



# VIVID VISION

The following is SMB Team Legal's Vivid Vision, a peek into how SMB Team Legal will look, feel, and operate by December 31<sup>st</sup>, 2026.

## OUR MISSION

**Our job is to unlock the world's best services,** by empowering the best service providers to turn their expertise and authenticity into thriving businesses that provide the best services to more people. Because, oftentimes someone who is great at providing a service, is not great at running a thriving business that provides that great service. We fix that.

Small and Mid-Sized Businesses (SMBs) are the backbone of society. If small businesses fail, local economies collapse, 50% of jobs vanish, and corporate monopolies take over. This would make the American dream a thing of the past. We have a small business crisis. Here are the stats. 80% of businesses fail, the average business grows only 5% per year, and 80% of all businesses have zero employees and only \$50K in annual revenue.

**We are on a mission to help SMBs reach their full potential using a 360° services approach that we invented called the Growth Acceleration Model.** Most businesses fail because they invest in the

wrong areas at the wrong time. Our model ensures a small business owner has access to the "business growing" resources they ACTUALLY need at every stage of growth, without needing to sift through hundreds of disjointed vendors.

Before we expand into other industries, we are applying this model to law firms—an industry that desperately needs help. Homegrown, local law firm owners are the champions of justice and fairness in society and oftentimes the most talented legal service providers, yet most of them struggle to build a thriving business. **By empowering local law firms to succeed, we unlock access to quality legal help for millions of ordinary people**—people who can't afford (or don't trust) giant law firms, preventing the everyday person from feeling powerless.

As a result of how well our model works, our clients grow revenues by 81% each year (16X faster than the industry average). And, **our client's success is what made us the fastest-growing company** in our industry three years running, according to INC 5000.

# OUR CORE VALUES...

## 1. BE THE BAR

We don't SET the bar high; we ARE the bar.

## 2. 3-WAY-WINNERS

We want wins for our team, our clients, and our company (all 3).

## 3. EXTREME OWNERSHIP

We take personal responsibility for our outcomes.

## 4. ADVERSITY IS AN OPPORTUNITY

We look at obstacles as opportunities.

## 5. GIVE MORE THAN YOU CAPTURE

We give 10X more value than we receive.

## 6. GROWTH IS A MINIMUM REQUIREMENT

Drinking water is a minimum requirement to survive.  
We grow in all areas, always—it's our lifeblood.

## 7. RADICAL TRANSPARENCY

We practice ruthless honesty and transparency.

# OUR CORE BELIEF & PURPOSE

## CORE BUSINESS BELIEF:

We are in the “business growing” business. If our clients grow their profits, personal freedom and/or revenues, they will provide great services to more people. If we grow our clients’ businesses, then we deserve to grow our business.

## BUSINESS PURPOSE:

We have the biggest positive impact on the industries that we enter. To do this, we take extreme ownership in solving our client’s business growth problems.

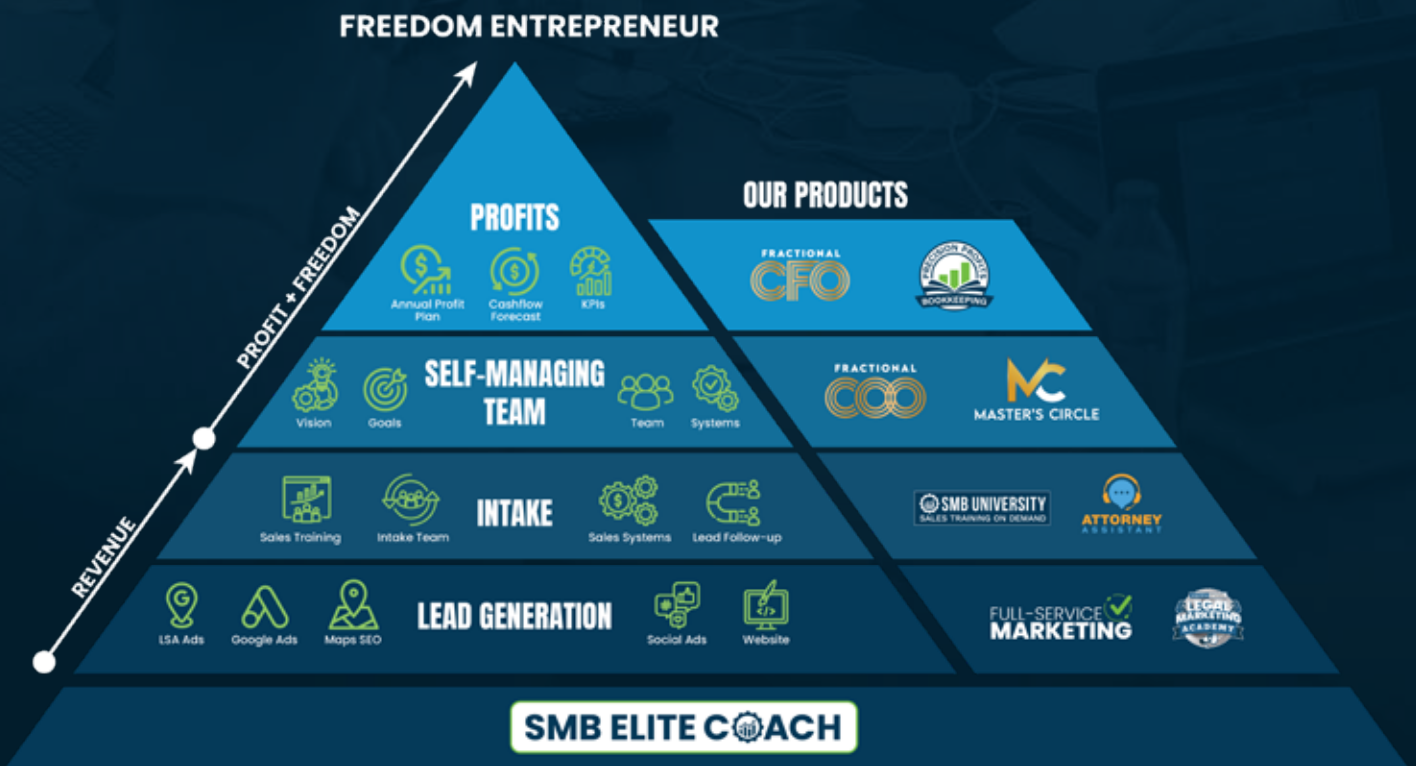
### TO GROW A BUSINESS, FOUR PROBLEMS MUST BE SOLVED:

1. Quality Lead Generation
2. World-Class Sales System
3. Self-Managing Team
4. High-Profits

So, we built innovative solutions to help our clients in these 4 areas with: world-class digital marketing, sales & intake training university and virtual assistant solutions, world-class business coaching, and our fractional CFO, COO and bookkeeping solutions to help you stay profitable as you grow. **That’s how we take a full 360° approach to business growth so our clients can have a highly-profitable business that provides great service and runs itself.**

Our focus lies not on what we currently do but on what brings results. As an innovation-driven company, we constantly innovate to achieve results for our clients.

# LAW FIRM GROWTH ACCELERATION MODEL



# SMB TEAM'S CULTURE

SMB Team's culture is one of the **most positive and uplifting work experiences** you will ever experience. This has been validated by Fortune magazine, ranking us as a **top-100 place to work** (3 years running) and being the **#9 best places to work in all of PA in 2024**. We foster a high-accountability culture where criticism is replaced with support, trust, and transparency.

Since the word "TEAM" is in our name, it's also important to note that we function as a high-performing team, not a "family." In a "family" business, mediocrity is tolerated due to personal relationships.

**As a championship-winning team of A-Players, we expect greatness from everyone in their roles. In return, we offer:**

1. Great Pay
2. Great Freedom & Trust
3. Unlimited Growth Opportunities

Our productive team enjoys the **benefits of unlimited paid time off and a healthy work-life balance**. A culture of working "24/7" does not exist here. A culture of getting results does.

We offer freedom because we believe A-Players do not need micromanagement; they have the ability to manage their own time in a way that gets the best results.

Our A-player culture embraces mistakes. Just because everyone on our team is a rockstar doesn't mean we fire you if you make one mistake. **Mistakes are embraced as lessons** here.

**Transparency is the key to our communication.** You and our clients should feel like you are investors in our company. We communicate fast, honest, and straightforward – always.

Contrary to the common belief that the client is always right, we believe that the client is not always right. So, we seek wins for our clients, our team, and the company as a whole.

We are role model leaders for our clients. Because our company is run so well, we inspire our clients to run their businesses just like us. This is why it's crucial to maintain high standards.

## FINANCIALS + KEY NUMBERS

**As part of our commitment to delivering value that exceeds expectations by 10X**, it becomes crucial to set financial goals. Why? Because these goals reflect the impact we make on both our clients and our team.

In our first 7 years since being founded, we have grown our business from 1 to over 150 employees. In the next few years, **our goal is to have a \$2.56B annual positive impact** on the industries we enter. Because we deserve to capture 10% of the value we provide, this will lead to \$256 million in annualized recurring revenue (ARR) at 20% profit margins. And, in the next 7 years, we intend to have more than a \$10B annual positive impact on the industries we enter.

As we get close to reaching this goal, we want to reinvest the "winnings" back into our team and our clients as much as possible. This ensures our team and clients win as we win.

As we grow, we want to run our business as many internal small businesses. This ensures we keep innovation at an all time high and that we continue providing best-in-class services.

Since our services are offered on an annual basis, our **annual retention rate is our most important measure of success**. Our growth depends on clients staying with us for 5 to 15 years and creates a powerful snowball effect. To ensure long-term client retention, we strive to **provide value that is 10X greater than the cost of our services**. Our ability to adapt ensures we consistently deliver this exceptional value.

In order to reach these goals, we anticipate targeting another industry by the end of 2025, and eventually expanding to all small businesses in the future. Stay tuned for that...

# CORE BUSINESS ACTIVITIES

## WE HAVE 3 CORE BUSINESS ACTIVITIES THAT FUEL OUR SUCCESS:

1. Offer a ton of value through our sales & marketing teams
2. Transform businesses and lives through our Growth Acceleration Model
3. Form 5 to 15 year relationships with our clients (a 96% renewal rate)

As a result of this model, we have **the #1 results-producing services** in the industries we enter. Part of this success is due to clients who benefit from the **COMBINATION** of services we offer. Offering a diverse range of services under one umbrella allows us to offer well-rounded and objective recommendations to our clients. Moreover, our clients often find themselves overwhelmed with multiple vendors, but when they choose to work with us, their results soar, and their lives become more streamlined and manageable by only having to work with one vendor.

# FULL-SERVICE MARKETING

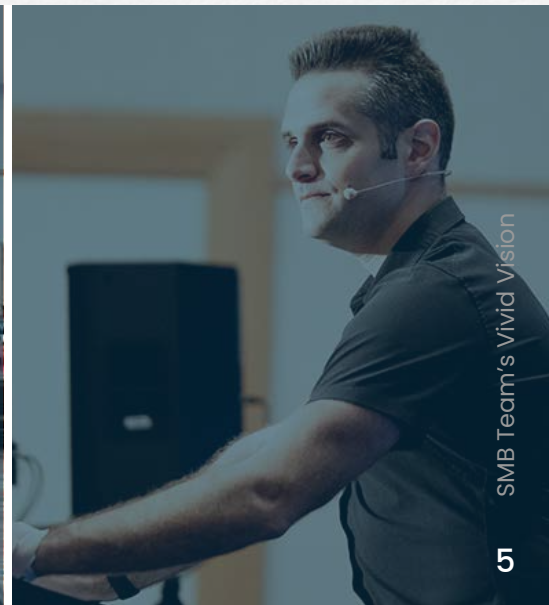
Our industry-leading full-service marketing is the **#1 market share in the industry and consistently delivers the best results and client experience.**

## IT IS BASED ON FIVE PILLARS:

1. Results-Producing Strategy
2. Proactive Communication
3. Flawless Execution
4. Precise Timelines
5. Beautiful and Effective Designs

We craft semi-custom marketing packages that align with our client's goals and target markets. As investment managers, we strategically allocate our client's budgets to achieve their specific goals. Our websites, videos, SEO, PPC, and social media campaigns are all designed around getting results and helping our clients grow (not just "looks").

Identifying areas of product-market fit is crucial for us, where the value we provide is 10X more than what we charge. Unlike a company that blindly raises prices, **we are guided by adaptability, scalability, and data-driven insights.** Rather than reinventing the wheel for each client, we adopt a systematic approach to ensure client success. This methodology, combined with our willingness to listen and learn, enables us to remain agile and up-to-date, avoiding the trap of forcing clients into outdated molds.



# GROWTH-COACHING

## (MANAGEMENT, MARKETING & SALES)

*“A business will never grow beyond the mindset of its leader.” —BILL HAUSER*

Ensuring our clients’ success goes beyond merely generating leads; we are dedicated to helping them build a thriving, world-class business that provides great service to their market and runs without them so that they can reach their LIFE goals through their business.

### WE DO NOT BLAME OUR CLIENTS FOR:

1. Management Ignorance: Their lack of knowledge in effectively managing their business.
2. Sales Ignorance: Their absence of a well-designed sales system.
3. Marketing Ignorance: Their limited understanding of marketing strategies
4. Financial Ignorance: Them having no clear profit or cash flow model for their firm.

Instead, our coaching program is a 3-year methodology-based program designed to SOLVE these four problems with our law firm management, sales, marketing, and financial frameworks, as made popular in our 525 page book, Law Firm Growth Accelerator.

Our management coaching **empowers clients to run their businesses** like well-oiled machines. We guide them in defining their vision and translating it into a quarterly plan. By providing the necessary tools and holding them accountable, we help clients execute their quarterly plans more effectively than any other approach.

Our marketing and sales coaching **assists clients in developing a robust sales system**. This system equips them to handle more leads and equips them with essential marketing skills.

While we take charge of our client’s marketing efforts, we emphasize that they should remain actively engaged in the process. We encourage them to be mentally invested in the journey as we collaboratively strive for growth and success together.

Our clients get **world-class quarterly workshops, 1-on-1 coaching, member masterminds, and access to an on-demand portal** which is like the “Google” equivalent for law firm growth.

And, with our 7-figure attorney mastermind (Master’s Circle) and Fractional CFO, COO and bookkeeping services, we have solutions for all types and sizes of law firms.

This has been proven to **TRANSFORM the lives of our clients**. As a result of how well this works, we were ranked the fastest-growing law firm coaching business in the world two years in a row.

## “WOW” CLIENT EXPERIENCE TEAM

Providing exceptional work for our clients is not the sole focus of our approach. Equally crucial is our commitment to communicate in a way that adds significant value. This dedication is achieved through three key elements: **SPEED, TRANSPARENCY, and STRATEGY**.

We obsess over every client touchpoint (from start to finish). We have established a culture that aligns with this world-class client experience. Our commitment to this includes onboarding, setting clear expectations, offering strategic recommendations, giftology, and more.

We are **proactive, consistent, and upbeat** in all client interactions. Our team BRINGS energy and enthusiasm, ensuring that our core values permeate every single touchpoint, even during challenging moments.

These principles have already earned us a world-class client rating that consistently ranks 30-times higher than the average “business services” business.



Our clients consistently encounter two major challenges: **HIRING** and optimizing their **SALES PROCESS**. To address these issues, the SMB Team has partnered with a company called Attorney Assistant.

Attorney Assistant is a **one-of-a-kind virtual assistant service** allowing clients to hire full-time virtual assistants on demand. These skilled virtual assistants efficiently manage clients' inbound leads and administrative tasks, all at a fraction of the cost of hiring a full-time employee.

**The overarching vision for Attorney Assistant is to establish itself as the #1 virtual assistant service for lawyers (and eventually all small businesses) in the world.**

Built around virtual assistants as the central offering, Attorney Assistant is poised to expand into the lead generation space. Additionally, we plan to establish our own mastermind group, led by Ethen Ostroff, to enhance its services further.

Attorney Assistant has already grown to become **the #1 fastest growing virtual assistant company** for lawyers in the world and is in the top 10 fastest growing virtual assistant companies in all industries in the world.

## INNOVATIONS

SMB Team excels at resolving our client's problems better than any other company in our industry. We maintain our innovative edge through strategic partnerships, acquisitions, and internal developments.

**The services we provide today will not be the services we provide tomorrow.**

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

# SALES + MARKETING DYNASTY

SMB Team has established itself as the legal industry's most well-known and respected brand. We are **the #1 source of business education** in our target industries. Our brand's foundation lies in our client's success stories, leading to an unstoppable flow of 5-star reviews and glowing testimonials from clients and team members. Through our marketing efforts, we create transformative experiences for

lawyers, positively impacting lives through our marketing strategies.

Our domination of the legal vertical is achieved by effectively covering all inbound and outbound sales and marketing channels. Our powerhouse marketing, sales, and client referral efforts produce endless clients.

## THE CRITICAL ELEMENTS OF OUR SALES AND MARKETING SUCCESS ARE THREE-FOLD:

### 1. VALUE-BASED BRANDING

We excel in providing significant value to our audience even before they become clients. Through our free and highly valuable marketing content, we make a meaningful difference in their lives.

### 2. INBOUND POWERHOUSE

Over the years, we have had over 90,000 unique law firms download or sign up for something free from us. Our goal is to provide more value to our market, than anyone else. As a result of the value we provide, we deserve to have thousands of law firms looking to work with us every year.

### 3. SALES TEAM SALES

Our sales team is the best in the business; they operate like a highly trained navy-seals-level unit, with the intention of identifying needs, aligning transformative solutions with those needs and providing massive value at all touchpoints. Once we know what services will help someone, it is our duty to ensure clients move forward with what will benefit them, even if that comes off as "pushy" sometimes. We believe in the quality of our services, and that we are saving our clients from the "rip-off vendors" when they work with us.

As we continue to expand our legal brand, we envision a future where SMB Team becomes a household name in entrepreneurship. This accomplishment will open endless opportunities for us to explore in the coming years.

## THE LONG-TERM

**Wouldn't it be exciting to see if we could become the world's #1 business growth company?**

As we expand across industries in the future, we will continue to listen to our clients' needs and develop the services we provide based on them.

Not only do we want to be best in class in all that we offer, we also want to add new services that solve our clients' biggest business challenges. While we are mostly finished with the services we want to provide, we are still looking into expanding into

performance-based lead generation, recruiting and a few other service categories.

**The services we provide today will not be the services we provide tomorrow.**

Our job isn't done until we've transformed every industry in need of a transformation with the services they deserve, all under one umbrella.

Let's keep making decisions that could make this possible. What do you say?!