

MASTER CLASS SERIES:



HOW TO MAXIMIZE THE REVENUES AND SALE VALUE OF YOUR PRACTICE Now... or for a lifetime!

Master Practice Advisor Dustin Cole is one of the nation's leading experts on small-firm growth and transition... and has guided dozens of solo & small firm practitioners to ethical and satisfying transitions, successions or practice sales. In this program, he will help you lay out a blueprint for a more successful practice now and a rewarding transition whenever you are ready—in three years or thirty. The program is designed to not only provide information, but to allow maximum opportunity for participants to seek advice on their individual situations through in-depth Q & A's and personal interaction. Included in registration is a confidential one hour advisory session by phone valued at \$375 to support implementation of workshop information.

LIMITED TO 25 ATTENDEES

An exceptional opportunity to work with one of the nation's leading small firm advisors, to build a more profitable, transitionable practice.

SUCCESSION PLANNING BEGINS RIGHT NOW—WHATEVER YOUR AGE!

The secret to maximum reward at any stage of your career are the same – transforming it into a **successful legal business** to build maximum value starting **right now**, for greatest

Lifetime income...Late-career income...
Value in a sale or transition

Topics:

- How to estimate the current market value of your practice
- The major factors of value, and how to enhance them
- How market conditions affect the value of your practice
- How to decide between sale, transition or closing
- The difference between a “practice” and a “legal business”
- What key “legal business” elements increase value, and how to create them
- Ethical issues involved in a sale, transition or closure
- How to track the growth in value of your practice like an entrepreneur
- How to create a “sales prospectus” to achieve maximum value
- How to create a successful transition plan for maximum return

About Master Practice Advisor Dustin Cole



Through his nationwide seminars and work with individual firms and attorneys, Mr. Cole has trained over 20,000 attorneys across the United States in how to build more successful practices and develop their dream retirements. He brings more than 35 years of experience in every phase of marketing and management to his work with the legal profession, helping firms cope with market change, partner disputes, mergers and breakups, and advises attorneys in planning retirement and succession. Over his more than twenty years of work with the legal profession he has supported firms ranging in size from sole practitioners to over 2000 attorneys.