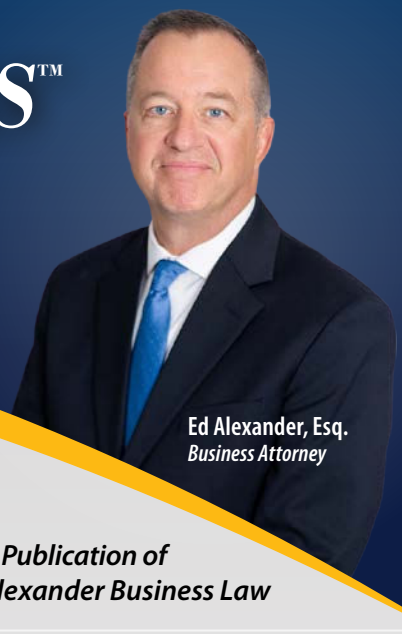
YOUR BUSINESS *MATTERS*™

Enjoy Your Business and Your Life



Ed Alexander, Esq.
Business Attorney

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Are Your BUSINESS RELATIONSHIPS *Getting the* ATTENTION *They Need?*

By Ed Alexander

If you're like most business owners, the end of the year is all about collections and taxes. Then January hits, and your attention turns to goals, plans, and everything you want to accomplish in the year ahead. What often gets pushed to the back burner (sometimes indefinitely) are the business relationships that actually make all of that possible.

I've seen firsthand how strong business relationships can create real value. I've also seen how neglected or outdated ones can quietly put business value at risk. From key customers and employees and vendors, to partners, business relationships are decidedly not "set it and forget it." They need to be revisited from time to time to make sure everyone is still aligned.

Let me ask you this: When was the last time you really talked with your top 20% of customers? Or took a hard look at your sales agreements, employment contracts, or partnership documents? Businesses grow and change, and the way you work with people today probably isn't the same as it was years ago. Your agreements should reflect where you are now, not where they started.

One area I find is almost always treated as a one-and-done agreement is the partnership agreement. Recently I represented a firm that was conservatively worth several million dollars whose shareholders' agreement hadn't been updated in more than 20 years. It stated that, upon the death of an owner, his estate would receive $25,000 for his stock. When I asked: "Why $25,000?", I was told it was the amount each contributed when they started. That made sense at the time. It made a lot less sense decades later.

Fortunately, it was caught before it turned into a financial disaster, and the agreement was updated.

My advice is simple: as part of your yearly "working on the business" time, make room to review your key relationships and agreements. A little time spent now can protect what you've built and help make sure your business relationships continue to work for you, not against you.

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

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.

FREE DOWNLOAD: Guide to Partnerships & Partnership Agreements

In this valuable guide, learn the secrets to building strong business partnerships and the key role partnership agreements play in the success of a multi-owner business. To get your FREE copy, call **(407) 649-7777** or visit **TheGuideToPartnerships.com**.

From **CITY TRADITIONS** *to* **MOUNTAIN QUIET**

By Faith Alexander

In the last issue, I shared how much I was looking forward to our December trip to New York City and spending time with our family.

We enjoyed a four-day weekend with my daughter and son-in-law, Brittany and Jason, along with my daughter and her boyfriend, Courtney and Josh. The trip was everything I hoped it would be. Being together in NYC skating in Central Park, walking the city, visiting the 9/11 Memorial, and standing beneath the Rockefeller Center Christmas Tree was both meaningful and joyful. There's something about New York at Christmas that invites reflection and gratitude.

Gathering in front of the Rockefeller Center Christmas Tree.

After the city lights, we headed south to North Carolina to visit Brittany and Jason at their new home in the mountains. Hiking to Triple Falls gave us space to slow down, breathe deeply, and enjoy the beauty around us. The quiet trails were a perfect contrast to the energy of the city.

Whether surrounded by skyscrapers or waterfalls, this trip reminded me how important it is to make time for family and appreciate the moments that truly matter. □

A quiet, reflective moment at the 9/11 Memorial pools in New York City.

Hiking to Triple Falls in Dupont State Recreational Forest—fresh air, waterfalls, and time together in North Carolina.

QUOTE OF THE MONTH

"Excellence is not an act, but a habit."

– WILL DURANT

Success!

K G M M L S Q N A Y U X Z W J L O Q I W
E K I Q H H D M R M N D G Z U S V L D T
J Y Q G E E J N R F U L F I L L M E N T
X T M E T N R D H I Z R X Y I V J O A K
N D E Z P H E N O M E N O N Z H M E G H
W V G L J O X R I X A F R O Z W A C R X
F F A F U L F I L L M E N T J E R Q O T
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S L F T M S L Z R W R J A C P F N B W O
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E A H S M A S H K R Z J Q W H Z S T V G
R F U J G P E V Z E K T N A T U R A L Z

Phenomenon
Victory
Sensation
Natural
Triumph
Crackerjack

Blockbuster
Megahit
Win
Execution
Smash
Wonder

Marvel
Conquest
Fulfillment
Fruition
Implementation
Accomplishment

SUCCESS TIPS: *How to Prioritize Your* Growing Task List

The ability to prioritize tasks effectively is a major foundation of productivity and success. Incorporating these tips into your daily routine will give you the ability to manage your workload with confidence and efficiency:

Create a To-Do List

The humble to-do list is a powerful tool for organizing tasks and setting priorities. Make a detailed list of all pending tasks, from urgent deadlines to long-term projects. This provides a clear roadmap, ensuring that no task slips through the cracks. As you progress through your list, mark completed tasks. A well-maintained to-do list is a visual guide, keeping you focused and on track.

Use the Eisenhower Matrix

Named after former U.S. President Dwight D. Eisenhower, this framework categorizes tasks based on their urgency and importance. Divide your tasks into four quadrants. Prioritize tasks in the top-left quadrant (urgent and important) as your primary focus, while delegating or scheduling tasks in the other quadrants accordingly. This ensures that you address critical matters promptly while allocating time for important but less urgent tasks.

Review and Adjust Priorities Regularly

Priorities evolve as circumstances change and new tasks arise. Regularly review your to-do list and reassess based on shifting deadlines, emerging priorities, and completed tasks. By staying agile and adaptable, you can maintain control over your workload and respond effectively to changing demands. Set aside time each day or week to evaluate your progress, make adjustments, and reallocate resources as needed.

This proactive approach ensures that you remain focused on high-priority tasks and maintain momentum toward your goals. ●

THE ALEXANDER BUSINESS LAW
SCALE to EXIT Program™

Call 407-649-7777 to schedule a call with Ed Alexander

Discover how you can stop doing work you don't like, and start enjoying your business and your life.

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Hello from Ed Alexander

February is often when the year begins to take clearer shape. It's a good time to reflect on priorities and ensure actions are aligned with long-term goals. Perspective, whether gained through experience or the eyes of a coach or advisor, plays an important role in building something that lasts.

We help bring perspective to business owners as they navigate partnerships, transitions, and long-term planning. We appreciate the trust you place in us and remain focused on providing clarity and thoughtful guidance. Thank you for allowing us to be part of that process. I look forward to sharing more with you in the next edition of the Newsletter.

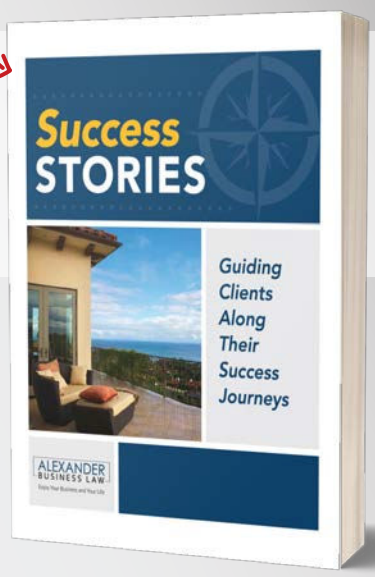
– Ed

YOUR REFERRALS MAKE A DIFFERENCE

This month, we'd like to thank **Joy Lutz, CPA** and **Jennifer Bondi, Esq.** for believing we are the right firm to help their 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!

Stories of People Just Like You Who Have Reinvented Their Businesses in a Way that Serves Their Lives

FREE DOWNLOAD!



Read about how our client saved himself from a disastrous tax problem and potential litigation when the employee left.

The succession plan for your law firm is one of the biggest choices you will have to make regarding one of your most valuable assets. Failing to plan for your inevitable exit from your firm is one of the most costly mistakes you can make. Yet attorneys everywhere often put off succession planning until it is forced on them by life. **An unplanned exit will be an unprofitable exit.**

Request this booklet to see how your fellow attorneys successfully exited from their firms, the methods they utilized, and the benefits they achieved. And how you too can stop doing work you don't like, keep doing work you love, and finally enjoy your firm and your life.

To get your FREE copy, call (407) 649-7777 or go to www.LawFirmExitSuccess.com