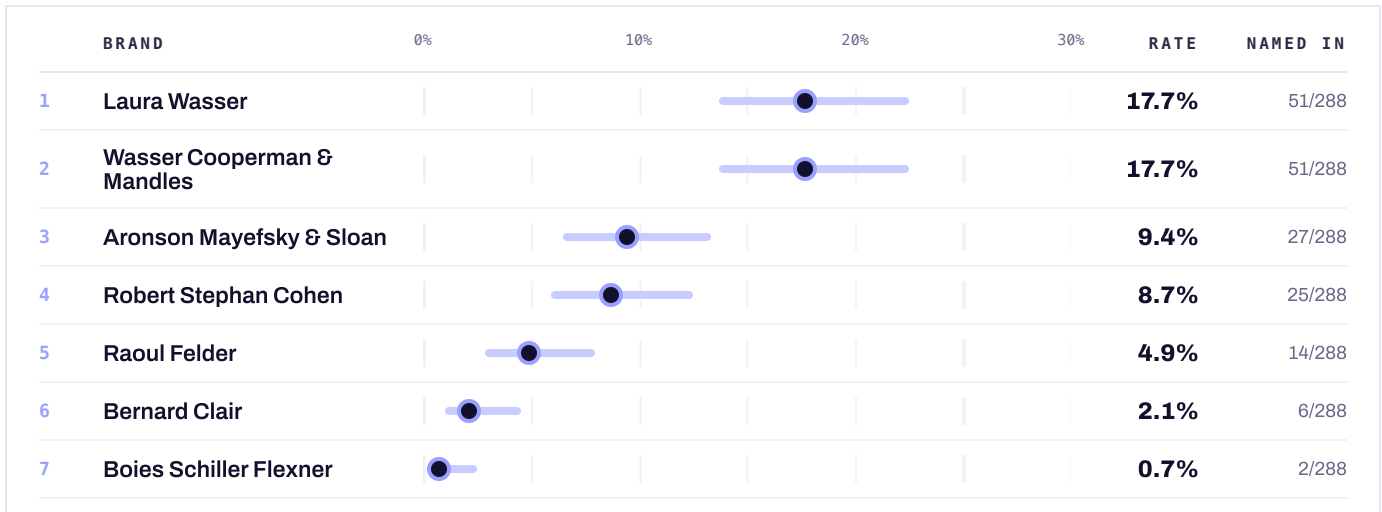
For 'Who should draft a prenuptial agreement for a wealthy client?', none of the tracked firms and lawyers was named in any of 12 four-engine answers.

02

THE LEADERBOARD

Which firms and lawyers AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.



02

THE LEADERBOARD

The full list

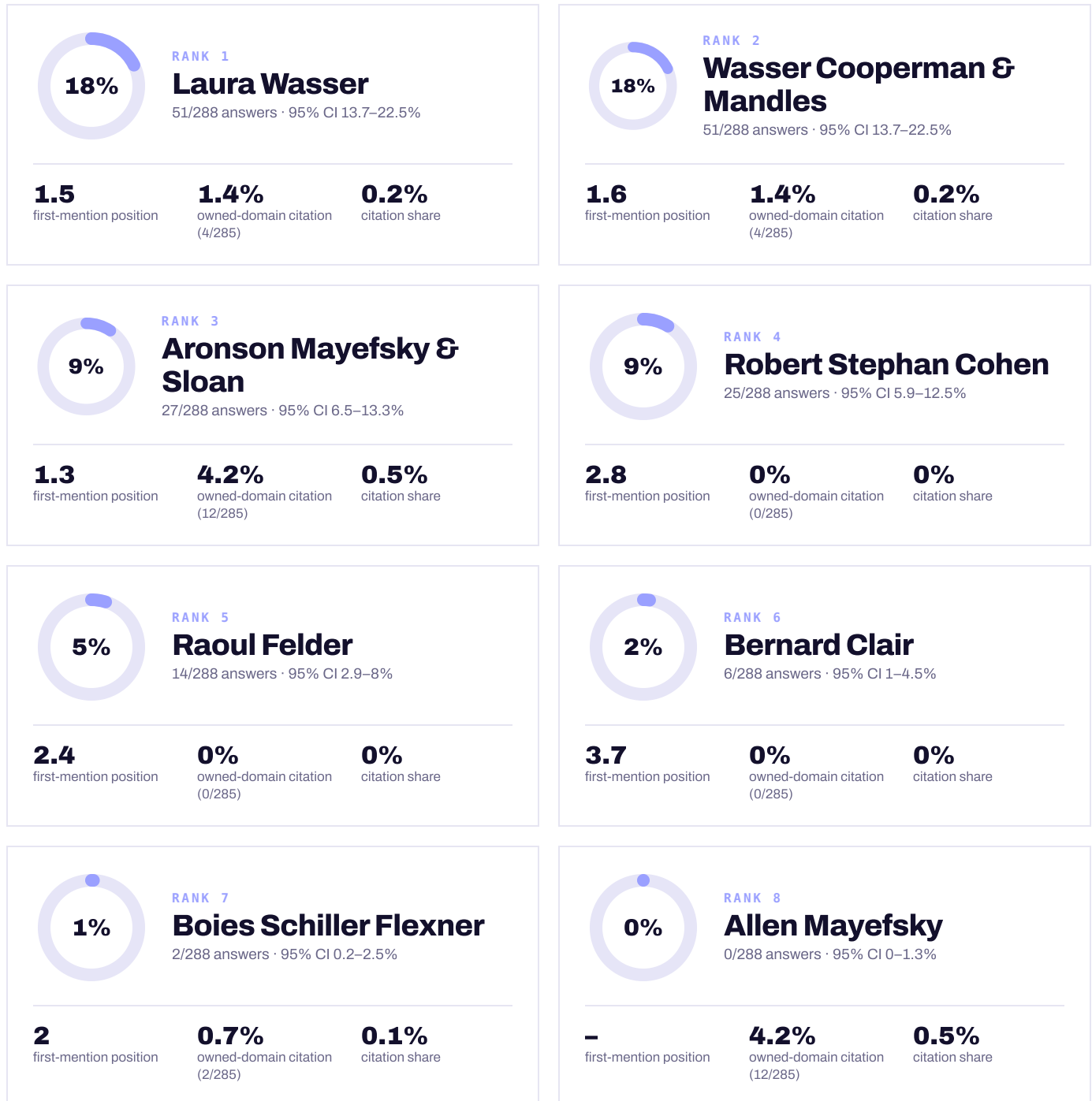
Own-domain citation is the share of 285 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,590 citations.

#	FIRM OR LAWYER	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Laura Wasser	51/288	<div><div></div></div> 17.7%	13.7–22.5%	1.5	1.4% (4/285)	0.2%
2	Wasser Cooperman & Mandles	51/288	<div><div></div></div> 17.7%	13.7–22.5%	1.6	1.4% (4/285)	0.2%
3	Aronson Mayefsky & Sloan	27/288	<div><div></div></div> 9.4%	6.5–13.3%	1.3	4.2% (12/285)	0.5%
4	Robert Stephan Cohen	25/288	<div><div></div></div> 8.7%	5.9–12.5%	2.8	0% (0/285)	0%
5	Raoul Felder	14/288	<div><div></div></div> 4.9%	2.9–8%	2.4	0% (0/285)	0%
6	Bernard Clair	6/288	<div><div></div></div> 2.1%	1–4.5%	3.7	0% (0/285)	0%
7	Boies Schiller Flexner	2/288	<div><div></div></div> 0.7%	0.2–2.5%	2	0.7% (2/285)	0.1%

03

PROFILES

The top eight, side by side



04

HOW THE ENGINES DIFFER

Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

72 ASKED

72 RETURNED

72 GROUNDED

Laura Wasser		26.4%
Wasser Cooperman & Ma...		23.6%
Robert Stephan Cohen		12.5%
Raoul Felder		11.1%
Aronson Mayefsky & Sloan		4.2%
Boies Schiller Flexner		2.8%

Claude

72 ASKED

72 RETURNED

69 GROUNDED

Wasser Cooperman & ...		9.7%
Aronson Mayefsky & Sloan		9.7%
Laura Wasser		8.3%
Raoul Felder		4.2%
Robert Stephan Cohen		2.8%
Bernard Clair		1.4%

Gemini

72 ASKED

72 RETURNED

72 GROUNDED

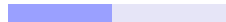
Laura Wasser		23.6%
Wasser Cooperman & Ma...		23.6%
Aronson Mayefsky & Sloan		19.4%
Robert Stephan Cohen		15.3%
Bernard Clair		6.9%
Raoul Felder		0%

Perplexity

72 ASKED

72 RETURNED

72 GROUNDED

Wasser Cooperman & ...		13.9%
Laura Wasser		12.5%
Aronson Mayefsky & Sloan		4.2%
Robert Stephan Cohen		4.2%
Raoul Felder		4.2%
Bernard Clair		0%

05 The fifth engine

GOOGLE AI OVERVIEWS

Google AI Overviews were captured through 65 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use $288 + 57 = 345$ answers.

TRIGGER RATE



Google AI Overviews appeared on 57 of 65 searches (87.7%, CI 77.5–93.6%). The other 8 searches showed no overview. Within the 57 overviews, Laura Wasser was named in 11 (19.3%), Robert Stephan Cohen was named in 9 (15.8%), Aronson Mayefsky & Sloan was named in 7 (12.3%), Wasser Cooperman & Mandles was named in 6 (10.5%). youtube.com was the most-cited source, with 10 citations and an appearance in 9 of 57 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

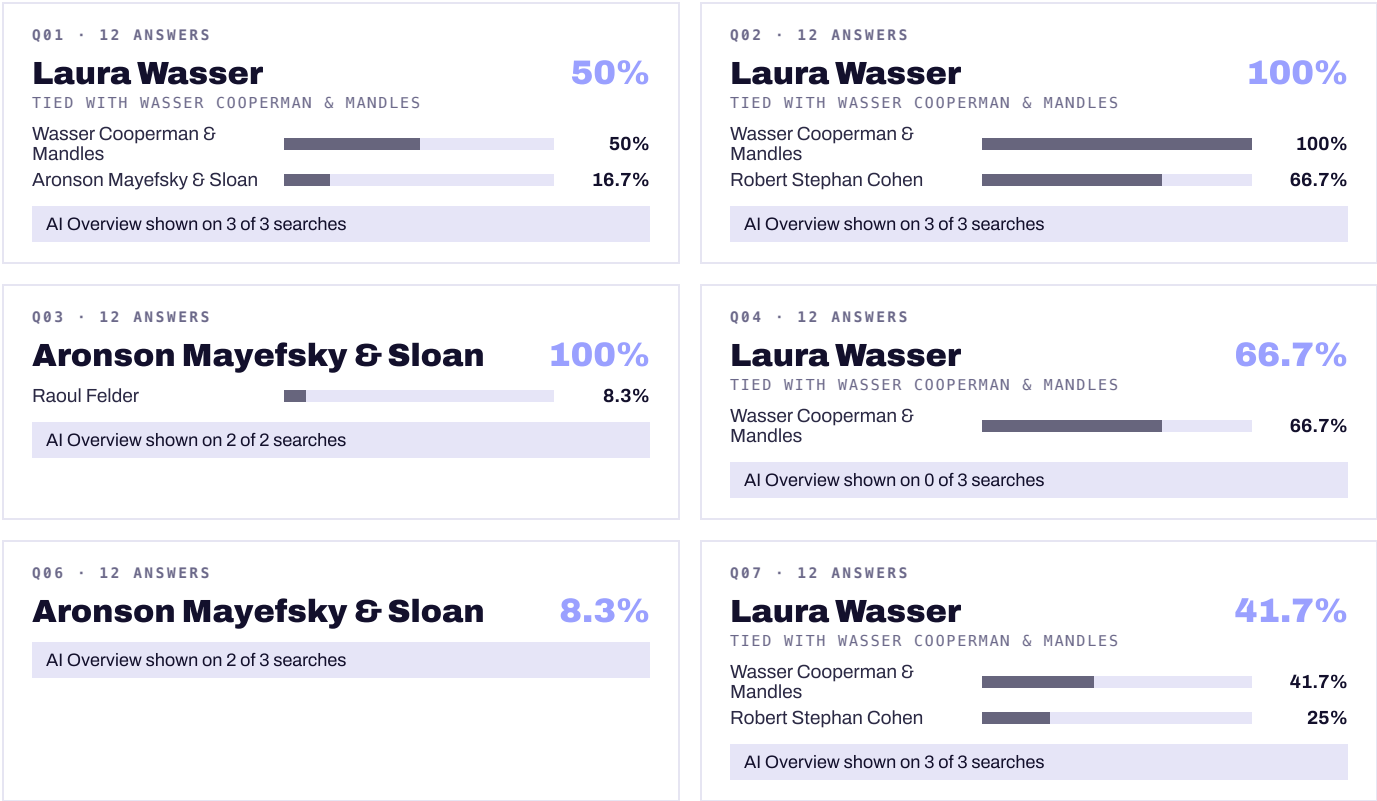
1	Laura Wasser	<div><div></div></div>	18.0%	=
2	Wasser Cooperman & Mandles	<div><div></div></div>	16.5%	=
3	Aronson Mayefsky & Sloan	<div><div></div></div>	9.9%	=
4	Robert Stephan Cohen	<div><div></div></div>	9.9%	=
5	Raoul Felder	<div><div></div></div>	4.1%	=
6	Bernard Clair	<div><div></div></div>	2.0%	=
7	Boies Schiller Flexner	<div><div></div></div>	0.6%	=
8	William Beslow	<div><div></div></div>	0.3%	▲ 2
9	Allen Mayefsky	<div><div></div></div>	0.0%	▼ 1
10	Schulte Roth & Zabel	<div><div></div></div>	0.0%	▼ 1

06

Who each question surfaces first

LEADERS BY QUESTION

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.



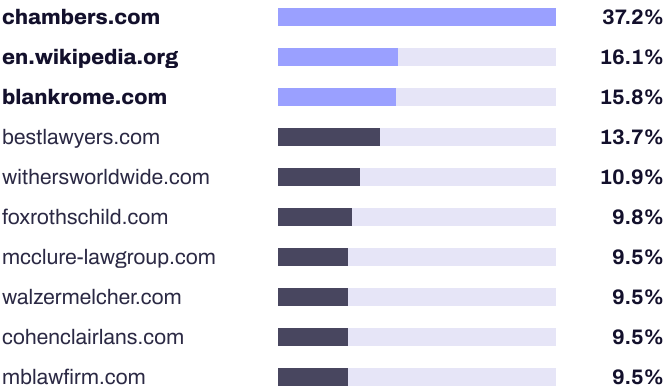
07

WHO THE ENGINES CITE

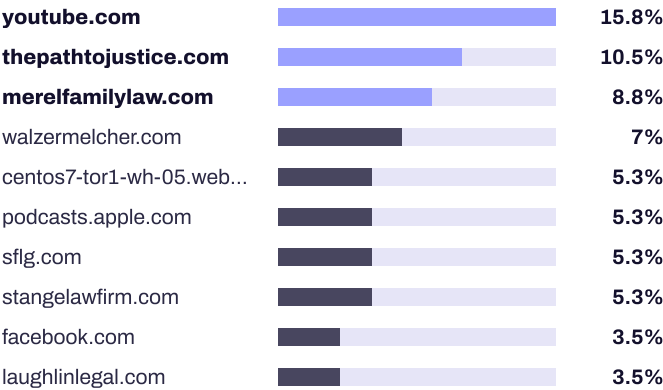
Most-cited domains

The four engines produced 2,590 citations in total. chambers.com was cited most often, with 192 citations (7.4%) across 106 answers. Next came en.wikipedia.org (76), bestlawyers.com (57), blankrome.com (48), justia.com (41), withersworldwide.com (37).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS



GOOGLE AI OVERVIEWS · SHARE OF 57 OVERVIEWS

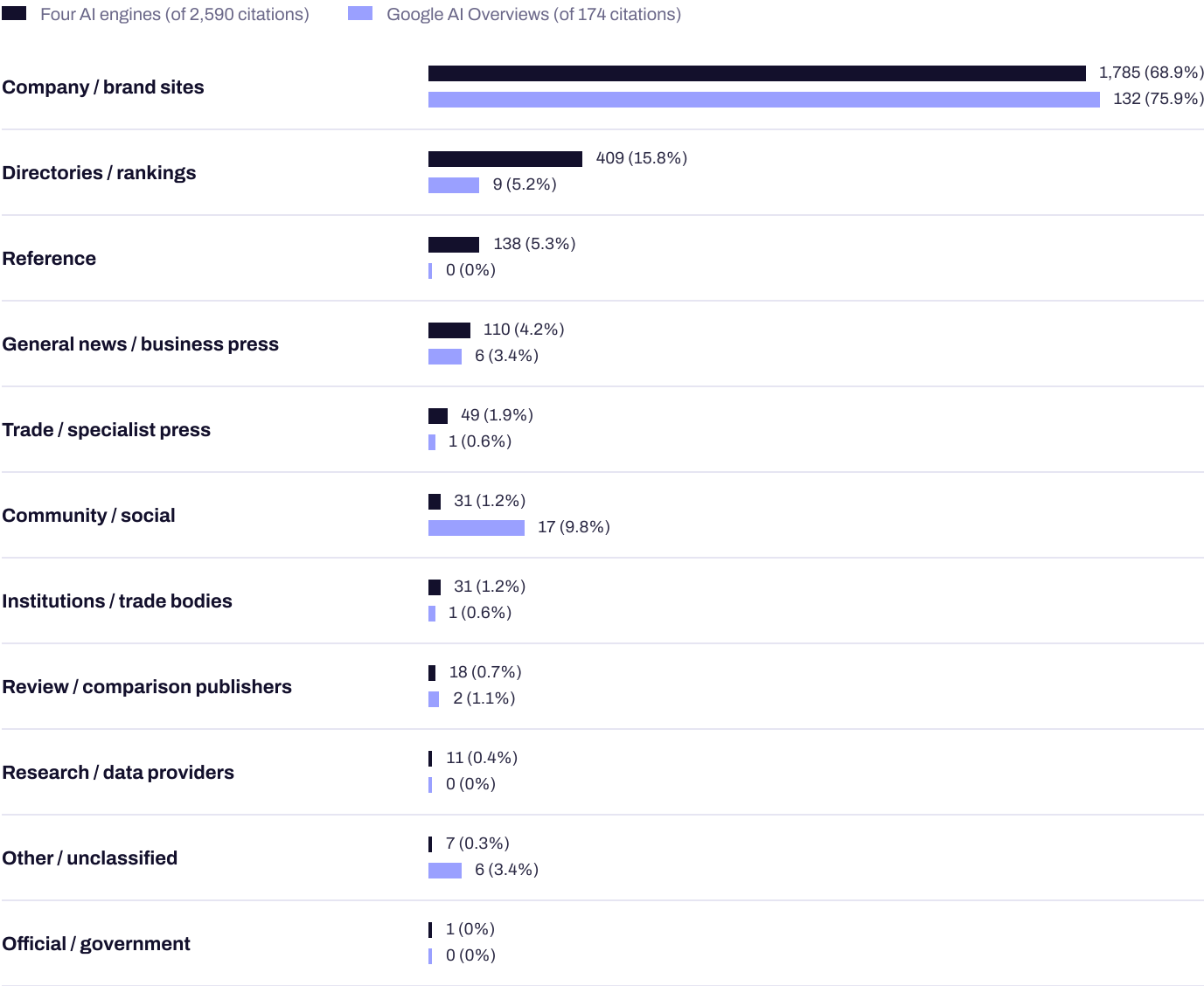


07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



07

WHAT THE DATA SUGGESTS

How can firms and lawyers improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Aronson Mayefsky & Sloan's own domains were cited in 4.2% of grounded answers, Wasser Cooperman & Mandles's in 1.4% and Laura Wasser's in 1.4%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were chambers.com (in 37.2% of grounded answers), en.wikipedia.org (16.1%), blankrome.com (15.8%), bestlawyers.com (13.7%) and withersworldwide.com (10.9%). Directories and rankings supplied 15.8% of citations and reference sites 5.3%.
Check each engine separately.	ChatGPT named Laura Wasser in 26.4% of answers against 8.3% on Claude. Gemini named Aronson Mayefsky & Sloan in 19.4% of answers against 4.2% on ChatGPT.
Do not ignore video and community sites.	Community and social sites supplied 9.8% of Google AI Overview citations against 1.2% in the four chat engines. youtube.com was cited in 15.8% of overviews and facebook.com in 3.5%.
Watch names outside the tracked list.	Blank Rome LLP (55), Withers LLP (30), Fox Rothschild LLP (30), Mandelbaum Barrett PC (24), Gladstone, Weissman, Hirschberg & Schneider, P.A. (22) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

08

QUESTIONS PEOPLE ASK

Frequently asked questions

Q1

Which firm or lawyer do AI engines name most often?

Laura Wasser and her firm, Wasser Cooperman & Mandles, tie: each is named in 51 of 288 four-engine answers (17.7%, CI 13.7–22.5%).

Q2

Which firm or lawyer is named first most often?

Laura Wasser was the first firm or lawyer named in 27 of 288 answers, with an average first position of 1.5.

Q3

How often do Google AI Overviews appear for these questions?

An overview appeared on 57 of 65 searches (87.7%, CI 77.5–93.6%). Within those 57 overviews, Laura Wasser was named most often, in 11 (19.3%).

Q4

Which sources do the engines cite?

Across 2,590 four-engine citations, chambers.com was cited most (192 citations, in 106 of 285 grounded answers), followed by en.wikipedia.org (76 citations).

Q5

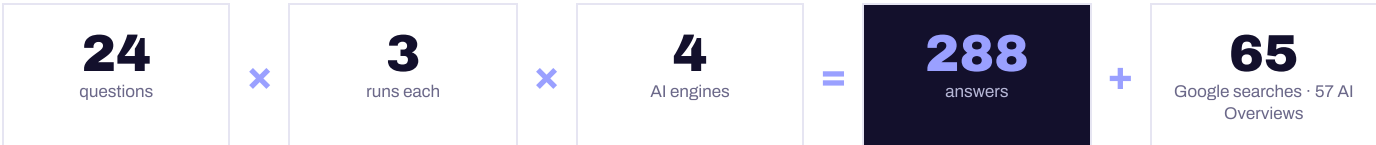
Do the four engines agree?

Only in part. Laura Wasser had the widest gap among tracked names, from 8.3% on Claude to 26.4% on ChatGPT.

09

METHODOLOGY

How this study was measured



24 questions, each asked 3 times on each engine, measured October 28, 2026. Market: United States, English. The destination site was not mentioned to any engine. Gemini answers were produced by gemini-3.6-flash; every Gemini answer in this report used that one model. All 72 Gemini answers had search sources. Entities count as named when they appear in the answer text; products and name variants roll up to the tracked name, and people are matched with middle names or initials, nicknames, possessives and suffixes. First-name variants (for example Jeffrey for Jeff, William for Bill) are matched, but only together with the tracked last name. Law firms are also counted by their common short name (for example Weil for Weil Gotshal, Akin for Akin Gump), matched case-sensitively as a whole word; short forms that could mean a tracked lawyer or a common name are not used.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	69
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	65	57 shown	57

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the entity ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the entity first appears (1 = first).
- Own-domain citation: grounded answers citing the entity's domains ÷ grounded answers.
- Citation share: citations to the entity's domains ÷ all citations.

LIMITATIONS

- Measured on one day, October 28, 2026. Each engine answered 24 questions 3 times. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Only 11 tracked firms and lawyers were scored. Untracked names that appeared often were not scored, including Blank Rome LLP (55), Withers LLP (30), Fox Rothschild LLP (30), Mandelbaum Barrett PC (24), Gladstone, Weissman, Hirschberg & Schneider, P.A. (22).
- AI Overview figures are based on only 57 overviews, so estimates for individual firms and lawyers are less precise than the four-engine figures.
- 7 Google searches could not be fetched by DataForSEO after three tries. They are excluded from the AI Overview figures, so the trigger rate uses 65 searches.
- 3 Claude answers had no search sources after retries. They count for appearance but contribute no citations.
- Reports describe what the engines said, attributed to the engines. They make no judgement about the people or organizations named and are not legal or financial advice.
- Laura Wasser and her firm, Wasser Cooperman & Mandles, are tracked as separate names. Most answers that name one also name the other.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.

A

APPENDIX

The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	Best divorce attorneys for ultra-high-net-worth clients.	HNW Family and Divorce Lawyers	CORE QUESTION
02	Who are the top celebrity divorce lawyers?	HNW Family and Divorce Lawyers	CORE QUESTION
03	Which law firms handle high-net-worth divorces in New York?	HNW Family and Divorce Lawyers	CORE QUESTION
04	Which divorce lawyers handle high-net-worth cases in Los Angeles?	HNW Family and Divorce Lawyers	CORE QUESTION
05	Who should draft a prenuptial agreement for a wealthy client?	HNW Family and Divorce Lawyers	CORE QUESTION
06	Which family law firms handle complex asset division?	HNW Family and Divorce Lawyers	CORE QUESTION
07	Which divorce lawyers are known for discretion?	HNW Family and Divorce Lawyers	CORE QUESTION
08	Which lawyers handle international high-net-worth divorces?	HNW Family and Divorce Lawyers	CORE QUESTION
09	Which law firms handle high-net-worth divorces in Florida?	HNW Family and Divorce Lawyers	ADDED QUESTION
10	Which law firms handle high-net-worth divorces in Texas?	HNW Family and Divorce Lawyers	ADDED QUESTION
11	Which law firms handle high-net-worth divorces in Chicago?	HNW Family and Divorce Lawyers	ADDED QUESTION
12	Which law firms handle high-net-worth divorces in Connecticut?	HNW Family and Divorce Lawyers	ADDED QUESTION
13	Which lawyers handle custody disputes for wealthy families?	HNW Family and Divorce Lawyers	ADDED QUESTION
14	Which law firms draft postnuptial agreements?	HNW Family and Divorce Lawyers	ADDED QUESTION
15	Which family lawyers handle divorces involving a family business?	HNW Family and Divorce Lawyers	ADDED QUESTION
16	Which law firms handle divorces involving private equity or hedge fund interests?	HNW Family and Divorce Lawyers	ADDED QUESTION
17	Which lawyers practice collaborative divorce for high-net-worth couples?	HNW Family and Divorce Lawyers	ADDED QUESTION
18	Which family law firms handle divorces involving trusts?	HNW Family and Divorce Lawyers	ADDED QUESTION
19	Which family law firms are ranked by Chambers or Best Lawyers?	HNW Family and Divorce Lawyers	ADDED QUESTION
20	Which divorce lawyers are most often quoted in the media?	HNW Family and Divorce Lawyers	ADDED QUESTION
21	Which law firms handle high-net-worth same-sex divorces?	HNW Family and Divorce Lawyers	ADDED QUESTION
22	Which firms offer divorce mediation for high-net-worth clients?	HNW Family and Divorce Lawyers	ADDED QUESTION
23	Which law firms handle divorces involving art and real estate holdings?	HNW Family and Divorce Lawyers	ADDED QUESTION
24	Which family law firms practice in multiple US states?	HNW Family and Divorce Lawyers	ADDED QUESTION



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Legal AI Discovery: HNW Family 2026

Measured October 28, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

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