



VIVID VISION

The following is SMB Team Legal's Vivid Vision. This is a detailed overview of what SMB Team will look, feel and act like by December 31st, 2026.

We are on a mission to help 10,000 law firm owners double their revenues, profits and freedom in under 12 months (while having a bigger impact on their clients).

We are the #1 law firm growth company globally, and a model for how to transform industries. Clients that work with us grow 16-times faster than industry averages for a reason.

OUR CORE VALUES

1

BE THE BAR

We don't reach the example, we ARE the example

2

3 WAY WINNERS

We want wins for our clients, team, and company

3

EXTREME OWNERSHIP

We take personal responsibility for our outcomes

4

ADVERSITY IS AN OPPORTUNITY

Obstacles are actually opportunities

5

GIVE MORE THAN YOU CAPTURE

We strive to give 10x the value to our clients

6

GROWTH IS A MINIMUM REQUIREMENT

If we're not growing, we're going backwards

7

RADICAL TRANSPARENCY

Being upfront and honest is always the best decision

OUR CORE BELIEF + PURPOSE

"Growth is a minimum requirement." – Bill Hauser

CORE BELIEF

CORE BELIEF: We give 10-times more value than we capture. If we grow our clients' businesses, we deserve to capture 10% of that.

OUR PURPOSE: We have the biggest positive impact on the industries we enter. To do this, we take extreme ownership for solving our clients' business growth problems.

To grow a business, 3 problems must be solved: More Leads, More Sales, Effective Management

We're not married to what we do now. We'll do whatever transforms our clients' businesses. We're not in the agency or coaching business. We're in the "innovate to get results" business.

PURPOSE

We have the biggest positive impact on the industries that we enter. To do this, we take extreme ownership for solving our clients' business growth problems. **To grow a business, you must solve 3 problems:** More Leads • More Sales • Effective Management

Our marketing services and marketing coaching helps our clients get more leads. Our sales training, intake dashboard and virtual assistant services help our clients make more sales. Our management coaching helps our clients effectively manage their business growth.

But, we don't care about what we do now. We care about what works.



SALES + MARKETING DYNASTY

"It's not about who you know, it's about who knows YOU." – Bill Hauser

SMB is the most well-known and respected brand in the legal industry. We are the #1 source of business education in the industries we target. Our brand is built upon client success. This results in unstoppable 5-star reviews & testimonials from our clients and team. We create the SMB transformation through our brand, changing lives through our marketing.

We dominate the legal vertical by blanketing all inbound and outbound sales and marketing channels. Our powerhouse marketing, sales and client referral efforts produce endless clients.

THERE ARE 3 PRONGS TO OUR SALES & MARKETING SUCCESS:

1 VALUE-BASED BRANDING

Our value-based branding is achieved by helping our audience BEFORE they become clients. We transform lives through our free and highly-valuable marketing content better than anyone.

2 EVENT SALES

Our event sales come from us creating the most-successful events in the industry. Our event strategy is impossible to compete with due to the value we provide.

3 SALES TEAM SALES

Our sales team is the best in the business – a navy-seals level team that is high-performing, energetic, empathetic and well-trained. We provide a TON of value during the sales process, have an outbound culture and believe it is ok being pushy when needed. We believe in what we sell! We are saving people from the "rip-offs" when they buy from us.

Our sales & marketing efforts are intentional and tie directly into our business goals.

As we grow our legal brand, we will eventually become a household name in entrepreneurship. This will give us endless opportunities in the future.

THE LONG-TERM

"The legal industry is just a test." – Bill Hauser

Wouldn't it be exciting to see if we could become the #1 business growth company in the world? Wow! Let's keep making decisions that could make that possible. What do you say?!

SMB TEAM'S CULTURE

"We are a team, not a family." – Reed Hastings, CEO of Netflix

SMB Team's culture is one of the most positive you'll ever experience. It is a blessing to work here. We are uplifting. We don't criticize our team. We trust our team. We protect our team. Since the word **TEAM** is in our name, it is important to understand we are a TEAM, not a family. In a "family" business, you tolerate mediocre performance because you're related.

We are a championship winning team of A-Players. Everyone is expected to be great in their roles. Since we expect a lot, we also:

1

**PAY YOU WELL FOR
YOUR
CONTRIBUTIONS AND
RESPONSIBILITIES**

2

**GIVE YOU FREEDOM
TO TAKE OWNERSHIP
OVER YOUR
OUTCOMES**

3

**GIVE YOU UNLIMITED
GROWTH
OPPORTUNITIES HERE**

4

**LET YOU WIN WHEN
THE COMPANY WINS
THROUGH OUR
BONUS & INCENTIVE
PLANS**

NOTE: This does NOT mean if you make one mistake, you are fired. We reward mistakes, as long as they become lessons. If you are a core value fit, we will move you around within the company to find your spot.

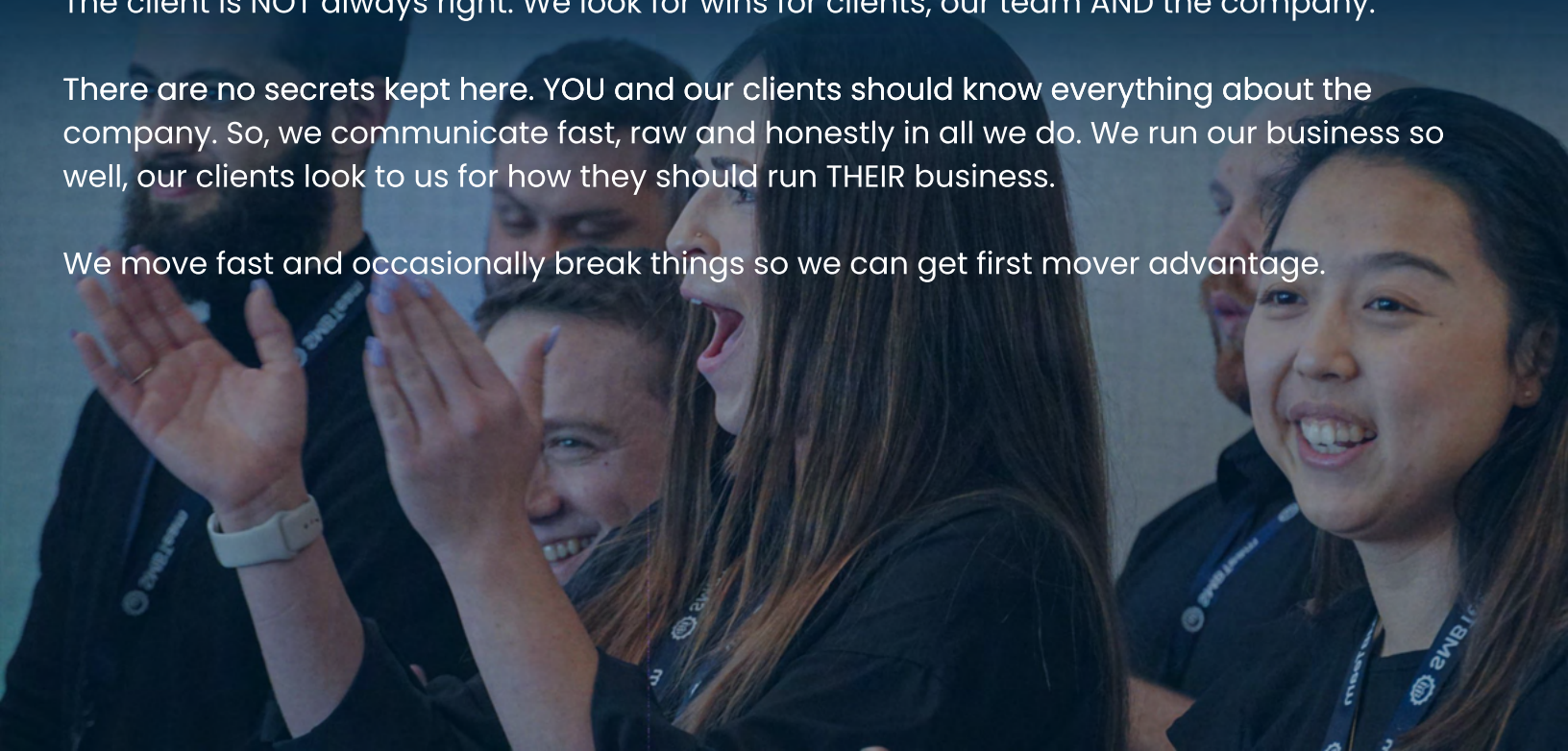
We believe A-players don't need micromanagement. They can manage themselves.

Since our team is productive, we offer unlimited paid-time off and don't have a 24/7 work culture.

The client is NOT always right. We look for wins for clients, our team AND the company.

There are no secrets kept here. YOU and our clients should know everything about the company. So, we communicate fast, raw and honestly in all we do. We run our business so well, our clients look to us for how they should run THEIR business.

We move fast and occasionally break things so we can get first mover advantage.



FINANCIALS + KEY NUMBERS

"Money isn't the most important goal. But, it's the most measurable." – Bill Hauser

As part of our ethos of giving 10X more value than we capture, we believe it is important to have goals around money. Why? It is a reflection of the impact we're having on clients and ties directly into how much money our team will make.

By December 31st, 2026, we will have a \$2.56 Billion positive impact on the economy per-year. As a result, we will earn \$256 Million in annualized recurring revenue (ARR), at 20% profit margins.

On the path to our 2026 goal, we intend to reach the following annual recurring revenue goals:

2023	2024	2025	2026
\$30M	\$70M	\$140M	\$256M

To reach our revenue goals, we obsess over these 3 key numbers:

1 ANNUAL
RECURRING
REVENUE

2 ANNUAL
EVENT SALES
GOALS

3 ANNUAL
SALES TEAM
GOALS

Since we offer services on an annual renewal basis, the most important number is the renewal rate. The only way to grow is if clients stick with us for 5-15 years. It creates a snowball effect.

To keep clients for 5-15 years, clients must get 10-times more value than what they pay. To give this much value, we stay adaptable and scalable.



CORE BUSINESS ACTIVITIES

"We are in the business of solving problems. Not the business we think we're in." – Bill Hauser

OUR OVERARCHING BUSINESS CONCEPT IS:

1 OFFER TONS OF VALUE THROUGH OUR MARKETING

As a result of this model, we have the #1 results-producing services in the industry.

Part of this success is due to clients who benefit from the COMBINATION of services we offer.

2 TRANSFORM BUSINESSES AND LIVES THROUGH OUR SERVICES

We believe it is great to offer many services under one umbrella.

The more services we offer, the more objective we are in our recommendations to clients.

3 FORM 5 TO 15 YEAR RELATIONSHIPS WITH OUR CLIENTS

Our clients also already have too many vendors.

When they work with us, their results skyrocket and lives become simpler.



FULL-SERVICE MARKETING

Our full-service marketing provides the best results and client experience in the industry. **OUR WORLD-CLASS MARKETING SERVICES RELY ON 5 PILLARS:**

**RIGHT STRATEGY • PROACTIVE COMMUNICATION • FLAWLESS EXECUTION
PRECISE TIMELINES • BEAUTIFUL AND EFFECTIVE DESIGN**

We create semi-custom marketing packages that adapt to clients' goals and market. We are investment managers who know exactly where to spend our clients' money, based on their goals. Our websites, videos, SEO, PPC and social media campaigns are all designed around getting results helping our clients grow (not just "looks").

We look for product-market fit – areas where our services are 10-times more value than what we charge. We are not a "blindly increase prices" company. We are **ADAPTABLE, SCALABLE AND DATA-DRIVEN**. We are not a creative agency that reinvents the wheel for every client. We have a systematic approach to client success AND we remain adaptable by listening to what's working rather than fitting our clients into an out-dated bucket.

GROWTH-COACHING (MANAGEMENT, MARKETING, SALES)

"A business will never grow beyond the mindset of its leader." – Bill Hauser

It's not enough to get leads for clients. We also must help them build a REAL business.

We NEVER blame our clients for:

- Not knowing how to RUN their business well
- Not having a great sales system
- Being uneducated about marketing

We solve these 3 problems with our coaching program. Our coaching strategy is framework, habit and accountability-based. Our process takes 3+ years to master.

Our management coaching teaches our clients how to run their business like a well-oiled machine. We help clients identify their vision and turn that vision into a quarterly plan. We give our clients the tools & accountability to execute on that quarterly plan better than anyone else.

Our marketing and sales coaching helps our clients build a strong sales system. This allows them to handle more leads and teaches the skills THEY must know in marketing.

Just because we handle our clients' marketing, does NOT mean they can mentally abandon it. We want their head in the game WITH US as we grow together.

“WOW” CLIENT EXPERIENCE TEAM

“Bad communication will ruin a client relationship faster than bad results.” Bill Hauser

It's not enough to do great work for clients. We also have to communicate with clients in a way that provides value. This is done through speed, transparency and strategy.

We obsess over every client touchpoint (from start to finish) and have standards and a culture to back it up. This includes world-class standards for communication, onboarding, expectation setting, strategy recommendations, giftology and more.

We are proactive, consistent, and upbeat in all client interactions. We **BRING** the energy. We live our core values in every single client touchpoint (even the not-so-good ones).

These principles have already earned us a 75+ Net Promoter Score for multiple quarters in a row. It will earn us an 80+ Net Promoter Score as we embark into the future.

ATTORNEY ASSISTANT

The top 2 problems that our clients constantly face are **HIRING** and their **SALES PROCESS**. We solve these 2 problems with Attorney Assistant. We solve these 2 problems with Attorney Assistant, a company that SMB Team owns 50% of.

Attorney Assistant has a one-of-a-kind virtual assistant service, which allows our clients to hire full-time virtual assistants on demand. These virtual assistants handle their inbound leads and administrative tasks for a fraction of the cost of a full-time employee.

The vision for this service is to be the **#1** virtual assistant service for lawyers in the world. With virtual assistants as our core service, Attorney Assistant also will evolve into the lead generation space and create its own mastermind group led by Ethen Ostroff.

By 2025, Attorney Assistant is projected to do **\$86M IN ANNUAL REVENUES**, which is not included in SMB Team's revenue projections above.

INNOVATIONS

“What got you here, won't get you there.” – Marshall Goldsmith

SMB solves our clients' problems better than any company in our space. We continue innovating through strategic partnerships, acquisitions and/or building internally.

NOTE: As we innovate and grow fast, we will NOT be perfect. We will make mistakes. But, the value we provide will always be FAR greater than the cost of our mistakes.