

Chambers Pivot Industries Presents:

Increasing the Value of Your Law Firm With FIT

A framework for getting the most value from your firm at exit

CHAMBERS PIVOT INDUSTRIES

Perception



\$0.00 – no need?
\$1.57 a pack?
\$2.00?



\$2? \$3?



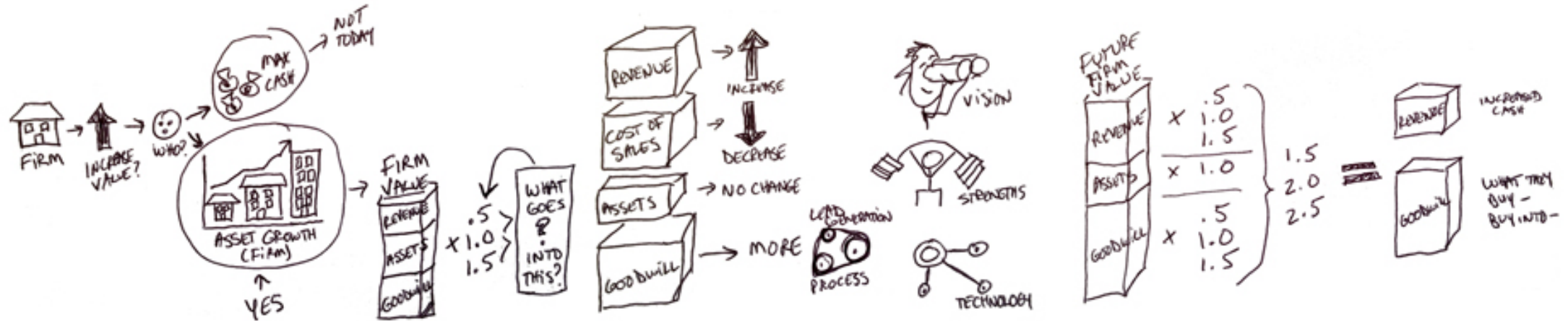
\$5? \$10?



What changed?
Why 2-5X more?

PERCEPTION

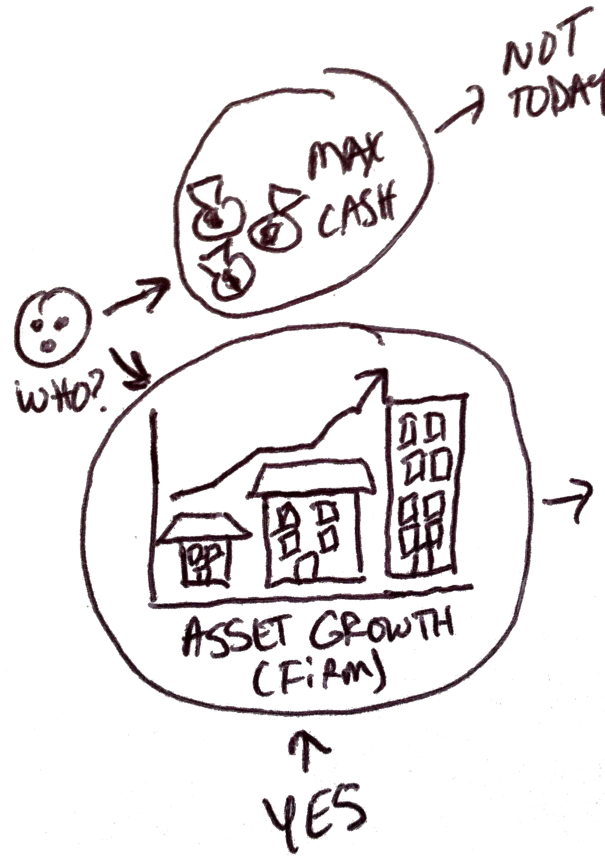
The Big Idea



The Big Idea



Who this is for

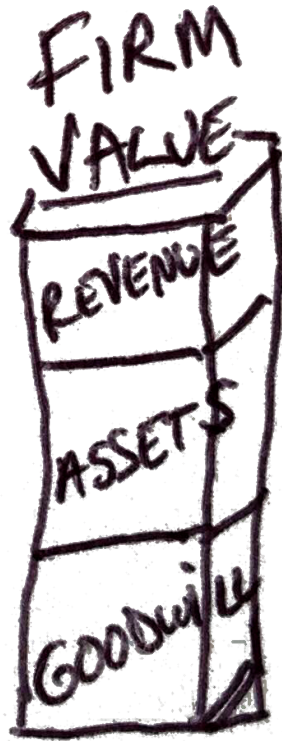
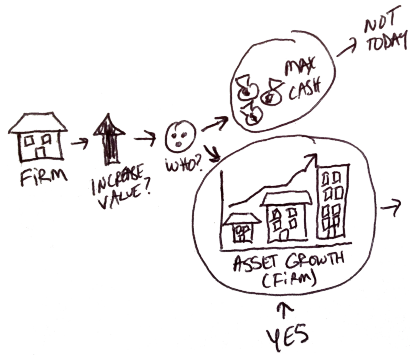


What you'll walk out with

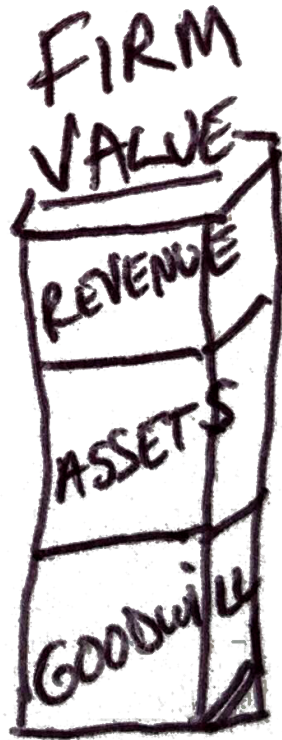
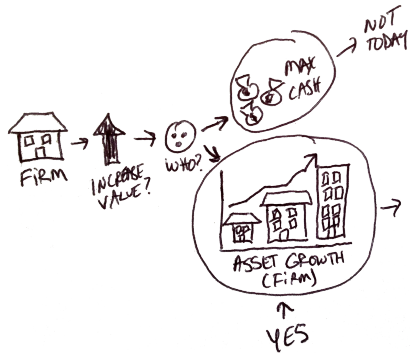
- How law firms are valued
- Ideas on how to increase that value
- An example to consider



How firms are valued

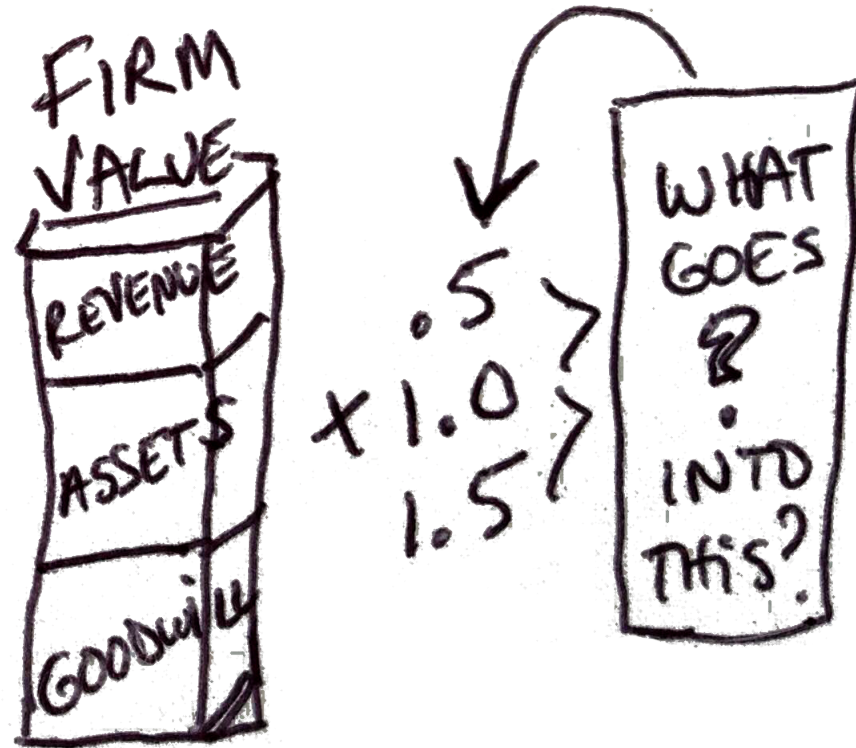
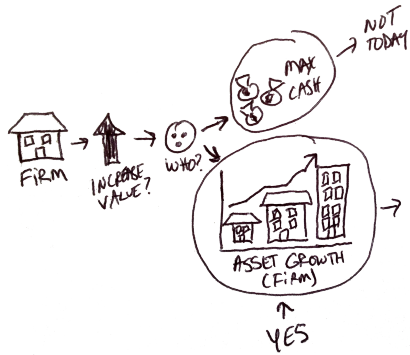


Going rates today

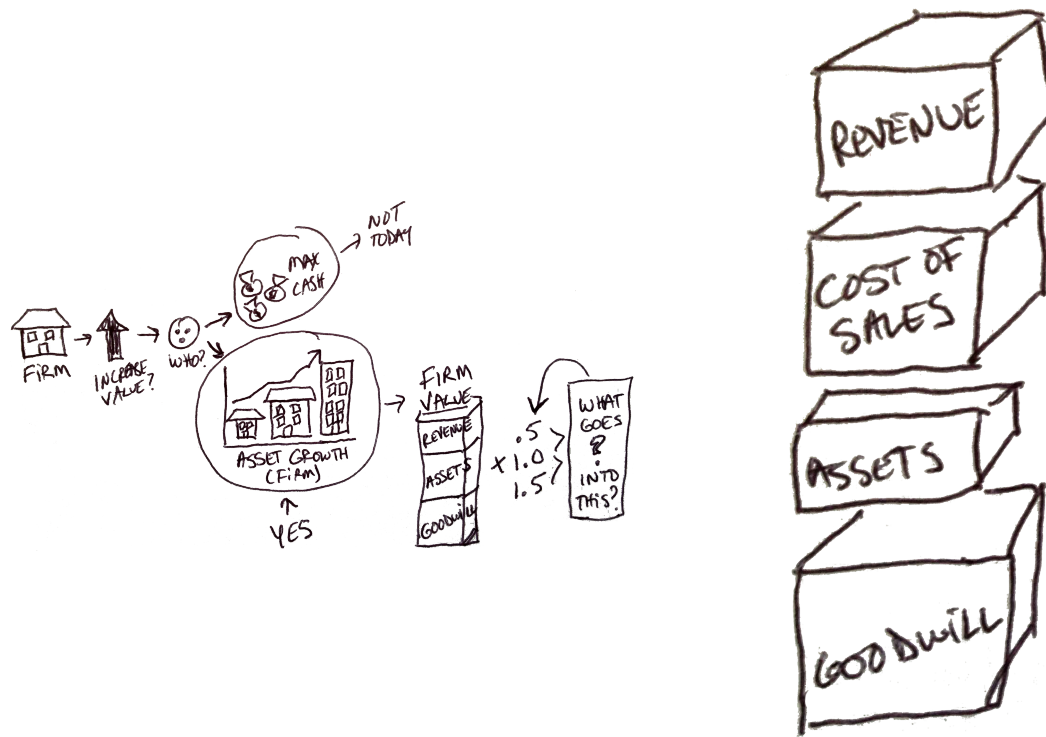


0.5
x 1.0
1.5

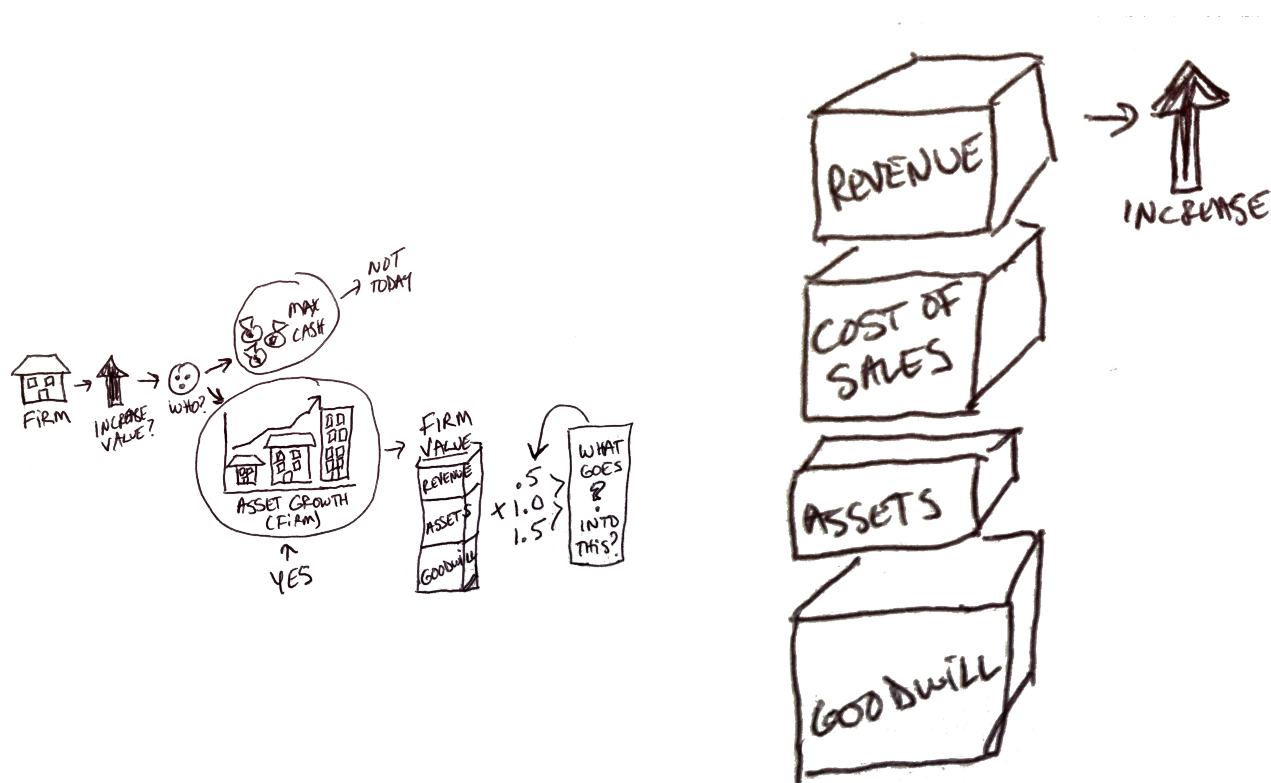
What can we Impact?



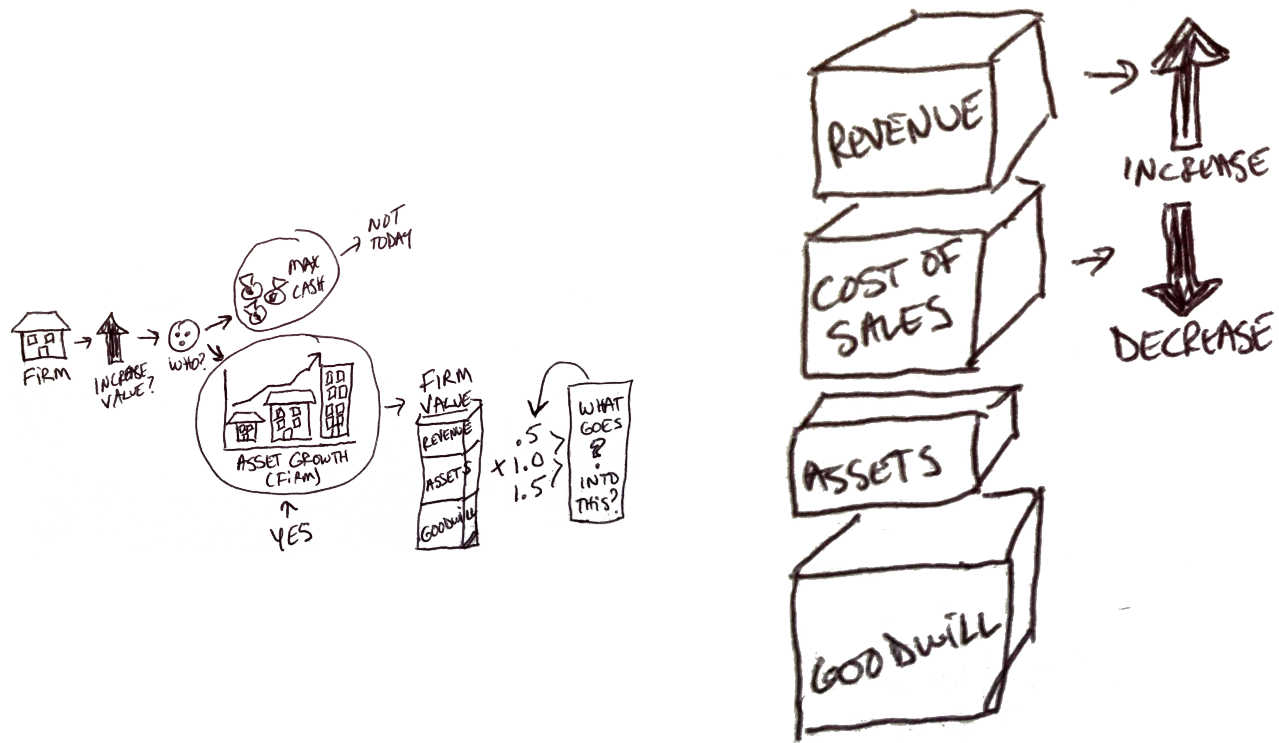
Increase and Decrease



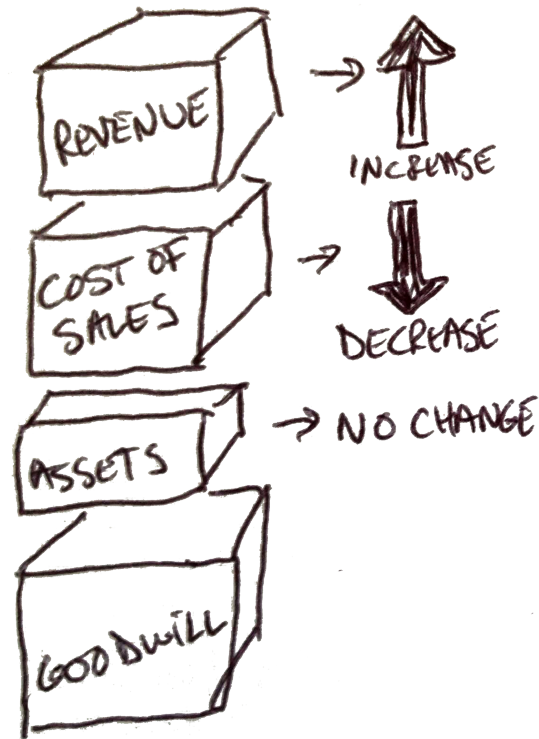
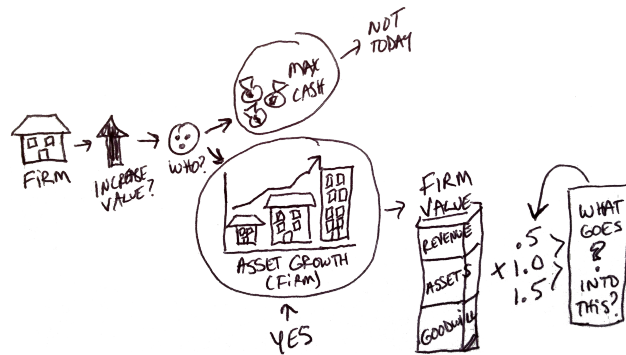
Increase and Decrease



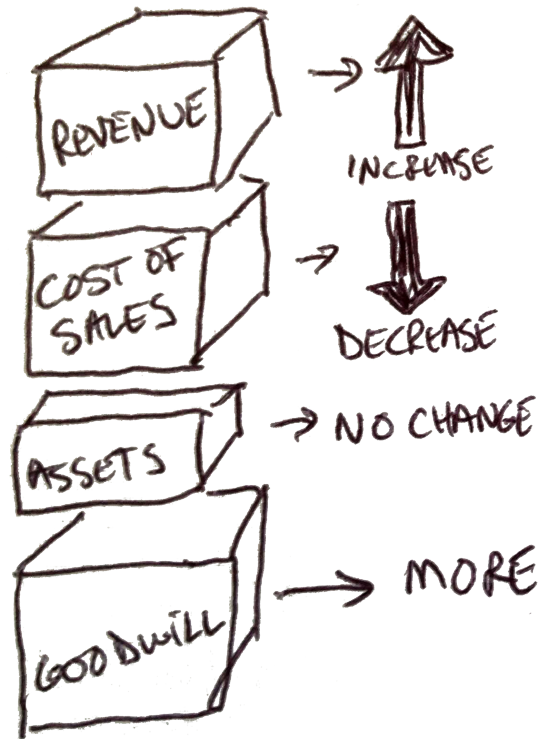
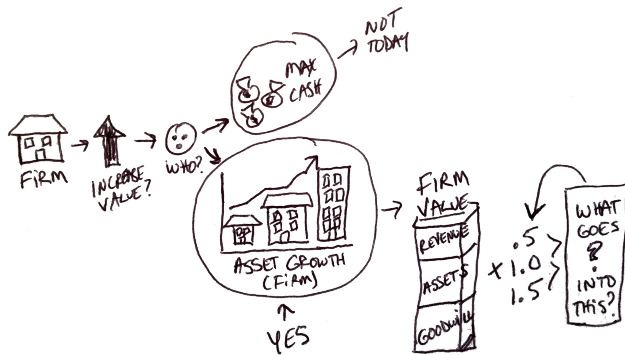
Increase and Decrease



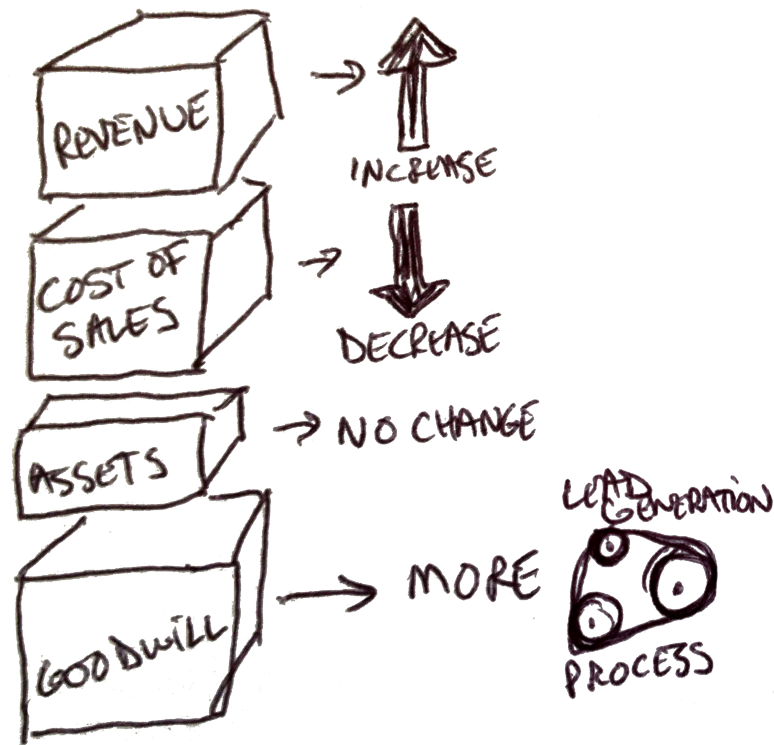
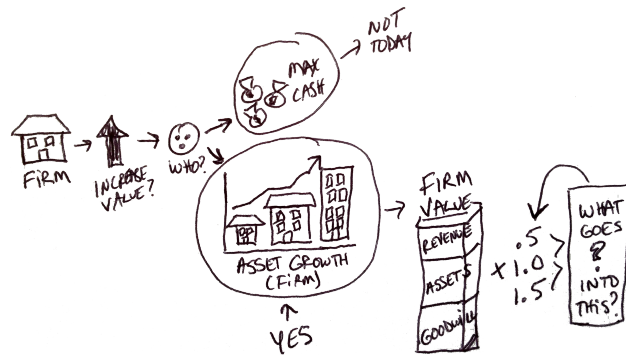
Increase and Decrease



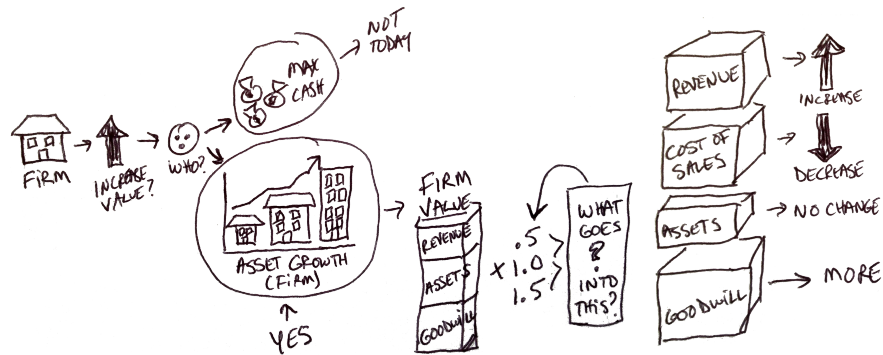
Increase and Decrease



Impacting Goodwill

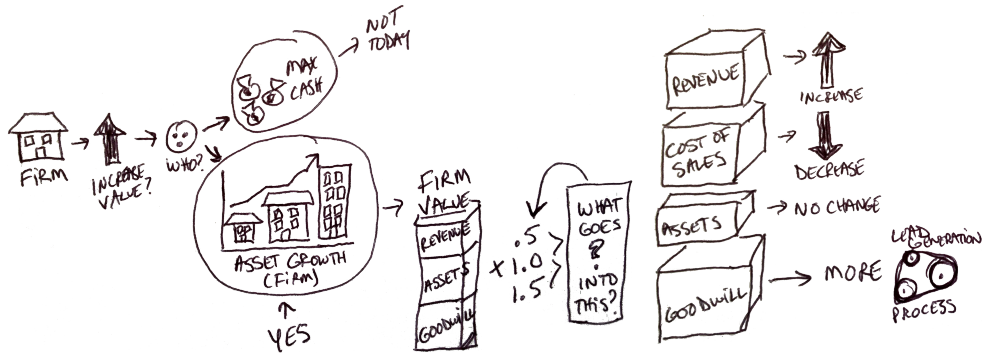


Impacting Goodwill



LEAD
GENERATION
PROCESS

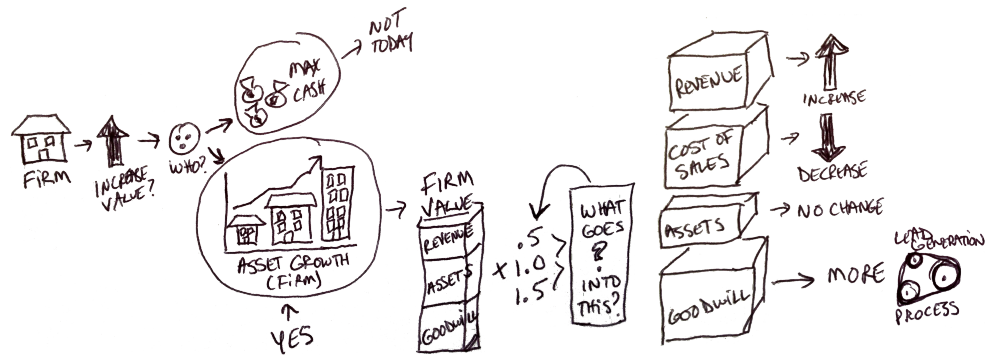
Strong Vision



Long-term commitment vs.
Short-term commitment
LT outperformed ST by 400%

-via *The Talent Code*

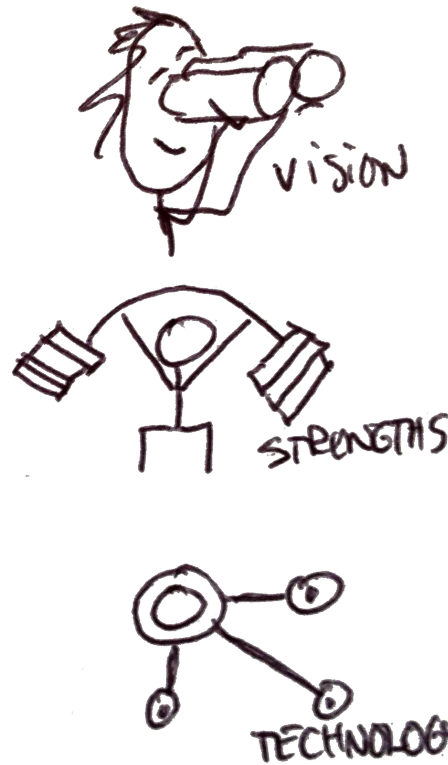
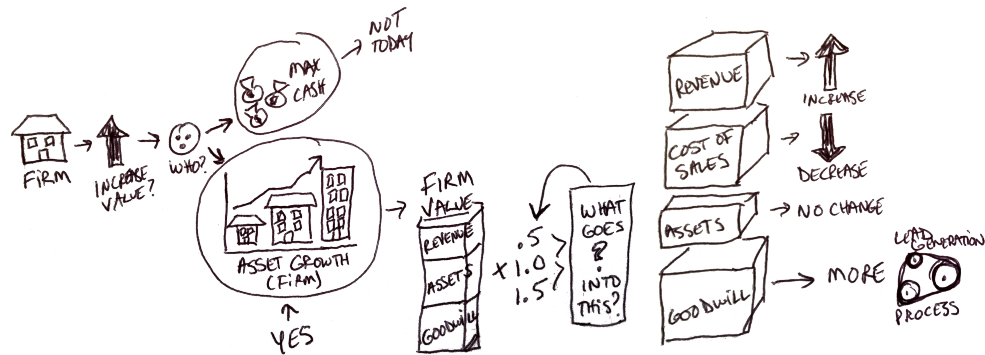
System based on Strengths



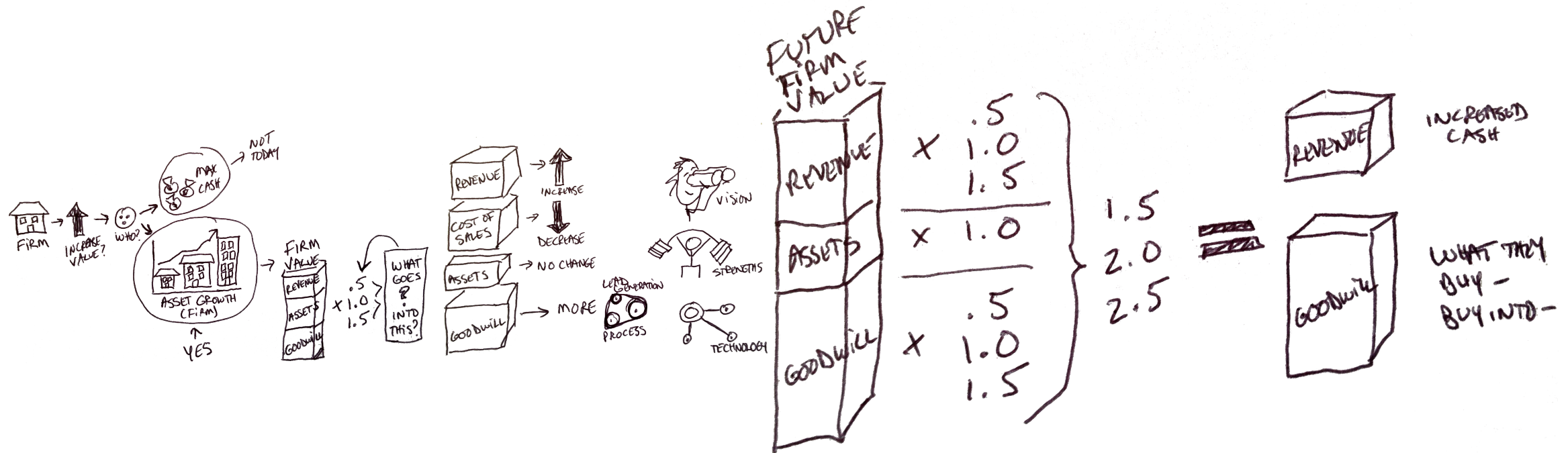
Character strengths use at work
is connected to productivity. . .

-from VIA Institute

Technology to Lock Change in Place



Future Firm Value



The Example

	Multiplier:	
3-yr ave Revenue: \$380,000	X 0.75	Revenue: \$285,000
Assets on hand: \$ 65,000	X 1.00	Assets: \$ 65,000
Goodwill: \$100,000	X 0.50	<u>Goodwill: \$ 50,000</u>
		\$400,000

Direction firm was headed prior to partial exit opportunity.

- Unsteady revenue
- No story behind asset valuation
- High level of discomfort from partner, banks, and financial advisors, "Why can't you just do this yourself?"

	Multiplier:	
3-yr ave Revenue: \$480,000	X 1.00	Revenue: \$480,000
Assets on hand: \$ 65,000	X 1.00	Assets: \$ 65,000
Goodwill: \$100,000	X 1.50	<u>Goodwill: \$150,000</u>
		\$695,000

3-yr investment of \$180,000 on lead generation system provided:

- \$300,000 in new revenue
- \$295,000 increased asset value
- Increased comfort from new partner, banking relationship, financial advisor.

It's Replicable

- We weren't looking for added asset value when we started. You can.
- The principles of our effective lead generation followed best practices from other industries.
- Looking back, we could have done more knowing what we know today.

Resources for you

You will get these sent to you in the next 12-24 hours:

- Subscribe to the Greg's Right FIT newsletter for weekly ideas
- Get copies of my booklet, AMALGAMATE, a bi-annual publication focused on new business development.
- Take a quick Firm Value assessment.
- My article on perception and value.

Schedule time with Greg

Get results faster with my help. Schedule a call.

30 minutes, Skype or phone.

Fill out an assessment and we'll talk about next steps, no charge.

The call is 100% focused on answering questions about applying these ideas to your firm in your market.

Thank you

Greg Chambers
El Presidente
Chambers Pivot Industries, LLC
pivot@chamberspivot.com
402-709-9962

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