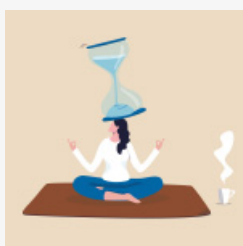


WE CAN PREVENT MOTORCYCLE INJURIES

Motorcycle injuries are typically severe and costly. I've seen many of them in my work at Friedman & Simon, and we've secured seven-figure recoveries for victims and their families. But while we're glad to help in a time of need, we'd prefer if these catastrophic accidents never happened. In honor of Motorcycle Safety Awareness Month, I want to share some tips on how all motorists can protect themselves from these often-tragic collisions ...

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SOMETIMES IT PAYS TO WAIT

This past month, we settled a case for a client for \$600,000. The case was strongly contested by the defendants, who claimed that our client was at fault in a motor vehicle accident. A couple of years ago, the defendants offered \$35,000 to settle the case. As our client was undergoing medical treatment at that time, the offer was refused. The client eventually needed surgery to treat her injury years after the accident occurred. A few weeks before the scheduled trial, the case was settled for \$600,000 ...

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WHY YOUR CUSTOMERS' LIFETIME VALUE MATTERS

New businesses often think in terms of sales rather than relationships. But your customers will only keep coming back if you value them as more than a simple transaction. You must think long-term, which requires understanding each customer's lifetime value (LTV) ...

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