



BOB Law Firm Highlights Atlanta Car Accident Deadlines

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BOB Law Firm, the Atlanta personal injury practice led by founding attorney Benjamin O. Bengtson, is drawing attention to two legal factors that shape the outcome of car accident claims across Metro Atlanta: Georgia's two-year statute of limitations and the strategic requirements of the state's pre-suit settlement demand statute.

Under Georgia's personal injury statute of limitations, Atlanta car accident victims have two years from the date of injury to file a lawsuit. That deadline begins running the day of the crash, regardless of whether the victim has completed medical treatment, reached maximum medical improvement, or fully understood the extent of their injuries. Missing the two-year deadline permanently eliminates the right to pursue compensation, making the date of the crash the most consequential legal fact in any claim.

A second factor often overlooked by injured drivers is Georgia's pre-suit settlement demand statute, O.C.G.A. § 9-11-67.1. The statute requires that a written demand for settlement in a motor vehicle accident claim

include specific disclosures, including a time period for acceptance of no less than 30 days, identification of the parties to be released, and certification that the demand is a good-faith offer to settle. When a compliant demand is rejected and a later verdict exceeds the demand amount, the rejecting insurer may face exposure for attorney fees and damages beyond policy limits. As a result, the drafting of the initial demand is among the most strategically consequential steps in the pre-litigation phase.

The context underscores the stakes. Georgia recorded more than 367,000 total crashes in 2024, with 1,596 fatalities and more than 143,000 injuries statewide. Fulton County's 51,572 annual crashes represent the highest volume of any county in Georgia, and the I-285, I-75, and I-85 corridors generate the high-speed multi-vehicle scenarios that produce serious injuries and complex insurance coverage disputes.

The Atlanta car accident lawyer points to its direct-access solo practitioner model as a distinguishing feature. At many large multi-attorney firms and referral networks, clients discover that the attorney whose name appears on the website is not the attorney handling their day-to-day case, with paralegals and case managers handling most communication. At BOB Law Firm, Bengtson handles each case directly, meaning the attorney who evaluates a claim is the same attorney who investigates it, negotiates with the insurer, and appears at every proceeding.

"Most Atlanta car accident victims do not know that a properly structured demand under O.C.G.A. § 9-11-67.1 creates real leverage, exposing an insurer to attorney fees and excess damages if it rejects a reasonable pre-suit offer and a jury later exceeds it," said Benjamin Bengtson, founding attorney at BOB Law Firm. "Accepting an early settlement can quietly eliminate that leverage. What direct access means in practice is that the attorney who evaluates the case at the first consultation is the same attorney who sends the demand, negotiates with the adjuster, and appears at every hearing. That continuity produces better outcomes because nothing gets lost in a hand-off."

As a Bob Law Atlanta car accident lawyer practice, the firm serves clients from its office at 1100 Circle 75 Pkwy, adjacent to the I-285 and I-75 Cumberland interchange, one of Atlanta's highest-volume commuter corridors. Bengtson has practiced personal injury law for more than 10 years and draws on insight from having viewed injury cases from multiple perspectives, which informs how he anticipates insurer tactics and structures each evidence package.

BOB Law Firm is a personal injury law firm based in Atlanta, Georgia, founded by Attorney Benjamin O. Bengtson, who has practiced personal injury law for more than 10 years. The firm represents Atlanta car accident victims, truck accident survivors, motorcycle riders, and other injury clients throughout Fulton County, Cobb County, and Metro Atlanta on a contingency fee basis, with no upfront costs and free

consultations available 24 hours a day.

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BOB Law Firm

BOB Law Firm, led by attorney Benjamin O. Bengtson, has helped injured Atlanta-area clients for 20+ years. We handle car, truck, and motorcycle accidents, personal injury, and workers' comp claims. No fee unless we win. Free consults, available 24/7.

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