

# YOUR BUSINESS MATTERS™

*Enjoy Your Business and Your Life*



Ed Alexander, Esq.  
Business Attorney



## Strategic Timing: When to Launch Your Law Firm Sale for

# MAXIMUM SUCCESS

By Ed Alexander

***Selling your law practice isn't just about the right price – it's about entering the market when motivated buyers are actively searching. The law firm acquisition market follows predictable seasonal patterns that smart sellers can leverage to their advantage.***

### ***The Four Seasons of Law Firm Sales***

#### **Summer Slowdown (June - Labor Day)**

The summer months traditionally see the quietest activity in the law firm acquisition market. Potential buyers are often focused on family vacations, summer activities, and taking well-deserved breaks from their demanding schedules.

#### **Fall Acceleration (Labor Day - Thanksgiving)**

Post-Labor Day marks a dramatic shift in buyer behavior. As vacations end and the school year begins, serious buyers return to the market with renewed focus and urgency. There's often a palpable sense of wanting to "get something done" before the year ends, creating a window of opportunity that extends through November.

#### **Holiday Hibernation (Thanksgiving - New Year's Day)**

The holiday season brings another predictable lull. From Thanksgiving week through the first workday after New Year's Day, even the most motivated buyers shift their attention to family gatherings, holiday obligations, and year-end business priorities. Don't expect much traction during this period.

#### **Peak Season (January - May)**

The strongest buyer activity typically occurs in the first half of the year. January brings a "fresh start" mentality. Buyers who spent the holidays reflecting on career and personal goals often emerge ready to make significant changes.

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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.

### **Create Your Ideal Exit: Whether You Sell or Stay**

At Alexander Business Law, exiting your practice doesn't always mean selling. For 20 years, we've helped business owners transition

in ways that fit their lives—whether by selling or restructuring to focus on what they enjoy. Explore real success stories and envision your ideal path. Call (407) 649-7777 or visit [LawFirmExitSuccess.com](http://LawFirmExitSuccess.com) to see how we can help unlock your success today.



# FINDING BALANCE AT ANCLOTE KEY: A FOURTH OF JULY REFLECTION

By Ed Alexander

*This past Fourth of July, Faith and I spent the day at Anclote Key State Park. My friend's boat served as our base camp for exploring this barrier island gem, preserved largely in its natural state and located just west of New Port Richey.*

## *A Tale of Two Shores*

Anclote Key offered a fascinating study in contrast. The Gulf-facing west side greeted us with rolling waves and pristine solitude – the kind of untouched beauty that makes Florida's unconnected barrier islands so unique and special. Meanwhile, the protected east side buzzed with over a hundred boats anchored side by side, their music creating a festive flotilla that epitomized the holiday spirit.

As someone who regularly kayaks to Florida's road-inaccessible barrier islands, I'm drawn to these places precisely because their limited access preserves that natural quiet that I love.

Just the day before, which happened to be my birthday,



*Faith and I with friends Ken and Deirdre visiting Anclote Key.*

I kayaked to a remote mangrove island in the Gulf that featured a small, secluded beach. That pristine, quiet sanctuary felt remarkably similar to Anclote's west shore, reinforcing my appreciation for these Florida coastal treasures.



*Launching in Bayport, Florida.*





Visiting an island off Florida's west coast.

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### *The Real Treasure*

What struck me most wasn't just the island's dual personality, but how both experiences enhanced the other. The celebration reminded me why we gather – to appreciate freedom, friendship, and shared experiences. The solitude reminded me why we need space – to reflect, recharge, and reconnect with what matters most.

### *Planning Your Visit*

If Anclote Key isn't on your Florida adventure list yet, add it. This island delivers. Just remember the essentials: plenty of water, food, and bug spray. Trust me on that last one.

Sometimes the best holidays aren't about choosing between celebration and solitude. Rather, they're about finding the perfect balance of both. □

– Ed

### **QUOTE OF THE MONTH**

*"There's no shortage of remarkable ideas, what's missing is the will to execute them."*

– **SETH GODIN**

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## **Strategic Timing: When to Launch Your Law Firm Sale for Maximum Success**

March and April often see another surge as lawyers receive year-end bonuses and profit distributions, providing them with the capital for a purchase.

### *The Strategic Advantage: Preparation Timing*

#### **Here's the crucial insight most sellers miss:**

*You can't simply decide to sell in January and expect to capture the peak market.*

#### **A properly prepared law firm sale requires advance work, including:**

- Financial statement and tax return recasting,
- Practice valuation and pricing strategy,
- Securing lender prequalification of the law firm at the target price,
- Marketing materials development, and
- Due diligence package preparation.

### *Your Action Plan*

To capture the prime fall selling season, you need to begin your preparation work now, while other sellers are still on vacation.

### *Ready to Begin?*

If you're considering selling your law firm in the next 12–18 months, now is the ideal time to begin your preparation. We help law firm owners understand their practice value, identify improvement opportunities, and develop a strategic exit plan that maximizes both price and terms.

**Call us at 407-649-7777 now. We'll help you understand exactly where your practice stands and what steps you need to take to achieve your exit goals.** □

### YOUR REFERRALS MAKE A DIFFERENCE

This month, we'd like to thank **Jennifer Bondy, Esq.** for believing we are the right firm to help her friends and business colleagues. Your support gives us the ability to reach more individuals and make a positive difference in their lives. If we can help anyone you know that needs our services, please send them our way!

### A Personal Message from Ed Alexander

As we move through August, I hope you're having a great summer and finding time to recharge. Last month, I attended the Great Legal Marketing Mastermind group meeting, where I connected with other entrepreneurial attorneys from around the country. These meetings always leave me energized with new ideas and reminded of the value of building a business that works for you, not the other way around.

- Ed



## REVEALED:

## The Simple 1.25 Formula That Unlocks Unlimited Practice Acquisition Power (Plus Pre-Approval Secrets)

*What if I told you a 1.25 formula decides whether your SBA loan gets approved?*



Inside this exclusive FAQ guide by attorney Ed Alexander and SBA expert Ed Randall, you'll discover the exact 1.25 formula that determines your TRUE buying power. Know what you can afford before you make an offer.

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