



SMBTeam

# VIVID VISION

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

**W**e are on a mission to **empower** 10,000 law firm owners to double their revenues, profits, and overall freedom in under 12 months (while having a bigger impact on their clients' lives).

We invented the 360-degree approach to business growth called the **Law Firm Growth Acceleration Model**. As a result of how well this works, our clients grow revenues by 81% each year (16X faster than the industry average). Our client's success is what made us the fastest-growing company in our industry two years in a row, according to INC. 5000.

## OUR 7 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 to  
our clients than what they pay for.

### 6 GROWTH IS A MINIMUM REQUIREMENT

If we're not growing,  
we're dying.

### 7 RADICAL TRANSPARENCY

We are always upfront and honest  
with our team and our clients.

# OUR CORE BELIEF & PURPOSE

## CORE BELIEF

If we grow our clients' businesses, then we deserve to grow our 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. A World-Class Sales System
3. A Self-Managing Team
4. High-Profits

So, we built innovative solutions to help our clients in these four areas with: world-class digital marketing, our sales & intake training university and virtual assistant solutions, world-class marketing and management coaching, and our fractional CFO service to help you stay profitable as you grow.

That's how we take a full 360° approach to law firm growth so our clients can build a highly-profitable law firm that 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.

*"Growth is a minimum requirement." — BILL HAUSER*

## SMB TEAM'S CULTURE

SMB Team's culture is one of **the most positive and uplifting work experiences** you will ever encounter. This has been validated by Fortune magazine, ranking us as a **top-100 place to work** (2 years running). Working here is a blessing. We foster an environment where criticism is replaced with support, trust, and protection. We are transparent about everything.

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
4. Great Quarterly Bonus Plans

*"We are a team, not a family."  
— REED HASTINGS, CEO OF NETFLIX*

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 so much 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.

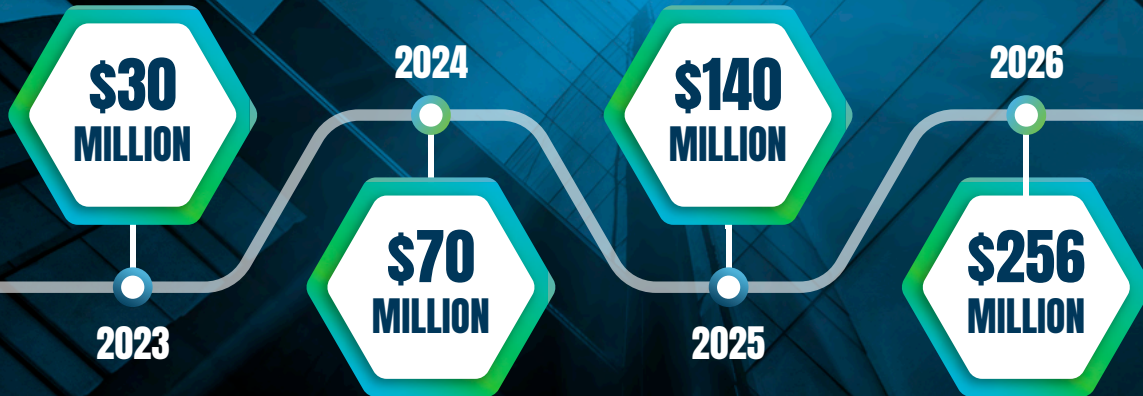
We are role model leaders for our clients. Because our company is run so well, we inspire our clients to run their businesses just like us. This is why it's crucial for us to maintain high standards.

# 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.

By December 31<sup>st</sup>, 2026, we will have generated 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.

On the path to our vision, we aim to achieve the following annual recurring revenue goals:



*"Money isn't the most important goal. But, it's the most measurable." — BILL HAUSER*

Since our services are offered on an annual renewal basis, **our annual renewal rate is our most important measure of success.** Our growth depends on clients lifetime value 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 and scale ensures we consistently deliver this exceptional value.

In order to reach these revenue goals, we anticipate targeting another industry and/or product line by the end of 2024. Stay tuned...

## CORE BUSINESS ACTIVITIES

*"We are in the innovation business. Not the business we think we're in." — BILL HAUSER*

### OUR OVERARCHING BUSINESS CONCEPT IS SIMPLE:

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

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. Offering a diverse range of services under one umbrella allows us to offer well-rounded and objective recommendations to our clients. Our clients often find themselves overwhelmed with multiple vendors. However, when they choose to work with us, their results soar, and their lives become more streamlined and manageable.

# 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. Right 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.

This part of our business will do over \$100M in annual recurring revenue by 2026.

## GROWTH COACHING (Management, Marketing & Sales)

Ensuring our clients' success goes beyond merely generating leads; we are dedicated to helping them build a thriving, world-class business that 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.

**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.

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

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 present and 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 services, we have coaching 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.

This part of our business will do over \$70M in annual recurring revenue by 2026.

# “WOW” CLIENT EXPERIENCE TEAM

*“Bad communication will ruin a client relationship faster than bad results.” — BILL HAUSER*

**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 through every single touchpoint, even during challenging moments.

These principles have already earned us a world-class client rating (75+ NPS [Net Promoter Score]) multiple quarters in a row. It will earn us an 80+ NPS in the future.



Our clients consistently encounter two major challenges: **HIRING** and optimizing their **SALES PROCESS.** To address these issues, the SMB Team has created a company called Attorney Assistant, of which we own a 50% stake.

**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 client’s inbound leads and administrative tasks, all at a fraction of the cost of hiring one full-time employee.

**The overarching vision for Attorney Assistant is to establish itself as the #1 virtual assistant service for lawyers 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.

By the year 2025, Attorney Assistant is projected to generate **\$86 million in annual revenue**, (which is not included in the SMB Team’s revenue projections outlined above).

## INNOVATIONS

*“What got you here, won’t get you there.” — MARSHALL GOLDSMITH*

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

**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

*"It's not about who you know, it's about who knows YOU."— BILL HAUSER*

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. EVENT SALES

Our unrivaled success in organizing industry-leading events significantly contributes to our sales goals. The value we deliver through these events is unmatched and sets us apart from competitors.

### 3. SALES TEAM SALES

Our sales team is the best in the business; they operate like a highly trained navy-seals-level unit. They are dynamic, empathetic, and energized, consistently delivering substantial value during the sales process. We embrace an outbound culture and believe being pushy when needed is okay. Our belief in our services allows us to protect our clients from potential "rip-offs" in the market.

Our sales and marketing efforts are strategically aligned with our business goals, ensuring every action we take propels us forward.

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

*"The legal industry is just a test." — BILL HAUSER*

Wouldn't it be exciting to see if we could become **the world's #1 business growth company?** This involves us expanding into the lead generation, recruiting, and technology space. We believe this may require us to tackle other industries before the end of 2026 that are in NEED of a transformation.

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