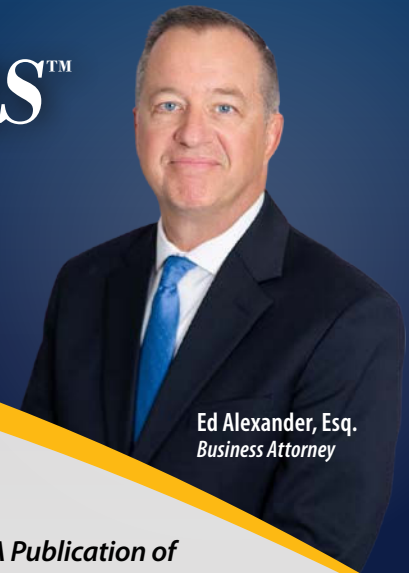


# YOUR BUSINESS MATTERS™

*Enjoy Your Business and Your Life*



Ed Alexander, Esq.  
Business Attorney



## From the **CANYON** to the **SUMMIT**

By Ed Alexander

A Publication of  
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December 2024

***In early October, I was a presenter at the Great Legal Marketing Summit in Phoenix.***

Jonathan Hawkins, a friend and founder of Law Firm GC in Georgia, and I gave a presentation to attendees entitled **How Acquiring Law Firms Can Transform Your Practice**. I'm happy to say it was a packed room and there was a lot of interest and questions. I'll be adding more content about this to our website and social media channels.

Knowing the Grand Canyon was close by, Faith and I decided to add a pre-Summit trip to our itinerary.

We saw a lot during our three-day trip – from Desert View Watchtower in the east to Hermit's Rest in the West. We biked (of course) the roads and trails, walked the rim trail, and took a hike down a little way into the canyon. Hermit Road was closed to traffic except tourist buses, so the area west of the village was very quiet and enjoyable.

Though we'd been there in 2006, the breadth and beauty of the canyon never gets old. Every stop and overlook is postcard perfect. I will certainly go back again. □



*Faith and I enjoyed exploring the Grand Canyon*



*Jonathan Hawkins and I presented at the GLM Summit*



SCAN ME

**Listen to the  
Law Deals Podcast  
with Ed Alexander**

Learn to simplify the complex world of law firm management and ownership transitions so you can create the life and business you really want.

## PATHWAYS TO PARTNERSHIP SUCCESS

Alexander Business Law specializes in empowering law firm and business owners to exit, expand, and maximize profitability. Our founder, Ed Alexander, has guided countless entrepreneurs toward achieving both personal freedom and financial prosperity. Our approach focuses on helping you enjoy your business and your life. Reach out to us at (407) 649-7777 or [Info@AlexanderBusinessLaw.com](mailto:Info@AlexanderBusinessLaw.com).



# LAW FIRM LEGACY: TOM TONA ON SUCCESSION AND GROWTH

By Ed Alexander

*In episode 15 of the Law Deals Podcast, I interviewed Tom Tona. Tom is an injury attorney in New York who has a massively successful firm he founded in 2001. Tom revealed important insights about law firm management, growth strategies, and succession planning based on his experience building his practice.*

When I asked about **his unique approach to buying the practices of retiring PI lawyers**, Tom described how he works with retiring lawyers by taking over their phone numbers and having them stay on as of counsel, allowing them to continue earning fees from referrals after retiring.

During our discussion about **succession planning for lawyers**, Tom emphasized how lawyers take

care of everyone else but often fail to plan their own succession. He described having written plans in place for his wife, including which lawyers to contact and how to handle a transition/sale if something happened to him, and stressed the importance of not leaving a mess for family to handle.

For more, listen at [LawDealsPodcast.com](http://LawDealsPodcast.com) or using your favorite podcast app. □



G Y D E C A D E T O A S T O Q  
 S C O N F E T T I T O F K A D  
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 MIDNIGHT  
 PARTY  
 RESOLUTION  
 TOAST  
 NOISEMAKERS  
 FIRST  
 MEMORIES  
 CELEBRATE  
 FESTIVITIES  
 DECORATIONS  
 INVITATION  
 DECADE



## WHAT OTHERS ARE SAYING ABOUT ALEXANDER BUSINESS LAW\*

### Ed Brings Both Knowledge and Empathy to His Clients

"I am a tax attorney with my own law practice in California. I regularly meet Ed in a professional organization we both belong to. He has given me enormously helpful advice with respect to what the exit strategies for selling my business look like, as I near retirement age. It's evident that Ed brings both knowledge and empathy to his clients. I can't recommend him highly enough."

- Attorney John Faucher

# Fun Fact about Santa's Red Suit

**The tradition of Santa wearing a red suit originated in the 1870s with American cartoonist Thomas Nast.** Nast's drawings of Santa for Harper's Weekly established the red suit as Santa's official portrait. Nast's Santa wore a red suit with a white fur lining, a nightcap, and a black belt with a large buckle. Nast's inspiration for Santa's red suit came from the robes of the original Saint Nicholas. Before Nast's work, Santa's outfit was often depicted with a tan suit.

**While Nast was a pioneer in establishing Santa's red suit, Coca-Cola's advertising campaigns in the 1930s helped solidify the look.** Some forty years later artist Haddon Sundblom created images of Santa in a red robe with a white beard for Coca-Cola ads. Sundblom's work standardized Santa's appearance to Nast's earlier drawings. □



A Thomas Nast Santa, from 1881

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\* Not all results are provided and not all clients have provided testimonials, the results are not necessarily representative of results obtained by the lawyer, and a prospective client's individual facts and circumstances may differ from the matter in which the results and the testimonials are provided.

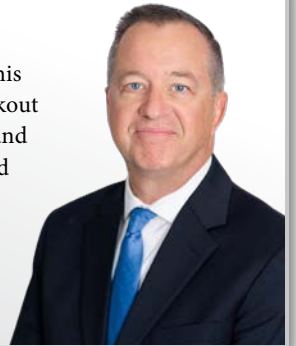
**TRUST IS THE MOST  
VALUABLE GIFT YOU  
CAN GIVE**

This month, we'd like to thank **Wade Luther, Esq. & Victoria Collier, Esq.** for believing we are the right firm to help their friends and business colleagues. Trust is the most valuable gift you can give. Thank you for trusting us to care of the people you refer to us. If we can help anyone you know that needs our services, please send them our way!

**A Holiday Message from Ed Alexander**

As we wrap up 2024, I wanted to share some highlights from this year. From my daughter Brittany's wedding in Italy to my breakout session at the Great Legal Marketing Summit, it's been a busy and rewarding year. This December, Faith and I are looking forward to celebrating the holidays with family and friends, reflecting on the past year, and looking forward to an exciting 2025. We're grateful for our clients, team, and community, and wish you a joyful holiday season and a happy New Year.

- Ed



**The number one question we get from Law Firm owners is:**

**“HOW MUCH IS MY FIRM WORTH?”**

The **Law Firm Value Calculator** gives you access to the information YOU need to calculate the value of your largest asset.

An unplanned exit will be an unprofitable exit. Determining what your firm is worth before you're ready to sell will help you prepare for a successful exit of your law practice.



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Download a free copy of our Law Firm Value Calculator to learn what your firm is worth and the benefits of starting early!

[www.alexanderbusinesslaw.com/LawFirmValueCalculator](http://www.alexanderbusinesslaw.com/LawFirmValueCalculator)