

Pinecrest

ONE OF MIAMI'S COMMUNITY NEWSPAPERS

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Marketing your business

BY MITCHELL PANTER



Is the economy turning around? Is it time for you to get out of the rut and do something to turn your business around? I say yes, definitely yes! As others are going out of business, you are still in it. Your business is about to turn around, to make a profit again and to be recognized. But you need a little help. You need to get out there and

make yourself known.

At Panter, Panter, Panter & Sampedro, we have been practicing law for more than 20 years. Our firm has grown over the years from two partners and a small staff to a six-lawyer firm, along with a support staff of 20. We have increased our visibility in the community (legal and geographic) dramatically and developed new niche areas to meet the needs of our client base and increase profitability.

We started and continue to maintain involvement with the grassroots community. We worked with others in forming and developing the Pinecrest Business Association. This group has grown to its present status of more than 150 members of business leaders throughout our community. We meet monthly, we exchange business with one another, we maintain friendships and we all grow our businesses together.

Several years ago, we formed the Panter, Panter & Sampedro Network Group. With over 90 lawyers practicing in almost every area of law, we now have the ability to either handle all of our clients' legal needs or to refer them to an appropriate specialist for their legal needs. This Network serves two purposes. First, we are able to help our clients and potential clients. Secondly, we work with many other qualified and competent attorneys that benefit from our group and, in turn, we all do business with one another on a long term, consistent basis. As they saying goes, "a win-win proposition."

At Panter, Panter & Sampedro we are all involved in community activities and we continue to maintain our high exposure in community activities. Whether it is religious affiliations, school participation, legal associations, charitable

involvement or local activities, we are there and will continue to participate in such activities. Again, this is a "win-win" situation. We get the exposure, we get involved and the activities and groups benefit with our involvement.

Our advertising philosophy has always been broad exposure and long term in nature. We range from television advertising, print ads, sponsorships, tee shirts and hats bearing our name and logo. We have been advertising for more than 15 years and have grown our name and brand of quality legal services within and around our community. With the advent

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and development of the Internet, the world is indeed flat and we have expanded our horizons. Our clients now include people from England, Greece, California, Canada, Israel, Germany and all areas in between. There is no limit to where our business can come from at this time in life.

Finally, and perhaps most important, is our openness

in working with others to develop their business. When we work with the young attorney starting up his practice or the seasoned veteran looking for some help on her existing caseload, we are developing and maintaining relationships which will last the test of time, and benefit the client as well as the attorneys and community at large. We remain open to new ideas and "go with the flow." As our times change, we change. We continue to thrive to maintain excellence in our service to our clients and look forward to developing new business.

I encourage you to check out our website at <www.panterlaw.com> to see what we can do to help you. If you have any questions or interest in our system of business development, give us a call at 305-662-6178 or send me an email at <mpanter@panterlaw.com>.