

# DEPARTMENTAL CLIENT SERVICE VALUES

We have to understand that the world is highly competitive and that the thinnest of margins exists between success and failure. At our level, and at the level of firms with which we compete, the main thing that distinguishes us is our **BRAND**. And, our brand is defined by our attention to the **DETAILS**. We live and die in the details – and by doing so, we compete and prevail over much larger firms. Our department's values and attention to detail in exuding these values are as follows:

- 1 We are pragmatic.**
- 2 We are cost effective.**
- 3 We are entrepreneurial.**
- 4 We exhibit an extreme, precise, and dedicated attention to detail.**
- 5 We are client-focused** and dedicated to achieving our client's goals above our own.
- 6 Unlike many outside counsel, we are empathetic, not arrogant** -- genuinely enjoying helping people and doing our best. We are real people, just like our client contacts, with the same real-life successes, failures, and stresses. Stated differently, we have personalities and actually let clients see them (in contrast to many attorneys, who maintain a veneer based on false confidence and false superiority).
- 7 We are sincere, honest, humble, and genuine.**
- 8 We welcome and value our clients' involvement** to improve our processes.
- 9 We want our clients to actually enjoy the experience of working with us.**
- 10 We are highly responsive.**
- 11 We are singularly focused on obtaining high quality results** for our clients with a level of service that competes with the best and biggest firms.
- 12 We are goal-oriented, result-focused, and strategic.**
- 13 We care about our clients** and their well-being as individuals and not only as institutions.
- 14 We have deep expertise**, for which we are recognized regionally and nationally.
- 15 We are energetic, positive, creative, and innovative.**
- 16 All of this leads our clients to an undeniable conclusion:** They're not just working with a great firm -- they're working with the best firm for the job; one that is solely focused on their success; and one that is also dedicated to safeguarding the success of its individual client contacts.