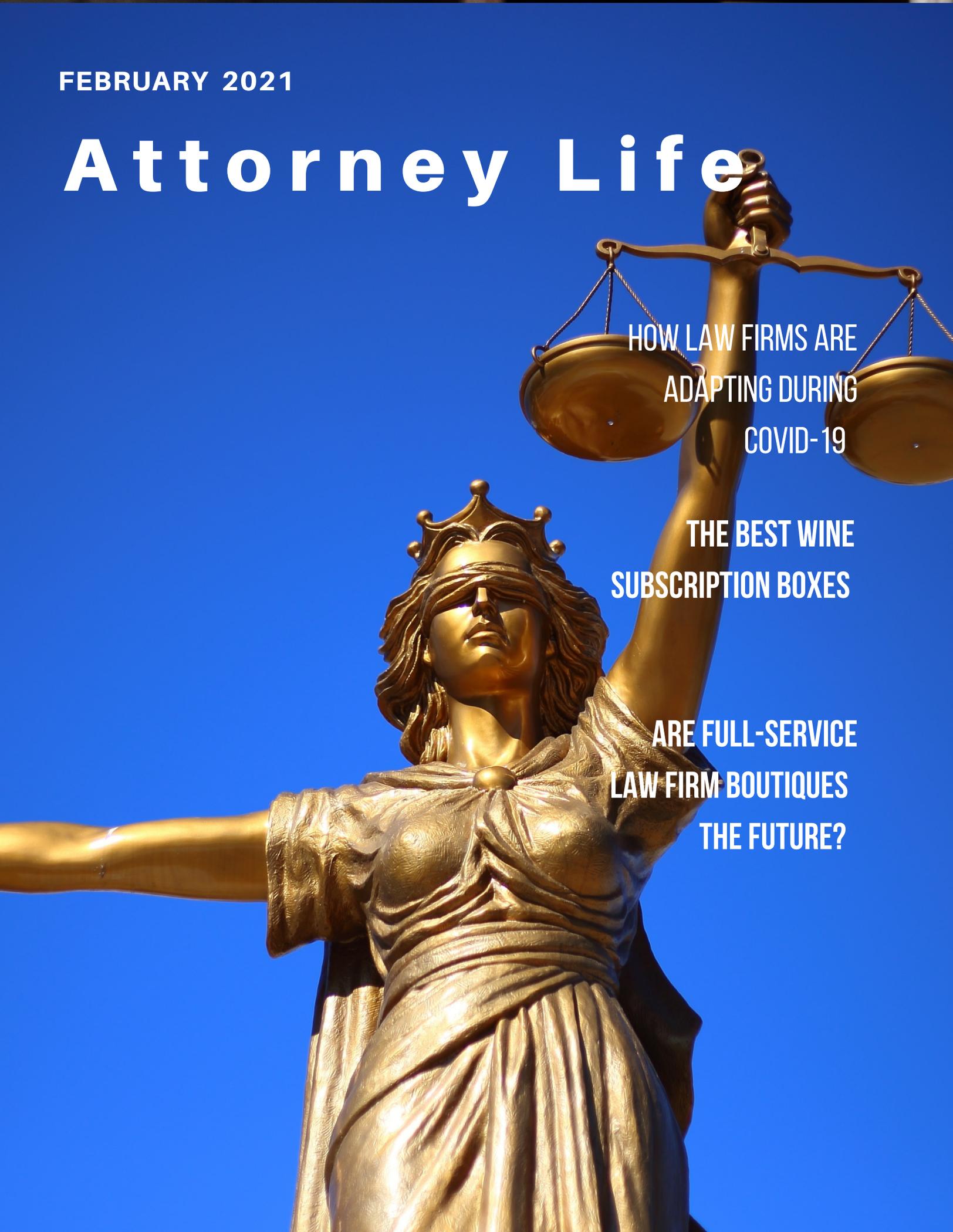


FEBRUARY 2021

Attorney Life

A golden statue of Lady Justice, blindfolded and holding scales of justice, set against a clear blue sky. The statue is the central focus, with its right arm raised holding the scales and its left arm extended horizontally. The background is a solid, bright blue sky.

HOW LAW FIRMS ARE
ADAPTING DURING
COVID-19

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How Law Firms are Adapting During COVID-19

Courtesy of podium.com

Carrying on “business-as-usual” can feel daunting in times like these, especially for law firms. But there are a number of actionable steps you can take to adapt. Here are a few tips on how law firms are succeeding in the wake of COVID-19.

These several months have been stressful for businesses all around. And with new regulations in wake of COVID 19, we know you are working around the clock to find effective ways to take care of your staff and clientele in the face of challenges like working remotely and social distancing.

The good news is that we’ve seen some firms taking effective measures and seeing extraordinary success, even with traditional ways of business out of commission. How? Here are a few tips we’ve gathered from law firms across the country who are successfully adapting to the new business-as-usual:



Let people know you’re open for business

In a crisis like this, many people assume that businesses are closed unless they find out otherwise. And the subsequent lack of outreach to your firm can have a misleading effect that there is no demand for your services—when there actually is. Using tools like text and webchat, *overcommunicate* that your firm is still open and taking new clients. This will help to prevent any slowdown that is perception-based rather than reality-based.

Listen to your clients

With so many changes and serious concerns about personal safety, your clients may have legitimate worries about traveling or personally attending court hearings, mediations, disputations, etc. Listen to these concerns, offer support and validation where you can, and try to accommodate their needs whenever possible. This will let your clients know that their safety is your top priority. “As lawyers, we handle the human side of client relations every day, and part of the goal is to take

their temperature down when we can,” [says Dayna Underhill](#) from Holland & Knight LLP.

Facilitate interactive online client meetings

One way to protect your clients and maintain effectiveness is to move online. Social distancing doesn’t mean you have to cancel your meetings

with clients and staff. Transition your conversations to phone, video, or other online communication platforms. Using secure messaging, you can quickly send any documentation you may need to go over in your meeting.

Host business development events online

What is the most effective way to network and find new referrals in the modern age? Events. Around [67% of legal marketing professionals and 45% of attorneys reported firm-hosted events as one of the most effective ways to get new clients](#). And just because we are in lockdown doesn’t mean these events can’t happen. You can host many

effective business development events online, including:

>> Seminars—hold a conference to provide training and/or update your attendees on legal changes in the area. Schedule networking time towards the end so attendees can network and connect with key contacts.

>> Lunches—because many legal practitioners have very busy schedules, taking a lunch hour together can be an effective way to offer networking or training opportunities.

>> Collaborations—pre-record a collaboration with a business relevant to your area of practice. If you are an estate planning law firm, [collaborate with a senior center to help attendees understand the needs of your clientele](#).

Collect feedback through text

After these events, or other trainings and client meetings, it is important to collect feedback from attendees to assess whether your event or meeting was effective. The fastest and most convenient way to do this is through text. Our research shows that the [open rate for text is as high as 98% while email sits around 20%](#). With the right messaging tools, you can use personalized, automated text to get quick feedback and increase your effectiveness.

Double-check your calendar

With the break in daily routine and frequent changes in plans due to COVID 19, the [risk that a member of your firm will miss an important court alert message or mis schedule is high](#). Double-check that all of your messages have been evaluated and your calendar properly scheduled to avoid missing deadlines that could lead to malpractice claims. “In stressful situations, this is the kind of thing that gets overlooked, due dates and schedules and e-filing. You must make sure you don’t have any gaps in this area,” [says Shannon Sprinkle](#), managing partner of [Copeland Stair Kingma & Lovell LLP](#).

Maintain a connection with your clients and staff

Using secure messaging, keep your clients and staff in the loop about upcoming meetings, trial dates, mediation, or document signing. Also keep your clients updated with any changes in business hours,

or if you are moving to a work-from-home status as a business. You can even reach out to past clients with messages of hope and support to let them know their wellbeing is your top priority. Maintaining connection and transparency will help you build relationships of trust that will be even more important in terms of future business.

Reach out to other resources

If you are low on cases, consider [reaching out to other businesses in your network](#) and asking if they might swap referrals. If they are swamped and you’re looking for work, you might be able to work collaboratively with them or take some of their cases. You can also look to your local and state bar to check if they have a list of lawyers for the public and are in need of legal assistance.

Equip your staff to succeed

If you are already at a work-from-home status, you know that working remotely comes with its own difficulties; but if you set the right expectations and prepare your staff well, you can be as effective at home as you are in the office. Be sure to communicate expectations, even [over-communicate](#) them, from the beginning. The biggest risk of remote work is lack of communication. With frequent, transparent contact, you can work to ensure this does not happen. Another tip: don’t stop at explaining *how* you will be working remotely, but explain *why* as well. Doing so will help you [gain buy-in from your staff and clients](#) and will help them to view the transition more positively (resulting in greater efficiency and cooperation!).

Prepare for the rebound

Though the pandemic has led to a decrease in business for some legal fields, others are [getting ready for a spike](#). Use this time with your team to strategize the best way to field a flux in cases involving: supply chain disruptions or debt restructuring consulting (and other financial matters); Contractual obligations (whether parties can be excused due to the health crisis); Insurance claims

The Best Wine Subscription Boxes

mysubscriptionaddiction.com

Cheers to these delicious, convenient wine subscription boxes, which deliver amazing wines to your doorstep on a recurring basis. Ever gotten a [wine voucher](#) and wonder if it's worthwhile? These subscriptions can help you skip feeling overwhelmed in the wine aisle, wondering which bottle to buy. No more running to the store to grab a great bottle before a party or special occasion. These wine-of-the-month clubs make it simple and affordable to stock up on wines that impress.



[Winc](#)



The Cost: Prices start at \$12.99 per bottle with free shipping for orders with 4+ bottles.

What Our Readers Say:

"Lovely wines, great customer service!" – Foggy

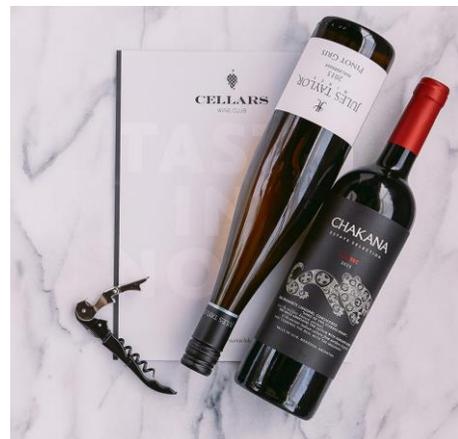
About the Box: Your [Winc](#) journey will begin with a fun and easy survey where you can indicate your preferences. If you're not sure what your preferences are, or aren't super knowledgeable about wine, not to worry: the questions are designed to be easy for both newbies and seasoned vino enjoyers to answer. Winc then takes your answers to match you with unique, affordable wines that you're sure to love. If you're not feeling one of Winc's recommendations in their wine box subscription, you can easily make changes to your shipment, or skip the month entirely.

[Vine Oh!](#)

The Cost: \$59.99 per quarter. Save with an annual membership.

About the Box: If you are a wine lover wanting to make a full experience out of sipping wine, you may want to try [Vine Oh!](#) This quarterly subscription sends two unique wines alongside lifestyle items such as sweets, accessories, jewelry, and self-care goods. Perfect to treat yourself to a night in! You can choose to receive white wines, red wines, or a mix of both. We suggest pouring yourself a glass of wine while you explore the lifestyle items in this subscription!

[Cellars Wine Club](#)



The Cost: Plans start at \$29.00 per month.

About the Box: [Cellars](#) is a wine club with all sorts of options for customization—you can choose to receive single bottles, bottles that represent specific regions or flavor profiles, natural wines, or even bottles that score high on trusted wine scales. It's a family-owned and -operated wine box delivery service that's great for exploring offerings of all sorts.

Bright Cellars



The Cost: \$80.00 per month for four bottles of wine.

About the Box: Upon signing up for [Bright Cellars](#) you'll take a simple flavor profile survey, then let their algorithm (created by two MIT grads) do its work to match you with four bottles they believe you'll love. If you already know that you have a preference for red or white, you'll be able to share that, too. Once you've tried your recommendations, you can give feedback so the next delivery better serves your preferences. Their online shop allows you to buy more bottles of the wines you loved, and add wine accessories to your cart.

Wine Awesomeness



The Cost: \$49 per shipment for 3 bottles and \$79.00 per shipment for 6 bottles

About the Box: [Wine Awesomeness](#) is a monthly wine subscription that's great for introducing subscribers to rare and unusual wines, and might just be responsible for helping you discover your next favorite wine. Each

month's picks are selected by a curatorial team, which always includes a [Food & Wine Sommelier of the Year](#)—yep, they really know their stuff when it comes to delicious wine. Each box comes with a coordinating magazine that includes tips, recipes, pairing ideas, and more.

The California Wine Club



The Cost: Starting at \$40.45 for the Premier Series subscription (2 bottles of wine per shipment) + shipping.

What you'll get: Are you a wine enthusiast who loves California wine country? Take a tour of small family wineries month by month with your subscription to [The California Wine Club](#)! They send two hand-selected wines with each shipment, as well as a copy of their wine guide, *Uncorked*®. There are a number of tiers to choose from: Premier Series, Signature Series, International Series, Aged Cabernet Series, or Pacific Northwest Series, so you can tailor your subscription to your preferences and budget.

The Original Wine of the Month Club



The Cost: Starts at \$39 per shipment (\$24.96 + shipping, does not include tax).

What Our Readers Say:

"Great selection." – Jennifer W.

About the Box: Curating wines for members since 1972, [The Original Wine of the Month Club](#) is made up of a seasoned team ran by Paul Kalemkiarian Jr. The club offers numerous subscription tiers so you can choose which plan works best with your budget and preferences.

[Zagat Wine Club](#)



The Cost: \$69.99 (plus \$19.99 shipping & applicable tax) for the first box and then \$139.99 (plus \$19.99 shipping & tax) afterward. This is a quarterly box.

About the Box: Are you a frequent enjoyer of wine with dinner? Or do you host guests often? The [Zagat Wine Club](#) sends 12 bottles of award-winning wine each season, so you'll remain stocked up on reds, whites, or a combo, for anytime you need something to sip. Our readers just love their selection of wines!

[Clubs of America Wine of the Month Club](#)

The Cost: Starts at \$89.90 for 2 months + free US shipping. Save with longer subscriptions.

About the Box: This Wine of the Month Club sends three bottles per month, based on your specifications of all red, all white, or a mix. They have many customizable options for subscription frequency. Each box arrives with an informational newsletter, and gifting options are available!

[WSJ Wine Club](#)

The Cost: \$69.99 (plus \$19.99 shipping & applicable tax) for the first box and then \$149.99 (plus \$19.99 shipping & tax) afterward. This is a quarterly box.

About the Box: The [WSJ Wine Club](#) is a great way to stock up! With each quarterly shipment, they send 12 new bottles that are customized based on the club member's feedback about previous deliveries. This subscription is particularly fitting for those who like to entertain, as they have a great wine selection to choose from. *Please note that you must call or e-mail to cancel.*

[Martha Stewart Wine Co.](#)

The Cost: \$87.99 every 6 weeks for 6 bottles.

About the Box: When it comes to matters of food and beverage, Martha will never lead you astray! The [Martha Stewart Wine Co.](#) subscription lets you choose to have her half case (six wines) or full case (12 wines) of award-winning, premium wines delivered to your door at a great price that is lower than retail. This premium wine club brings delicious wine right to your door. If you consider yourself an avid wine drinker, this wine subscription is the perfect box for you. Ditch the usual wines and try something new with the Martha Stewart wine delivery service. We think it's one of the best ways to fill your cabinet or cellar!

[International Wine of the Month Club](#)



The Cost: Subscriptions start at \$35.95/month + shipping for 2 bottles.

About the Box: [International Wine of the Month Club](#) has been finding and sharing bottles of wine since the mid '90s, meaning these wine-lovers really know their stuff! They're passionate about introducing

subscribers to a variety of unique wines from outstanding vineyards, and they have a stringent selection process to make sure you're getting the best wines possible for your buck with their wine subscription service. If you consider yourself a wine enthusiast, you will love trying the monthly wine selection. Each wine shipment is carefully selected by a wine expert, introducing you to unique and bold flavors from around the world.

[Blue Apron Wine](#)

The Cost: \$65.99 per month for six 500 mL bottles (smaller than usual wine bottles, which are 750 mL).

About the Box: You're probably familiar with this [meal kit delivery service](#), but did you know they have a wine subscription service, too? Rather than sending you full-just wasn't your thing, or you're only entertaining two for dinner, there's no extra to worry about. Each half-sized bottle comes with a flavor profile, tasting notes, and educational, contextual info, so you can broaden your wine expertise while you discover new brands to

love. If you are looking to discover different wine, this wine delivery service is a great place to start.

[Harry & David Wine Club](#)

The Cost: Starting at \$114.99 for a 3-month subscription + shipping. Save with longer subscriptions.

About the Box: The [Harry & David Wine Club](#) is a monthly subscription that sends two bottles of wine—one red wine and one white wine—both made from grapes exclusively grown in Oregon. Head to [Harry & David](#) to see which wine types this subscription service has scheduled for the months ahead and customize your start date so you can choose which wonderful proprietary wine with which to kick off your subscription



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A Lifetime of Advocacy: Anthony Ben Reflects on His 65- Year Career in Law

PASSAGES: Newly retired attorney Anthony Ben reflects on his 65 years in the profession.

Anthony Ben and his son, Charles, practiced law together for 40 years in Lockport. The elder Ben officially retired in early May, on his 93rd birthday.

Anthony Ben is no stranger to changes in life. The son of Sicilian immigrants was a "naval hospital man" during World War II who went on to decide he'd try to make a living in the law rather than medicine.

It was only the first change of heart for a lifelong Lockportian who recently "hung up his shingle" after 65 years in professional practice

"I was hired right out of law school to be an associate with Gold, Speranza and Hughe," Ben said. "Two years later I had another change of heart and was ready to go it alone."

A new firm, Ben & Watson, was established in 1957, in the city where Ben was born in 1927 and where he and wife Earlene would raise their two sons, Charles and James.

Both boys went into law, but James Ben, who now resides in Connecticut, left the profession for investment banking.

Eldest son Charles Ben joined his father at work in 1980, after graduating from the University at Buffalo. The two formed a partnership that would endure for four decades.

"It was an indescribable pleasure," Anthony Ben said of working with Charles. "It made all the difference to me."



"I always wanted to join him in the practice of law. And it's been my honor to do so for the last 40 years," Charles said in return.

Anthony "always had a talent for understanding people and their problems and he was great at creating warm bonds," his son said. "People just generally trusted him and everybody, especially in the legal community, always expressed warmth towards him, from clients to the court staff, to judges, to law enforcement. It seemed like everybody I would deal with, when they'd see me, they'd smile and they would always ask about my dad."

Anthony's official retirement date was May 2, his 93rd birthday. He says his reason for working so long was "why not?" Eventually, though, he ran out of energy for the work.

"I never thought of 65 years when I was at 60," he said. "I woke up one morning and said, 'Holy mackerel! I've been doing this for 65 years.'"

Reflecting on the profession, Anthony says much has changed since he started out. After 65 years of practicing criminal and matrimonial law, he remains confident in his own time-tested formula for success. "There's only one avenue to

success, and that's hard work," he says. "You got to get up every morning and work."

What's more, he believes, there has to be a personal touch. There are different ways to interact with clients, but in all cases, he learned along the way, "You got to listen to their problems and make your client believe you are the only one who can solve all his problems."

Just out of law school in the 1950s, Anthony was assigned a murder case from County Court. He successfully defended his client, a woman accused of stabbing her boyfriend to death with a sharpened letter opener.

The victim and his client were indeed in a fight, and she did stab him, Anthony recalled, but he was able to show the hospital could've easily saved his life if they had diagnosed the problem correctly. Thus, the jury came back with a finding of "not-guilty." In the end, Ben said, "It's just a job. It's a profession."

While Charles Ben said his dad has a great depth of knowledge when it comes to law, dad is in turn impressed with technology and the speed at which it can "spit out a law" for a lawyer.

"I don't care how smart you think you are, the computer somehow knows more," he said.

Anthony recalls fondly the camaraderie that once existed among lawyers working in the county seat: The clubs, the parties, playing cards with his fellow members of the Lockport Lawyer's Club. Today, he said, it's just a bunch of lawyers talking law. When it all changed is hard to say, but it did, he added.

Now that he has stopped practicing law, Anthony says he's not quite sure what to do with himself. He knows he wants to stay in Lockport; going to Florida for months at a time is too exhausting, and unlike snowbirds, he likes wintertime in western New York.

Retirement is "difficult to get used to," he conceded. "My whole I've been on the run, so to speak, very busy. Then all of a sudden, nothing."

But, he noted, he was fortunate to have a peaceful home life, and while he's not a man of many hobbies, he expects he will enjoy sitting with

Earlene, reading books and watching television. There's also the Skype calls he gets from his grandchildren and great-grandchildren, as well as the continued relationship he has with his children.

Before the pandemic hit, Anthony was meeting 15 other ROMEOs (Retired Old Men Eating Out) for lunch every Wednesday at a different restaurant. The group formed more than 20 years ago as "just a group of guys" and transformed as they all got older. Anthony was the founding member, by virtue of him calling a friend and asking, "How about lunch?"

"They're from all walks of life: plumbers, carpenters, judges, lawyers," Anthony said. "It's a good group."





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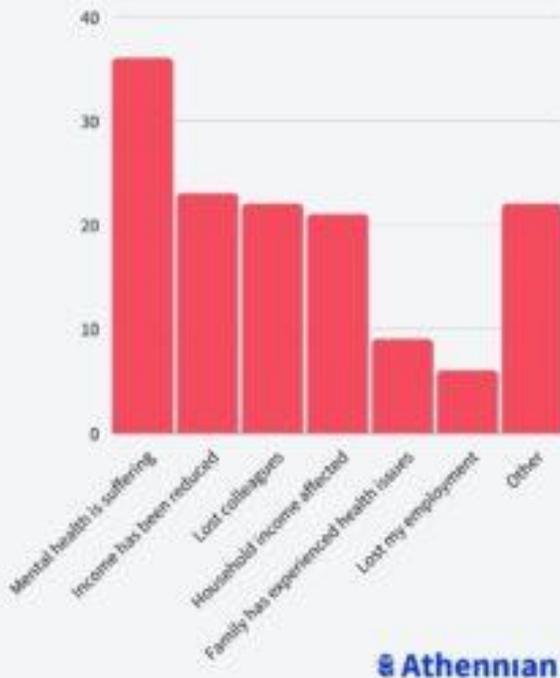
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Pandemic Pushes Paralegals to Work More and Worry More, Survey Finds

By [Bob Ambrogim](#) *lawsitesblog.com*

Several surveys in recent months have looked at the impact of the pandemic on lawyers, but a survey out today examines the effect the pandemic has had on paralegals and other allied professionals in law firms and legal departments, and it finds that the events of the last eight months have taken a major toll.

Participants rated a decrease in mental health as the largest personal impact from COVID-19.



While paralegals, law clerks and legal administrators are essential to the functioning of law firms and legal departments, many of them report that they have experienced higher workloads, higher degrees of anxiety, reductions in income, and difficulty achieving work-life balance.

Thirty-seven percent of those who responded to the survey say that their mental health had been negatively impacted by the pandemic. Nearly a quarter say they have lost colleagues during the pandemic.

The survey was conducted between June and August by [Athenian](#), the Canada-based developer of a cloud-

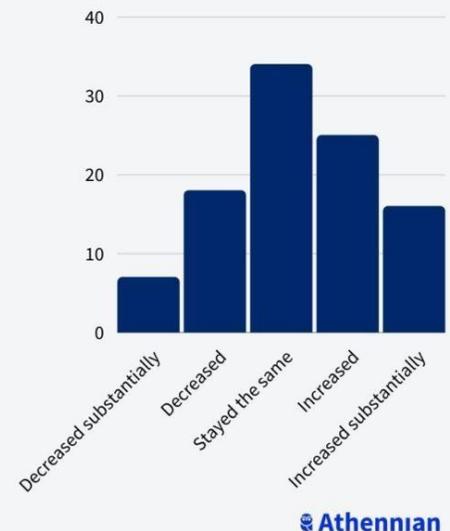
based, legal entity management platform that is primarily used by paralegals.

The survey polled 323 paralegals, law clerks and legal administrators in the United States, Canada, and the United Kingdom, with half the responses coming from the U.S. and 38% from Canada.

Among the key findings:

- 41% report that their workloads have increased during the pandemic.
- 65% of paralegals say that they feel more productive at home than in the office.
- 37% say that their mental health has been negatively impacted by the pandemic.
- A quarter have seen their personal income reduced, while their overall household incomes also dropped.
- Working from home has caused paralegals to struggle to unplug after work, stay motivated, and cope with distractions.
- 28% say that their biggest struggle was communicating and collaborating.
- Lawyer responsiveness to paralegals has remained at the same level as office working.

About 40% of respondents said their workload had increased during the pandemic.



Good News, Bad News

[Adrian Camara](#), CEO of Athennian, told me that he sees good and bad news in these findings. On the good news resulted in any reduction in lawyer responsiveness to paralegals, while paralegals have been even more productive than in the office.

As firms consider what their working arrangements should be in a post-pandemic world, these findings support scenarios that continue to include working from home and other remote-working options, he said.

But on the bad news side, the survey shows that paralegals have experienced negative effects from the pandemic. “We found that, in general, paralegals are experiencing significant pressures, including increasing workloads and anxiety around Covid-19, all of which have had an impact on mental health,” Camara said. “They are experiencing family health issues, the loss of colleagues, lost income, and isolation.”

What this means, Camara said, is that law firms and legal departments should make it a priority to provide the right tools, systems and resources to support paralegals, including cloud technology to support remote working and communication and collaboration tools to minimize isolation.

“The message to employers is loud and clear,” he said. “It’s time to take notice of employee health, both physical and mental. If the well-being of your employees is not supported, there is likely to be a real business impact on client relationships, talent retention, and the ability of legal teams to work effectively.”

The advertisement features a background image of a modern control room with multiple large monitors displaying data and maps. The text is overlaid on the right side of the image. The main headline is in orange, and the sub-headline is in dark blue. The contact information is in white on a dark blue background at the bottom.

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Legal Edge Services Uniquely from Office Edge

Office Edge was founded in South Florida by two successful executives who wanted to share their Fortune 500 corporate experience to assist other professionals and entrepreneurs. Along with a strong passion for quality care in service, Bob and Kelly Ramsden brought to their new venture a vision to create a nurturing environment that could help businesses grow, expand, and succeed. To create an environment with familiar faces and familiar values where professionals, including attorneys, could thrive.

From their first location forward, these executives built their service offerings around real business needs, based on listening to clients describe their pain points in starting up and managing businesses of all types and sizes. This unique strategy created the **Office Edge Difference** and continues to guide the development of new services for their clients. It also resulted in creation of the **Legal Edge Services** brand to provide specific professional support, office space, and meeting space to the legal community.

Award-Winning Boutique Brand - Under the Legal Edge Services brand, Office Edge has been serving attorneys for more than 20 years and is the only firm in South Florida that provides turnkey law offices supported by a complete portfolio of award-winning administrative, paralegal, court reporting, mediation, and other professional law office services. Boutique office environments at five South Florida locations offer furnished law offices and well-appointed meeting rooms designed to ensure productive workdays for attorneys and prestigious addresses for their practices. Whether Miami Brickell, Coral Gables, downtown Fort Lauderdale, Sunrise Sawgrass, or Boca Raton, each location has no more than 25 offices in addition to three well-equipped conference rooms with choices of views and natural light. And each location offers

everything that new attorneys need to grow new practices and that seasoned lawyers require to maintain successful practices.

The company earned Best of City awards in 2019 and 2020 for Virtual Office Services and for Court Reporting Services in 2019, and the Fort Lauderdale location won top honors in the Best Workspaces category at the Best of Fort Lauderdale 2020 awards.

Office Edge also holds two Gold Awards for Best Client Service & Support in 2020, for Creative Leadership and for Leadership Excellence in Challenging Times.

Private Office Space

Designed for Attorneys - As the foremost provider of boutique law office space in South Florida, Legal Edge Services offers an intimate working environment and assured privacy to optimize each attorney's productivity and billable hours. Private offices are available on a variety of terms, including by the day, along with virtual offices and satellite offices. Many attorneys have established their practices at Office Edge almost since the beginning in 2000.

The Value of Support Services - Attorneys spend 48% of their day on administrative tasks, according to a recent Clio report. This doesn't have to be the case, however. Office Edge experience indicates that most clients are better able to focus on their law practices when Office Edge professionals are engaged to answer and manage calls, provide mail services, and handle other law office needs. The company offers a full spectrum of legal support services, including:

- Complete paralegal services, including legal research
- Transcriptions and translations
- Document preparation services and filings
- Organizing, filing, copying, scanning, faxing, mailing, and emailing
- Legal billing, compliant trust accounting, and full-service bookkeeping
- Deposition and mediation support, including private meeting rooms and breakout rooms
- Certified court reporters who are available to travel.



These legal support services can empower any law office to be more productive and successful by enabling attorneys to return to the practice of law, rather than being distracted by routine tasks.

Live Receptionists Make All the Difference - A law office of any size relies on the telephone, from solo practices and partnerships to enterprise law firms. Office Edge has earned a reputation for live receptionist services that ensure calls to each law practice are answered professionally, clients greeted warmly, and messages taken clearly in English or Spanish.

Features of telephone services provided by Office Edge include:

- Experienced bi-lingual professionals who act as permanent law office staff
- Private-label branding with individual practice name
- Calls answered professionally 24/7 and handled according to client specifications
- Follow-me service with calls screened, announced, and connected worldwide or personal messages taken and delivered according to the unique needs of the practice
- Voicemail system with 24/7 accessibility; bi-lingual voice greeting recorded upon request
- Unified messaging, with voice messages retrieved via wav. file on request
- Secure text messaging
- Outbound caller ID from cell phones
- Porting capabilities.

Call handling services are customized to each attorney's specifications. For example, instructions may specify that calls during business hours roll seamlessly to Office Edge staff after 4 rings. That messages taken after-hours be texted or phoned to an on-call attorney. Or that emergency calls be transferred to a designated partner. Whatever the needs may be, Office Edge has proven the ability to meet or exceed them consistently.

Another important component of award-winning service is professional training. Office Edge staff receive extensive training so that call handling is completely customized, reflecting client culture and differentiation and enabling the team to act as skillful ambassadors for every client.

Additional Services for Busy Attorneys - These additional services are available to attorneys on an a la carte basis:

- Appointment setting and confirmation

- Complete mail services, including receiving, scanning, faxing, emailing, forwarding, storage, sorting, shipping, and logging
- Notary services, forms filings, bank deposits
- Complete meeting services, from invitation and room set-up, to catering and follow-up, with all conference rooms fully sanitized after every use; options include teleconference, Zoom, Skype and others
- Virtual assistance for home office support
- Complete marketing services tailored to legal practices, from email newsletter campaigns, blogs and ebooks to fliers, mailers, white papers, and other marketing materials.

A Vision Realized - When asked what gives them the greatest satisfaction, 20 years after founding Office Edge and the Legal Edge Services brand, the Ramsdens indicated that their unique business model has performed successfully far beyond their original vision.

"We have been able to provide five-star service, and the nurturing professional environment we envisioned, by offering personalized support and customized solutions for every client," said Kelly Ramsden, Managing Partner of Office Edge. "Being a boutique, family-owned business, we're able to support attorneys in innovative ways that just aren't possible for the large generic companies."

When Quality and Service Count – Count on Office Edge

For attorneys who value a high level of service and quality, Office Edge has built a reputation for delivering on those promises year after year. To learn more visit LegalEdgeServices.com. Or call 305.728.5300 for a personal tour to experience the Office Edge Difference first-hand.

"Our law office is a civil trial firm with very focused practice areas, including personal (catastrophic) injury and complex business litigation. We've been in practice for over 30 years, and for 15 of those years we've taken advantage of the virtual office and virtual assistant services Legal Edge provides. In addition, I rely on their multilingual paralegals for research and their court reporting services, including use of their ample and comfortable conference rooms. They have been a valuable extension of the firm and allow us to work very efficiently on behalf of our clients."

Legal Edge Services Client

Are Full-Service Law Firm Boutiques the Future?

The emerging trend making waves in the legal profession

BY WILLIAM PFEIFER



Most midsize and large law firms have structured themselves to offer a broad range of legal services. No matter what concern clients come in with, there is a lawyer within the firm who has the ability and expertise to address it. In a boutique firm, however, the attorneys all specialize in one niche area of practice.

A growing number of lawyers are setting up these smaller practices, choosing to focus the work of the entire firm on one area of the law. This enables them to market their entire firm as specialists, or the closest thing to the term "specialist" that is permitted in their jurisdictions.

Boutique Law Firm vs. Full-Service Law Firm

Small law practices are nothing new. The number of solo practitioners in the U.S. remained consistent from 1980 through 2005, according to a 2016 demographics report by the American Bar Association. The number of attorneys active in firms of two to five lawyers dwindled by 8 percent during that same time period, but a boutique firm isn't about size. It's about specialization. Characteristics of a boutique law firm include:

Specialization. Attorneys in boutique law firms are experts in their fields. All lawyers on staff focus on a single specialty, such as not-for-profit organizations, commercial litigation, or SEC investigations.

Referral network. Should a client have a problem that doesn't fit into the firm's niche, his lawyer doesn't have the option of taking it on anyway. The client is referred to another boutique firm. Other firms then return this courtesy when their own clients need services outside their niche, creating a referral network among local firms.

Small staff. Most, though not all, boutique law firms are small operations with limited staff. The National Law Journal highlighted two boutique law firms, both of which broke away from some of the nation's biggest firms. Five attorneys at Neal, Gerber, and Eisenberg in Chicago departed to form Chicago Law Partners, while 15 lawyers at LeClairRyan left to form Murphy & McGonigle.

Competitive fees. Boutique law firms can charge lower fees by outsourcing many of the firm's business functions to external services rather than managing them in-house. This frees partners to focus on practicing law rather than dealing with administrative functions.

Relationships. In addition to the referral network that boutique firms develop, they often foster closer relationships among the lawyers on staff. New lawyers have greater access to senior partners than they would at larger firms. This less formal structure and focus on relationship-building often appeal to clients. The specialization of boutique law firms can create some stumbling blocks that full-service law firms don't have to face. When certain aspects of an existing case stray from a boutique firm's niche although the case itself conforms, the firm generally has to bring in specialists to deal with that particular area. This can drive up costs. In general, though, the structure of boutique law firms allows them to offer legal services at a lower price than full-service law firms that handle everything in-house.

Boutique Law Firms Emerge Globally

American firms are not the only ones undergoing this transition. In the last decade, boutique law firms in Asia¹ have drawn business away from general practice firms. The shift from midsize and large law firms to boutique legal services is driven by a desire to reduce costs as well as to obtain the services of better attorneys with specialized experience.

No matter where they are located, boutique law firms offer a sense of community, relationship-building, and a change from the corporate business model that larger firms lack.

Beware of Personal Financial Hazards

Failure to Take Advantage of Tax Efficiencies Available Under the Law: Are You Building Any Sources of Tax-Free Future Income?

Income Taxation

The highly intricate income tax system is very efficient at taxing almost every type of income stream in some way. Some types of income are taxed very heavily every year while others are taxed at lower rates. Without careful planning, sources of tax-free future income might never be created.

Do you have multiple income streams? Which taxes apply to them? Payroll taxes (Social Security, Medicare), self-employment tax, ordinary income tax, capital gains tax, net investment income tax, state income tax, or municipal taxes? Do you have any income that is growing without taxation, any tax-free income? When was the last time your CPA discussed creating sources of tax free income in future years, or have they only focused on reducing this year's income tax burden? Do you have the time to find the tax laws that allow for tax-free future income? Do you know how to apply them? Do you qualify to use those strategies?

Many people don't know how many different income tax laws they are subject to each year so they don't act to create tax-advantaged or tax-free future income. What income tax laws apply to your income sources?

Let's look at a hypothetical example.

Are your income streams subject to multiple types of taxation without any that are income-tax-free?

Karen is a renowned obstetrician and a partner in the ob/gyn group at Metroville Regional Medical Center. She earns \$280,000/year. Karen owns a rental property that produces \$20,000/year in rental income. She earns a couple thousand dollars per year in interest on her checking and savings. Karen's husband, John, is a successful regional sales representative for a national construction supply firm. John's annual wages are over \$180,000.

With household income of almost \$500,000, Karen and John are subject to a lot of income tax liability

All of their income is subject to multiple taxes! A large portion is earned for the government. Think of how

hard it can be to reach financial goals with such high tax friction!

Also, remember that many dollars growing for retirement have to be taxed (investment gains are taxed upon sale or account distribution) and given to the government before you can use what is left over for retirement living and goals.

You Have Options

What if you could use dollars that already had to be taxed today to create tax-free income in the future?

What if there was a strategy to get tax-deferred accumulation no matter what your level of income?

What if your retirement resources didn't all have to be taxed before use during retirement?

What if you could improve the performance of low yielding cash while also protecting your family's future?

What if your strategy eventually returned more than you put in, without tax, while leaving your family a legacy?

What if there was a way to create the dollars needed in the future for pennies on the dollar today?

Let's Talk

There are several powerful strategies that can help you accomplish these, and many other, personal financial goals. Let's sit down and talk and you can decide if any of these strategies might be of interest to you.



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Online

Scheduler: <https://go.oncehub.com/RogerSilveraZoom>

New York Life Insurance Company, its agents and employees may not provide legal, tax or accounting advice. Consult your own professional advisors before implementing any plan-ning strategies. © 2018 New York Life Insurance Company. All rights reserved. SMRU 1778967 (exp. 06.30.2022)

7 Popular iPad Apps for Lawyers and Law Firms



The iPad isn't just a game or a toy. It's a tool that increases efficiency with some applications pushing to the forefront as top iPad apps for lawyers. Attorneys are increasingly using iPads in their [law](#) practices as part of developing paperless law offices or simply as tools that enable them to do more of their work remotely or while sitting in a courtroom. Whether you want to telecommute, work remotely, operate a paperless law office or have a virtual law practice, the iPad is a must-have tool for your law office.

[Dropbox](#)

Dropbox is a free file-sharing system that allows users to share files such as photos, documents, and videos from one device to another, whether they be computers, iPhones, iPads, or even Android and Blackberry devices. Any files shared to a Dropbox folder are automatically shared among the devices and people the attorney has authorized. A lawyer can carry the iPad to court to read and notate client files rather than carry paper files. Dropbox is one of the best tools a lawyer can add to his law practice for creating a paperless law office. The bigger the file, the greater the benefit.

ReaddleDocs

ReaddleDocs is a document manager for the iPad that saves documents so they can be accessed anywhere. ReaddleDocs can access PDFs, MS Office documents, Apple iWork files and any other document that's been converted to PDF. The PDFs can be highlighted using multiple colors, and notes can be added. Files can be uploaded or downloaded using file-

Readdle

sharing services such as Dropbox, GoogleDocs, MobileMe, and iDisk. This iPad app for lawyers is an excellent tool for reading and marking [depositions](#) and trial transcripts. Important pages can be tabbed, important passages can be highlighted, and reference notes can be added from the iPad without having to open the file on the computer.

[GoodReader](#)

Attorneys are divided over whether GoodReader or [ReaddleDocs](#) is the best document viewer for the iPad, so many lawyers download both. GoodReader can display books, movies, maps, and pictures while also providing the ability to annotate documents, zoom up to 50x, conduct a text search, and leap from point to point in the document with PDF hyperlinks. GoodReader allows lawyers to "flatten" PDF annotations, so they're non-editable but are displayed in any application that can use PDFs. GoodReader was the #1 selling non-Apple iPad in 2010. Both GoodReader and ReaddleDocs are very reasonably priced, so there's no reason not to download both to find out which works best for you.

[Fastcase](#)

The Fastcase iPad app provides portable access to the entire Fastcase law library and legal research system entirely for free. The app produces legal research results at a fantastic speed, allowing the user full access to state and federal cases all over the U.S. Additional services are available by upgrading to a full Fastcase subscription, but a subscription isn't necessary for using the free iPad app for legal research. Ever been in a courtroom and wished you could look for a case to cite that you forgot to print? With the Fastcase iPad app, lawyers can do last-minute legal research without leaving the courtroom.



[Square Register](#)

If you want to accept [credit cards](#) with your iPad or even your iPhone, Square Register is the credit card processor for you. You'll receive a free card reader that plugs into an iPhone or iPad to take credit card payments from MasterCard, Visa, American Express and Discover when you register on their website. There are no monthly fees. You're charged a fee based on each credit card transaction. Square Register doesn't even

run a credit check on you before accepting you into the program, but they take a little longer to pay than some credit card processors.

[TrialPad](#)

TrialPad for the iPad is a powerful tool for organizing case presentations



for the courtroom. Unlike many apps that have merely been adopted by lawyers to use in their practices, TrialPad was specifically designed by lawyers for use in the courtroom. It lets attorneys organize, annotate and manage their case files for court hearings, jury trials, mediation presentations, and other settings. A document or photo in TrialPad merely has to be converted to a format compatible with Adobe PDF. Along with tools such as highlight, redline, and redact, TrialPad allows you to display images and exhibits using a projector or a monitor.

[iAnnotate](#)



iAnnotate is a PDF reader and annotation tool that provides more power than most annotation apps. The iAnnotate app is one of the most important iPad apps for lawyers who want to go paperless because it makes it easy to open documents from email, fill out forms, sign contracts, make notes, and mark documents through highlighting or underlining. If you make a mistake, erase it with Undo, Redo, or Erase. The app can import Word and PowerPoint documents, and it converts websites into PDF documents. Annotations can be flattened into the PDF so no one can modify them after you send them out, and you can tab through multiple open documents.



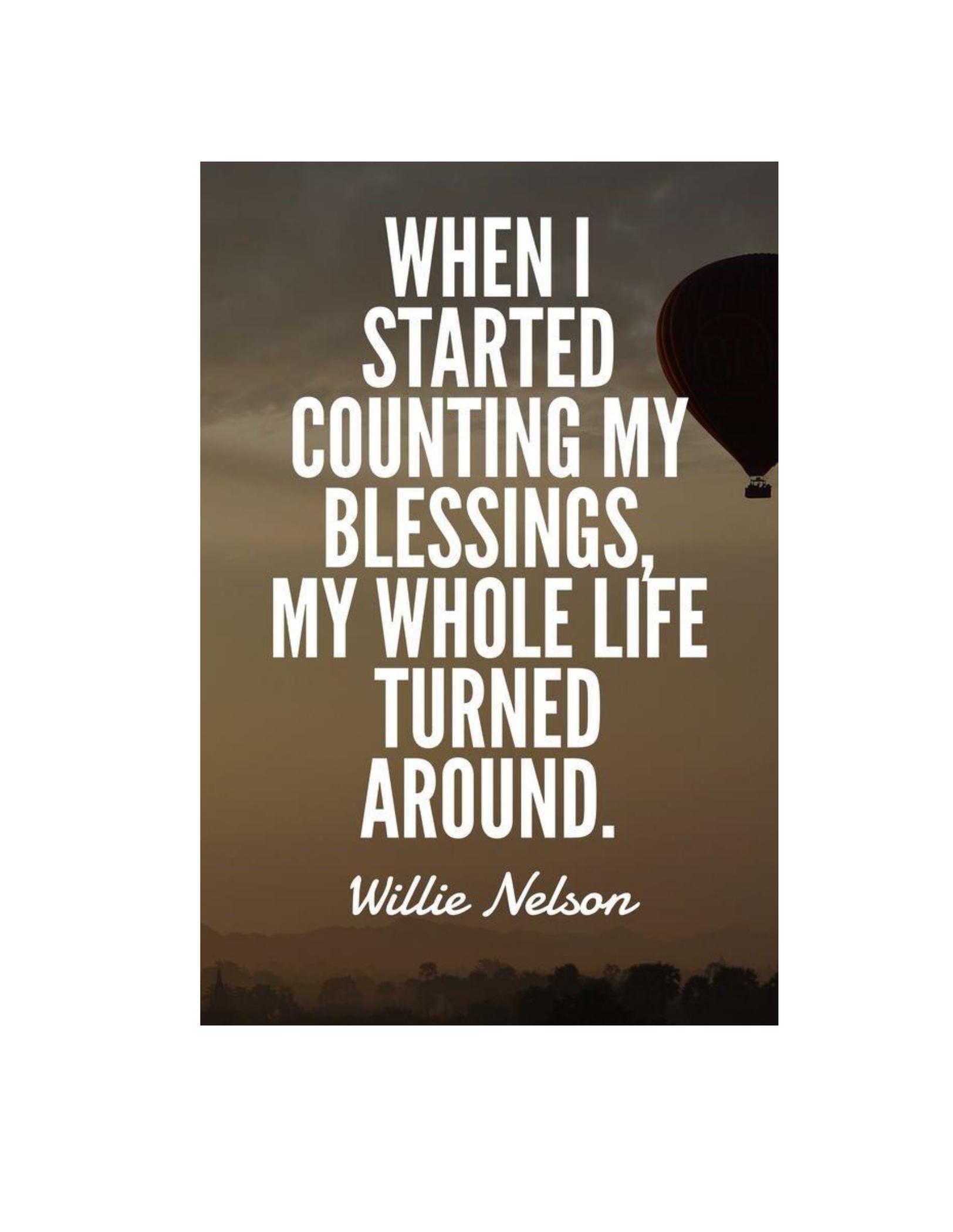
The only way to do great work is to love what you do.

-Steve Jobs

 InspirationalQuotesGazette.com

Educating the mind without educating the heart is no education at all.
— Aristotle

curiano.com

A hot air balloon is visible on the right side of the image, floating in a sky with a gradient from light to dark. The bottom of the image shows a dark silhouette of trees and a horizon line.

WHEN I
STARTED
COUNTING MY
BLESSINGS,
MY WHOLE LIFE
TURNED
AROUND.

Willie Nelson

CURRIED CHICKEN SALAD RECIPE

Dr. Sonali Ruder, TheFoodiePhysician.com



My *Curried Chicken Salad* is the perfect light dish. It has a mixture of savory and sweet flavors and plenty of ingredients to add color and crunch. It's delicious on a sandwich or as a salad topper piled on a bed of crisp, spring greens.

The main ingredient that forms the base of the sauce for my *Curried Chicken Salad* is Greek yogurt. I like to use [2% plain Greek yogurt](#). Greek yogurt is one of my favorite ingredients to use in the kitchen, whether it's breakfast, lunch, dinner or dessert. Its distinctive rich taste and creamy texture make it amenable to a wide range of culinary applications. Made with only milk and live active cultures, this all-natural Greek yogurt is rich in protein and is also an excellent source of calcium.

My *Curried Chicken Salad* is a great way to use up leftover chicken that you have in your fridge or you can use rotisserie chicken from the grocery store. The tangy yogurt works really

well with the savory curry powder in this dish. And to balance out the spices and add a touch of sweetness, I also stir a little mango chutney into the sauce. To add texture and color to the salad, I mix in a bunch of nutritious ingredients including red grapes, celery, scallions, and almonds. Feel free to mix it up and add your own favorite ingredients. Chopped apple, dried cranberries or raisins would work well. And instead of almonds, you could try cashews, pecans or walnuts.

Servings: 4

Calories: 332

Ingredients

- ½ cup 2% Plain Greek Yogurt
- 2 Tablespoons mayonnaise
- 1 teaspoon curry powder
- 1 ½ tablespoons mango chutney
- 2 teaspoons fresh lemon juice
- Kosher salt and black pepper
- 3 cups cooked, shredded or diced chicken breast (can use rotisserie chicken)
- ¾ cup halved red grapes
- 1/3 cup chopped scallions
- ¼ cup sliced almonds
- ¼ cup chopped celery
- 1 head butter lettuce

Instructions

Mix the yogurt, mayonnaise, curry powder, chutney, and lemon juice together in a large bowl. Season the mixture with a pinch of salt and black pepper. Stir in the chicken, grapes, scallions, almonds and celery. Serve on a bed of lettuce or use to make sandwiches.

About Dr. Sonali Ruder

My name is Sonali- I'm a board-certified Emergency Medicine physician, trained chef, mom, recipe developer, and cookbook author. I want to help give you the tools to take control of your health, starting in the kitchen. Healthy food can and should be delicious!



Enhance Your Practice and Present Your Expertise to Your Market

With One of Our Communication Platforms



VIDEO EMAIL MESSAGING

Include a professional video presentation in your email campaign to your database or email lists that we can provide to you.



DIRECT MAIL

Our group can design your direct mail piece, produce it, provide your targeted mailing list and handle all the mail processing. Let us help you produce an effective direct mail campaign with our turn-key service.



PODCASTS

We can develop and produce podcast programs featuring you in this growing popular platform to showcase your expertise.



SEMINAR OR CONFERENCE PRODUCTIONS

Our leadership team have been producing seminars and conference programs since the 1980's. Let us utilize our expertise to produce seminars or conferences for you to use as an educational or business development tool.



PUBLIC RELATIONS AND SPEAKING ENGAGEMENTS

Our group can arrange speaking engagements, create publicity for your projects, issue news releases and develop stories about you and your practice to submit to media outlets and web sites.



NEWSLETTERS OR PUBLICATIONS

Our group publishes several magazines, periodicals and newsletters in many cities in the United States. With our diverse experience, we can create any type of your own branded publication for you.



YOUR OWN WEB TV SHOW

We can develop and produce podcast programs featuring you in this growing popular platform to showcase your expertise.



BRANDING AND DESIGN

Our design team can create a logo that projects your desired image to the market. We can also create postcards, brochures and other collateral materials for your business.

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5 Good Books for a Lousy Year by Bill Gates

In tough times—and there’s no doubt that 2020 qualifies as tough times—those of us who love to read turn to all kinds of different books. This year, sometimes I chose to go deeper on a difficult subject, like the injustices that underlie this year’s Black Lives Matter protests. Other times I needed a change of pace, something lighter at the end of the day. As a result, I read a wide range of books, and a lot of excellent ones. Here are five books on a variety of subjects that I’d recommend as we wrap up 2020. I hope you find something that helps you—or the book lover in your life—finish the year on a good note.

The New Jim Crow: Mass Incarceration in the Age of Colorblindness [by Michelle Alexander](#)

Like many white people, I’ve tried to deepen my understanding of systemic racism in recent months. Alexander’s book offers an eye-opening look into how the criminal justice system unfairly targets communities of color, and especially Black communities. It’s especially good at explaining the history and the numbers behind mass incarceration. I was familiar with some of the data, but Alexander really helps put it in context. I finished the book more convinced than ever that we need a more just approach to sentencing and more investment in communities of color.

Range: Why Generalists Triumph in a Specialized World [by David Epstein](#)

I started following Epstein’s work after watching his fantastic 2014 [TED talk on sports performance](#). In this fascinating book, he argues that although the world seems to demand more and more specialization—in your career, for example—what we actually need is more people “who start broad and embrace diverse experiences and perspectives while they progress.” His examples run from Roger Federer to Charles Darwin to Cold War-era experts on Soviet affairs. I think his ideas even help explain some of Microsoft’s success, because we hired people who had real breadth within their field and across domains. If you’re a generalist who has ever felt overshadowed by your specialist colleagues, this book is for you.



The Splendid and the Vile: A Saga of Churchill, Family, and Defiance During the Blitz [by Erik Larson](#)

Sometimes history books end up feeling more relevant than their authors could have imagined. That’s the case with this brilliant account of the years 1940 and 1941, when English citizens spent almost every night huddled in basements and Tube stations as Germany tried to bomb them into submission. The fear and anxiety they felt—while much more severe than what we’re experiencing with COVID-19—sounded familiar. Larson gives you a vivid sense of what life was like for average citizens during this awful period, and he does a great job profiling some of the British leaders who saw them through the crisis, including Winston Churchill and his close advisers. Its scope is too narrow to be the only book you ever read on World War II, but it’s a great addition to the literature focused on that tragic period.

The Spy and the Traitor: The Greatest Espionage Story of the Cold War [by Ben Macintyre](#)

This nonfiction account focuses on Oleg Gordievsky, a KGB officer who became a double agent for the British, and Aldrich Ames, the American turncoat who likely betrayed him. Macintyre’s retelling of their stories comes not only from Western sources (including Gordievsky himself) but also from the Russian perspective. It’s every bit as exciting as my favorite spy novels.

Breath from Salt: A Deadly Genetic Disease, a New Era in Science, and the Patients and Families Who Changed Medicine [by Bijal P. Trivedi](#)

This book is truly uplifting. It documents a story of remarkable scientific innovation and how it has improved the lives of almost all cystic fibrosis patients and their families. This story is especially meaningful to me because I know families who’ve benefited from the new medicines described in this book. I suspect we’ll see many more books like this in the coming years, as biomedical miracles emerge from labs at an ever-greater pace.

Is Now a Good Time to Invest in Rental Property?

By Ari Rastegar, rastagarproperty.com/blog



Between civil unrest, unemployment, heightened financial tensions with other countries... I feel like I'm missing something... oh yes, a global pandemic, it's hard to resist the urge to squirrel away every dollar in a mattress. But for those who resist, the rewards may far outweigh the risk.

As Warren Buffet's longtime investing partner, Charlie Munger, puts it, "A lot of people with high IQs are terrible investors because they've got terrible temperaments. You need to keep raw, irrational emotion under control."

You'll have no trouble finding opinions on how to manage your funds during an economic downturn, but here are a few reasons why investing in rental property continues to present itself as a noteworthy option.

Economic Uncertainty Due to COVID-19

A lot of people have made a tremendous amount of money in the stock market. Besides the odd scatter point, most of those people are excruciatingly patient. They are also very well funded, which means they have the luxury of weathering any storm. They can push all their chips into the pot when things look bad, knowing if they wait long enough, and if they have enough money spread out across different areas, eventually it will shake out in their favor.

Not many Average Joes enjoy that luxury.

There's a good chance your 401K, IRA, or any individual stocks you're into at the moment are a source of frequent heartburn as you watch them dip into the red, then jump back to green with startling speed. Even when things are good they are apparently still not good, according to the Jim Cramers of the world.

Rental property, by comparison, could always be considered valuable as long as a human being requires a place to lay their head at night. There are no dividends to concern yourself with. And over time, investing in rental property tends to yield better returns than stocks.

Unemployment May Drive the Demand for Multi-Family Housing

Although the American Dream is still alive and well, the state of the economy makes it awfully difficult to achieve. Unemployment and reduced income for thousands upon thousands of people means less money in the bank to cover mortgages. That also means the hunt will soon be on for more inexpensive living options.

Investing in rental property now could not only put you in a position to capitalize on your investment strategy, but also provide low-cost housing for people desperately in need.

Resist the Urge to Time the Market

We've already determined it takes lots of time and lots of money to come out ahead of the stock market. If "buy low and sell high" was all there is to it, we'd all be filthy rich. If you think the real estate market is any easier, ask the many young families who "sold high," then moved into their mom and dad's basement until they could "buy low."

For example, it certainly seems like the middle of a global pandemic might be a good time to buy, doesn't it? There's got to be some deals out there. In reality, home prices are up 45% since 2012... with no down years.

"OK. I get it," I can hear you say. "Jump in as soon as you can."

Further down in the same New York Times article, you'll find a warning that harkens back to a 75% rise from 1997 to 2005 – an era in which, “delusions of eternal price increases for houses” sprouted. After 7 years and a 36% dip in home prices, some Americans are just now starting to get back the value they lost if they held on.

“OK. So... wait?”

Maybe. It depends on your long-term and/or short-term goals and the amount of capital you have ready to invest. The ball is in your court, but one thing is clear, those who attempt to time the real estate market end up reducing their overall return when compared to those who invest without regard for economic cycles.

The “Value” of a Home

You'd have been hard-pressed to find anyone who could have predicted the situation our nation would be in just 6 months ago, but one thing is certain—home is now a lot more than that place you go after work. More than likely, it is now *where* you work. When government officials gave the word, it was the only place you could go and it's the only respite you have when civil unrest and a rapidly spreading virus waits just outside your door.

Investing in rental property is much more than a chance to expand a portfolio. It's a chance to provide affordable safety and security for people whose lives have changed forever.

Engaging Your Audiences. Driving Results.

We're a full-service Public Relations firm with Big Agency experience and Boutique Agency pricing integrating PR, media, marketing communications, content development and social media to deliver successful programs for your company.

Let's go to work!



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Top 10 Website Mistakes Made by Attorneys

A list of common mistakes lawyers make with their websites

There are a number of mistakes commonly made by lawyers in designing their websites. In fact, the original draft of this list shot well past 20 mistakes before it became apparent that everything could not be covered in one article. With that in mind, the following is a list of the Top 10 mistakes lawyers make with their websites - with the caveat that reviews of more attorney website design errors are still to come.



Not Owning the Website Domain Name

No one other than the attorney should own the domain address used for a lawyer's website. If someone else [owns the domain](#), the lawyer is at their mercy. That person or company could fail to renew the domain registration, intentionally or accidentally delete the account, shut it down over a billing dispute with the lawyer, or go out of business without the lawyer knowing it until the firm's website disappeared.

Lawyers and law firms need to own their domain names and control them in a way that keeps anyone else from interfering with the domain registration. Domain names can be purchased for less than \$10 a year from companies like [GoDaddy](#). There is absolutely no reason to let someone else own the domain name.

Using a Bad Domain Name

Unless a law firm specializes in representing comedians, it shouldn't be funny when choosing a domain name. If a lawyer's name is Jack Spratt and the domain [www.jackspratt.com](#) is available, he should use it. If the firm name is Spratt and Dumpty and the domain name [www.sprattdumpty.com](#) is available, they should use it. If an attorney's primary area of practice is defending DUI cases at the North Pole and [www.northpoleduilawyer.com](#) is available, he or she should use it. The choice of a domain name for your law practice is not the time for being funny, offbeat, or unusual. Be professional, and remember that from a [search engine optimization \(SEO\)](#) standpoint, the name of the site is a major factor in the site's search engine ranking.

Being a Back Page or Subdomain of Another Website

Being the back page or a subdomain of another company's website is generally a bad idea. Don't use free hosting services or services that require the domain to appear as a sublisting of some other website. A website named [www.jackspratt.com](#) is much more effective and professional than [www.jackspratt.tripod.com](#) or [www.jackspratt.geocities.com](#). At best it looks amateurish; at worst, it looks like the lawyer can't afford a real website.

One exception to this rule is if the hosting service permits domain mapping, which causes all the pages appear under the law firm's domain name. Companies like [Typepad](#) enable this feature for a very reasonable fee, changing [www.jackspratt.typepad.com](#) into [www.jackspratt.com](#).

Not Owning the Hosting Account

Not owning the hosting account of the firm's website is surprisingly common in the legal community. Just like a third party can make a website disappear when the lawyer doesn't own the domain name, a hosting account owned by someone else can easily disappear or be sabotaged. Many lawyers tell horror stories of web designers or "SEO optimization experts" retaliating when the attorney balked at high fees or expressed a desire to transfer the hosting elsewhere. No law firm's website should be subject to the whims of another company or person. Attorneys should own the hosting account and control who has access to the content management system (CMS). Companies

like [Hostgator](#) have made this affordable on even the smallest of budgets.

Using Flashy Landing Pages

Flashy landing pages are popular with web designers that want to show off their skills, but they aren't liked by people searching for information online. A complicated flash page may look great once it finally loads, but many people will not wait around to see it. Many site visitors immediately click away from a website that tells them to wait while fancy graphics and videos are loading. Remember the KISS rule - keep it simple, stupid. If you absolutely insist on using a flash intro on your [landing page](#), at least include an option for visitors to skip it to go straight to what they are really wanting to see. People who come to a law firm website are looking for legal information, not special effects.

Stale Content

Stale content is a very common mistake on lawyer websites. If the firm's website was built several years ago and hasn't been updated since then, the site has gone stale. One of the factors search engines use to determine site ranking is whether or not the site receives regular updates. To rise to the top of search engine rankings, make periodic updates to the site's content.

One of the best ways to have fresh content is to integrate a blog into the design. In fact, free blogging software like [Wordpress](#) can be used to build the entire website. If nothing else, periodically post summaries of recent court rulings related to the firm's areas of practice. It makes the site more interesting to search engines as well as to potential clients.

Failing to Provide Substantive Legal Information

Failing to provide substantive legal information is another frequent mistake in lawyer websites. People looking at a lawyer's website are not as interested in the lawyer as they are in the legal issue that drove them to look for a lawyer. What people really want is information about their problem. An attorney who merely claims to be an expert on some area of law does not convince people as much as the attorney who posts articles or blog posts demonstrating that expertise. An attorney who is competent enough to advertise [expertise in an area of law practice](#) should know the subject well enough to provide some basic

information on a website. Use that knowledge to gain more clients.

Failing to Target a Specific Audience

Lawyer websites often fail to target a specific audience. It is particularly common among attorneys who have a general practice. However, a vague website or a website promoting too many areas of practice is never going to achieve first page Google ranking. Attorneys need to decide what kinds of clients they want to target with a website and then build the site around that theme. Think of phrases that a person would type into a search engine if they needed a lawyer with the firm's expertise. If an attorney wants to be the top DUI lawyer at the North Pole, he or she better make sure that the phrase "North Pole DUI lawyer" figures prominently into at least one page on the website.

Using Large Photos and Graphics

Nothing will slow down the loading of a web page more than heavy graphics and photos. Most people will not sit around and wait to see what wonderful images await them on a slow-loading site, especially when they are looking for information on lawyers and legal problems. People do not go to a law firm's website to look at pictures; they go there to obtain information about serious issues. While a few photos can be used effectively in the site's design and to boost SEO (such as having a jail photo saved under the name of the local jail), too many photos or images with a high resolution will make the site load at a snail's pace. Focus the site on words, not graphics and photos.

Failing to Get Listed in Directories and on Other Websites

Getting a law firm's website listed in online legal directories and on other websites is a great way to boost a site's SEO and to increase the likelihood of drawing in clients who visit those other websites. It does not mean paying link farms to post junk links to the firm's website, it means getting the website listed in quality sites and legal directories that have actual value. There are many lawyer directories that receive a lot of traffic from people looking for legal information, and most of those sites will provide at least a basic listing for free. It can be a little time-consuming to look for directories and post links to them, but it is well worth the effort.



THE FACES OF WEALTH MANAGEMENT

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