





ESTATE & LONG TERM CARE



## Meet 5 RELENTLESS Law Firms with 123% - 538% growth in 3 years!



Happy Lawyers Help More People - Check Out Their Combined Awards and Associations

# **THE SECRET TO SUCCESS**



Ashby Law is very **intentional in building our team.** We've developed a rigorous hiring process to make sure we get the best people who fully

believe in and support our mission of preserving and protecting families. We designed and implemented a great employee coaching program to help our employees develop personally and professionally. As a result, our attorneys and staff are even happier, more energized, and more engaged. Our firm invests in all of our team members so everyone can continue to provide exceptional service to our clients. Invest in your people and your business will grow.

Estate & Long Term Care (ELTC) Law Group takes an **education-based approach to elder law.** We want our clients to understand the importance of proper planning. People have so many questions about Wills, Trusts, Long Term Care, Medicaid, and Asset Protection. By providing clear, relevant information, we help people feel mighty even as they discuss topics like illness and death. Because we patiently and empathetically teach about these topics, we connect with our clients and their families.

Educating and taking the time to understand each client has been the key to our success.







Lilac City Law **empowers people** to live their best life. We help parents protect and plan for their kids' future with wills, trusts, and Kids Protection Plans.® We also help Veterans and those who are disabled get the benefits they deserve. Our business has been empowered by having a clear, long term plan for our future. We plan and schedule important marketing, business, and personal activities months in advance. By taking a long-term view, the firm can ensure steady growth.

Spokane Business Attorneys is a fun and happy law firm. We laugh and smile a lot. For our clients and business partners, that's different, refreshing, and memorable.

We've been **strategic in building our network** of great people to know and do business with, so we can make solid referrals when someone needs a trusted advisor. By building and strengthening these relationships, we can help everyone be more successful. And, we're always looking for other cool people to connect with.







# Law Office place

Quiroga Law knows the importance of **tracking metrics** and numbers in our business because it provides objective information. We know how many visitors come to our website, how many leads came in, and our client conversion rate. We can read a profit/loss statement, balance sheet, chart of accounts, and budget. We understand gross profit, net profit, expenses,

and budget variances. Understanding our metrics, financial numbers, and key performance indicators helps us stay on track. Running our law firm efficiently allows us to help more immigrants achieve the American dream.



### WOULDN'T YOU PREFER TO WORK WITH A HAPPY LAWYER?

ey, we get it. Lawyers aren't usually the people you want to spend a lot of time with. But, we want to introduce you to five different law firms that are owned and managed by happy lawyers. What is a happy lawyer? A happy lawyer is a lawyer who enjoys running their law firm like a business and believes that law firms grow and are successful by helping more people and providing more value to clients. These attorneys are entrepreneurial, business-minded attorneys, who have focused their firms on different areas of law. Each firm is driven by a deep desire to help more people move forward to their best future.

#### **Q. WHAT MAKES YOUR LAW FIRM SPECIAL?**

**Scott Ashby:** Our mission is to preserve and protect families. That may sound like a strange mission for a firm whose bread and butter is divorce. Even through divorce, family relationships survive. We empower our clients to protect and preserve those relationships so that they can co-parent and raise healthy children and have good relationships with their children and their grandchildren. Preserving family relationships is at the core of our approach.

**Denise Stewart:** We understand that people do not necessarily like the idea of going to see an attorney, so it takes a lot of courage to come in and address end of life issues, which can be scary and overwhelming. This understanding helps us assist our clients with a very-real empathy that translates into a personable and individualized experience. We help people feel mighty when facing giants like illness and death.

**Randi Johnson:** The Firm's priority is that our clients' experience is memorable and powerful. We keep kids from going to CPS after something has happened to mom and dad. We do this by empowering parents to design estate plans that ensure children are raised by the people they want, in the way they want. LCL also fights for Disabled Children, Workers and Veterans claiming their Federal Disability benefits.

**Christal Lam:** We are a fun, happy, and strategic law firm that specializes in holistically helping business owners run their business the right way. We help business owners have more fun, make more money, and stay out of trouble as they build their business and legacy.

**Hector Quiroga:** Our firm was founded by an immigrant, so we understand the personal, professional, and emotional ties to immigration. We are a law firm of immigrants helping immigrants achieve the American Dream.

#### **Q. WHO IS YOUR IDEAL CLIENT?**

**Scott Ashby:** Our ideal client is someone who, although faced with a divorce or separation, wants to find a way to co-parent healthy, happy children. We help them achieve that by empowering our clients to make their own future better. We take the time to explain options plus the costs and benefits of those options. We help our clients chose a path that is calculated to give them the best possible opportunity to achieve their long-term goals.

**Denise Stewart:** Clients who are more proactive and engaged in pre-planning are better able to offset the risks associated with Long Term Care costs and negative family dynamics after death. Our ideal client is anyone who is truly seeking a solution for putting their family in a secure position to preserve the things they have worked hard for in life, or those seeking to obtain quality care for themselves or loved ones.

**Randi Johnson:** On the Family Wealth and Kids Protection Side, we serve moms & dads with young children who are ready to experience the relief that comes with finalizing legal planning documents. Families do a great deal of birth planning when we're getting ready for labor & delivery. It is critical that we provide opportunities for parents to give consideration for the "what ifs" of our natural mortality.

**Christal Lam:** Our ideal client is a business owner who wants to build and protect their business the right way, allowing them to dominate their market and create an empire and a legacy. We love working with business owners to proactively build and protect their business, so they can have more fun and do right by their families, employees, and community.

**Hector Quiroga:** There are many problems that people can run into as they try to immigrate to the United States. Our firm can help immigrants who want to achieve residency and citizenship.









PNWFamilyLaw.com | ELTCLawGroup.com | LilacCityLaw.com | SpokaneBusinessAttorneys.com | QuirogaLawOffice.com



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Ashby Law can help with divorce, child custody, child support, parenting plans, and adoptions.

## WE'RE MOVING FORWARD TO HELP YOU.

Spokane Business Attorneys can help with starting, buying, or selling a business, contracts, partnerships, and lawsuits.

Lilac City Law can help with estate planning, wills, trusts, Kids Protection Plans ®, disability benefits, and veteran's benefits.

Estate & Long Term Care Law Group can help with elder law, estate planning, long term care planning, after death transfers, asset protection. Quiroga Law can help with citizenship, visas, green cards, and waivers.

### ASHBY LAW

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