



→ Lawrence C. Eppley

Retired - Of Counsel

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Larry Eppley is retired from the firm and is now Of Counsel. He was formally a Leader of the firm's Hospitality Team.

Areas of Practice

Larry concentrated his practice on acquisitions, real estate finance, development, public and private finance, joint ventures and raising equity, particularly in the hospitality sector.

Previously, Larry was general counsel at Potbelly Sandwich Works, one of Chicago's fastest growing companies, and his clients rely on him as their principal outside legal counsel. He often works with middle-market and emerging growth companies, including those in the hospitality and restaurant sectors, and with structured and institutional finance.

Larry was named as one of *Law360's* Hospitality MVPs in both 2013 and 2016 for his extensive work in major transactions geared towards hotel development.

Honors

Leading Lawyer, Leisure & Hospitality, *Chambers USA*, 2022-2025

Hospitality Editorial Advisory Board, *Law360*, 2017-2023

Illinois Super Lawyer, *Super Lawyers*, 2014-2018

Best Lawyer in America, *Best Lawyers*, 2013-2026

Hospitality Sector Lawyer of the Year in Illinois, *Corporate Intl*, 2018

Real Estate, *Legal 500 US*, 2014-2016, 2021

Hospitality MVP, *Law360*, 2013, 2016

Designated a "Distinguished Graduate of the College of Law" by the University of Illinois School of Law, 2002

Articles

- Commercial Landlord-Tenant Practice – 2023 Edition
Illinois Institute for Continuing Legal Education, 05.17.2023
- Sanctuary Hotels in The Time of Crisis: The Legal Consequences
Hotel Executive, December 2022 issue

- Chicago may impose hiring priority to previously laid-off hotel workers
Chicago Daily Law Bulletin, 03.24.2021
- Sanctuary housing: Key questions for hotels on front line
Hotels Magazine, 03.31.2020
- Preparing For New Calif. Hotel Housekeeper Regs
Law360, 06.14.2018

Larry writes articles on subjects of commercial real estate for the Illinois Institute for Continuing Legal Education and has lectured for CLE International, Inc. He is a contributing author for IICLE's *Commercial Landlord-Tenant Practice*, 2023 Edition.

Real Estate, Land Use & Environmental Law Blog Posts

- "Hotels Provide Sanctuary on the Front Lines; Saving Grace in the Time of Crisis", March 30, 2020
- "Total Vacancy: Hotels Searching for Answers in Wake of COVID-19", March 23, 2020
- "Commercial Real Estate Tips of the Week: Practical Answers from Sheppard Mullin's Coronavirus Task Force", March 16, 2020
- "California Executive Order Permits "Commandeering" Hotels", March 13, 2020

Media Mentions

Sheppard Mullin Atty Sees Hotel Finance In A Long Downturn
Law360, 06.25.2025

Hospitality Cases And Trends To Watch In 2024
Law360, 01.01.2024

Law360's 2023 Hospitality Editorial Advisory Board
Law360, 05.09.2023

Law360's 2022 Editorial Advisory Board
Law360, 04.15.2022

Hospitality Attys Eye Pandemic Impact On Industry In 2022
Law360, 01.03.2022

Pandemic Tests Hospitality Industry At Midyear Point
Law360, 08.20.2021

Hospitality Trends And Cases To Watch In 2021
Law360, 01.03.2021

'New Normal' Is Elusive For Hotels Amid Pandemic, Attys Say
Law360, 09.10.2020

Hotels Adopt New Cleaning Rules During COVID-19 Crisis
Law360, 05.05.2020

As Bankruptcies Surge, Sheppard Mullin Adds Kirkland Partner
The American Lawyer, 04.15.2020

Law360's 2020 Hospitality Editorial Advisory Board
Law360, 04.06.2020

Thousands Of Hotels Offer Rooms For COVID-19 Patients
Law360, 03.25.2020

Hospitality Attys On High Alert As Coronavirus Fears Spread
Law360, 03.10.2020

New laws aim to protect hotel workers
Hotel Business Magazine, 11.07.2019

The CEC and 1871 Elects Larry Eppley as Chairman of The Board of Directors
1871 Blog, 06.21.2019

Art for the Sake of Community
How civic engagement and charitable commitment can lead to the best art in town
Chicago Design Network, 05.22.2019

Law360's Hospitality Editorial Advisory Board
Law360, 03.19.2019

CA Hotels Focus on Training to Limit Housekeeping Injuries
Hotel Business, 11.2018

Sheppard Mullin Steers \$163M NYC Hotel Buy
Law360, 10.24.2018

Q&A: Sheppard Mullin's Larry Eppley On The Chicago Hospitality Market
Bisnow, 09.04.2018

Hospitality Cases And Trends To Watch For The Rest Of 2018
Law360, 08.27.2018

Calif. Hotels Must Create Housekeeper Injury Prevention Plans
Hospitality Law, 08.2018

Law360's Hospitality Editorial Advisory Board
Law360, 03.21.2018

New Chicago Ordinance Requires Hotels to Equip Employees with Panic Buttons
Legal News Line, 11.07.2017

New Chicago Sex Assault Law Aims To Protect Hotel Workers
Law360, 10.26.2017

Law360 Hospitality Editorial Advisory Board
Law360, 02.27.2017

Chicago's Hospitality Lawyer
Super Lawyers, 01.2017

Hospitality Cases To Watch In 2017
Law360, 01.02.2017

Hospitality MVP: Sheppard Mullin's Larry Eppley
Law360, 12.12.2016

4 Movies Every Real Estate Lawyer Should Watch
Law360, 09.12.2016

Spaces: New Lease, New Look
Chicago Lawyer, 09.2016

At This Accounting Firm, Every Day Can Be Casual Friday
Crain's Chicago Business, 01.20.2016

What To Consider When Staring Down A Lateral Move
Chicago Lawyer, 09.04.2014

An Office In A Startup State Of Mind
Chicago Lawyer, 09.2014

Hospitality MVP: Sheppard Mullin's Lawrence Eppley
Law360, 11.21.2013

Speaking Engagements

Speaker, "Chicago's Start-up Landscape," The Economic Club of Chicago on October 4, 2022

Larry moderated the "Developing and Designing Hotels for a Changing World" panel at Bisnow's Chicago Hotel and Restaurant Real Estate conference on August 18, 2022.

Larry moderated the "Resilience of the City" panel at Bisnow's Escape & Ascent Digital Dealmaking Conference on December 8, 2020.

He moderated "Alternative Investment Opportunities: How to Make Money in 2020" at Bisnow's Multifamily Annual conference on November 14, 2019.

He moderated "Hotel Investment, Finance & Development" at the Bisnow Los Angeles Hotel Summit on March 14, 2019. He also presented on "Purchases, Sales, and Closing" at PLI's Annual Commercial Real Estate Institute on November 15, 2016, October 25, 2017, and October 24, 2018, and he moderated "Bisnow Chicago Repositioning & Adaptive Reuse 2017."

He also moderated "Fireside Chat: The Opening of the ACE Hotel Fulton Market," at Bisnow Chicago Hotel Investment & Development Series 2017. Lawrence was the keynote speaker at Northwestern University's Kellogg School of Management's Business Law Conference in February 2012.

He has also served as a faculty member and lectured for the National Association of Bond Lawyers. Lawrence has also been a speaker and panelist at various National Association of Bond Lawyers seminars and conferences, and served as a panelist at real estate industry seminars.

Events

12th Annual Georgetown Law Hotel & Lodging Legal Summit
Pre-Conference Primer - Hotel Purchase & Sale Agreements 101
09.25.2024

What is Happening with Lenders, Servicers and Special Servicers?
Webinar, 07.30.2020

Return of the Guest Experience
Webinar, 06.11.2020

Re-engaging the Office Deal
Episode Two
Webinar, 06.04.2020

Investment Opportunities in Hospitality
Episode 1
Webinar, 05.21.2020

Sanctuary Hotels – Providing Accommodation During the Pandemic
Webinar, 04.15.2020

PLI's 20th Annual Commercial Real Estate Institute
University of Chicago Gleacher Center, 10.24.2018

Hotel Transactions in Illinois
Lawline
05.12.2017

PLI's 18th Annual Commercial Real Estate Institute
University of Chicago Gleacher Center, 11.15.2016

Hotel Investment & Repositioning Summit
The Westin Chicago River North, 12.17.2014

THINC 2014
The Hotel Investment Networking Conference
Hilton Chicago, 05.2014

Podcasts & Webinars

What's Next - What is Happening with Lenders, Servicers and Special Servicers
07.30.2020

What's Next? Return of the Guest Experience
06.11.2020

What's Next? Re-engaging the Office Deal
06.04.2020

What's Next - Episode 1
05.21.2020

Education

J.D., University of Illinois College of Law, 1985, *magna cum laude*, Order of the Coif

B.S., University of Illinois, 1982, with high honors

Master of Accounting Science, University of Illinois, 1982

Passed Certified Public Accountant Exam, 1982