

2021



Annual Report



A Message From

Our Managing Partner



When the year began, I hoped that I would not be writing the 2021 edition of this publication while still grappling with the effects of the COVID-19 pandemic. With the pandemic approaching the end of its second year, 2021 has, like 2020, been a year like no other. Our team was called upon in 2021 to advance justice amid the continuing challenges of the COVID-19 pandemic, mounting legal needs and national conversations about personal freedoms, economic instability and pandemic fatigue. We are pleased to report that Fiffik Law Group weathered and ultimately prospered in the face of these challenges by adherence to our core values.

Three primary values serve as the bedrock of our law firm. First, we emphasize taking care of our people. We simply refused to lay off or furlough employees notwithstanding market forces which compelled our peer firms to do exactly that. Second, we refused to allow the pandemic to interrupt the high quality of legal services our clients have come to expect. We did so by quickly pivoting to the newest technologies and by getting ahead of the legal challenges our clients were certain to face because of the pandemic.



Finally, we continued our strategy of targeted growth, which values breadth of experience over size. We were excited to add several new attorneys and support team members. By doing so, we augmented several practice areas, including real estate closings, domestic relations, elder law and business transactions. The new team members are comprised of exactly the type of thoughtful, tough attorneys with top-tier skills, knowledge and experience our clients rely upon to achieve their goals.

The challenges posed by COVID will linger and are certain to evolve in ways that are not wholly foreseeable. Yet, our adherence to our core values will allow us to sustain our growth and enhance the services we provide to clients in the years to come. In short, the challenges of the last year have served only to enhance my faith in the future of our law firm and the ongoing success of its clients.



Mike Fiffik, Esquire

Managing Partner
Fiffik Law Group, P.C.



Legal Tech Forward

A year ago, the pandemic had already caused unprecedented disruption in how we practice law and serve our clients. We went from seeing colleagues, clients and judges in offices and courtrooms to a virtual “Zoom” reality that allows us to peer into each other’s dining rooms and be entertained by each other’s pets. Courtroom proceedings also went virtual or were put on hold, causing delays in justice. In the face of change and challenge, we do what American lawyers have done since lawyers helped found this country: we get to work to help to solve the problems before us. Our continued investment in technology was a big part of how we continued providing high quality legal services to our clients.

We met an increasing number of our clients via video conferencing. We used advanced technology to improve our real estate settlement services and enabled remote closings all over Pennsylvania. Our clients were able to sign documents wherever they had an connection to the internet using our electronic signature technology. In short, we utilized technology to meet our clients wherever they were, whether it be in Pittsburgh, Philly, Hazelton or out of state.

What will a return to normal look like post-pandemic? Before the pandemic, our normal was already a hybrid model, some of employees working in the office part of the week and others working from home full time. Whatever 2022 brings, we’ll continue to invest in technology that enables us to serve you without interruption.

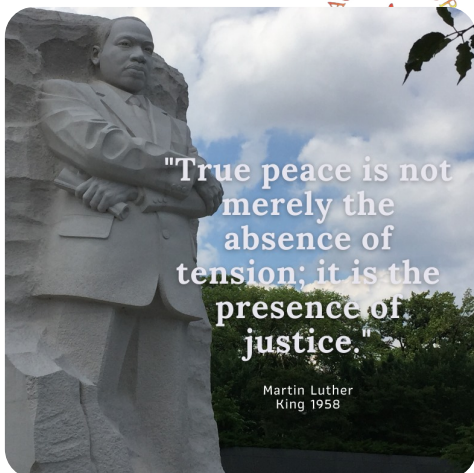


Recognizing and Celebrating Diversity



Our diversity goals include promoting equal opportunity for all our attorneys and professional staff and supporting the firm's ongoing commitment to build a diverse team and an inclusive workplace while promoting and fostering cultural competence.

FIFFIK LAW GROUP, PC
NATIONAL BLACK BUSINESS
MONTH HIGHLIGHT:



BLACK PEARL'S BBQ

"The food is delicious and the people amazing! They give so much back to the community. Happy to have a weekly habit!"

MARIO WHALEY
FOUNDER |
BLACK PEARL'S BBQ.



FIFFIK LAW GROUP, PC
NATIONAL BLACK BUSINESS
MONTH HIGHLIGHT:



ecclesiastes

ENTERPRISE
S. ENTERPRISE, LLC IS A
OWNED BUSINESS BASED
BUT SERVING CLIENTS
G NEEDS NATIONWIDE.

MONIQUE HARRINGTON
FOUNDER |
ECCLESIASTES
BUSINESS
ENTERPRISE, LLC.



FIFFIK LAW GROUP, PC
**BLACK
BUSINESS
MONTH**

OPENING THE DOORS TO
BUSINESS START-UP &
FORMATION



FIFFIKLAW.COM



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Managing Complex Estate Situations

A team led by Jennifer Bamonte and including Ed Twomey, Marsha Maietta and Mike Fiffik worked with thousands of clients to prepare estate plans. Our clients present an ever-increasing medley of complex family and life situations that makes estate planning more complex than ever. The “Leave it to Beaver” family situation is simply not the most common family we see these days. These situations include increased number of non-traditional relationships, second marriages, having a special needs family member, children to multiple relationships, having a substantial amount of wealth in retirement accounts, and having a spouse in need of long-term care. Our team prepared over 6,300 Wills, Powers of Attorney and Healthcare Directives. For clients with more complex situations, we prepared many Revocable Living Trusts, Irrevocable Trusts and Assets Protection Trusts.



Powering Small Business Success

Small businesses are in a class of their own. Small business' day-to-day legal issues can be vastly different than larger corporations. They don't need (or want) a huge law firm lawyer who charges \$700 an hour. Our small business attorneys Mike Fiffik, Trevor Handlovitch, and Grace Page have all the experience that overpriced lawyers have but are accessible to a small business owner's budget. We bring a pragmatic, cost-effective perspective to small business legal issues.

Our attorneys understand the issues associated with forming, operating, and growing small businesses because we have years of experience in representing thousands of small businesses. We assist small businesses on matters both small and large, including:

FORMING A BUSINESS:

We help people form hundreds of new businesses every year. Whether you're looking for a limited liability company, partnership or corporation, we get you up and running fast.

SMALL BUSINESS CONTRACTS:

Small businesses need contracts of all kinds. Our experienced business attorneys have drafted and negotiated many different contracts including purchase agreements, consumer contracts, construction contracts, real estate agreements, buy-sell agreements, liability waivers, subcontractor agreements, non-disclosure agreements, and service contracts.

SMALL BUSINESS LITIGATION:

We pride ourselves in helping our clients avoid litigation, but sometimes it happens. Whether you're filing the lawsuit or defending it, we provide cost-effective but thorough representation.



Celebrating Small Business Owners



We make an effort to support local and small businesses as often as we can and in as many ways as we can -

- Hosting events at local businesses
- Shopping and eating at local businesses
- Featuring small businesses on our social media
- Providing legal resources to help people manage their business at every step of its lifecycle



Guiding Accident Victims Through Trauma to Recovery

Perhaps because car accidents are so common, many people fail to consider the short and long-term consequences of suffering a severe injury in a car accident. The days, weeks, and even months following your accident can be overwhelming. Our experienced personal injury attorneys Matthew Bole, John Cermak, and Belinda Lison help victims through this trauma to recovery.

CHRONIC PAIN FOLLOWING ACCIDENT

Many car accident victims suffer chronic pain as a result of their injuries. Chronic pain can be very difficult to diagnose and even more difficult to treat. Treatments for your pain can quickly add up and become a financial burden.

MEDICAL DEBT

Most car accident victims wind up with significant medical debt. Auto and health insurance rarely cover everything. The average hospitalization cost for car accident victims is \$57,000. If the accident causes a spinal cord injury you may be looking at a cost closer to \$200,000. These costs don't even include what may be needed once you leave the hospital such as physical therapy or medications.

MENTAL STRESS & EMOTIONAL TRAUMA AFTER A CRASH

It is very common to have emotional side effects from an auto accident. Even a minor incident can trigger anxiety and feel like a frightening experience overall. The accident itself combined with possible vehicle damage and physical injuries is enough to cause quite a bit of stress for anyone involved. In very serious accidents, such as where someone suffered a traumatic brain injury, victims may suffer PTSD in the weeks and months following the crash.



Helping Make the Homeownership Dream Real

2021 was a roller-coaster of a year for real estate. Super low mortgage rates and limited supply fueled a boom of activity with lots of competition. Other trends that we saw were more “for sale by owner” (FSBO) and cash deals in addition to a lot more activity than in prior years. The process of buying property can be complicated; most people would describe it as confusing, stressful, time-pressured, costly, and filled with delays. A settlement agent/title company will be involved in the closing. You have the right to choose who will provide those services. Our real estate team of Susan Green, Trevor Handlovitch, and Kayla Ford helps our clients avoid these complaints and take control of the process.

PLACING YOUR REAL ESTATE MATTER IN OUR HANDS MEANS THAT:

- We'll get your deal on paper. Don't use form agreements. We'll put an agreement together tailored to your goals to protect you.
- Avoid problems. Most closings go smoothly but sometimes problems arise. When they do, having an attorney involved for the whole process helps turn problems into solutions.
- Lots of communication. We keep you updated every step of the way. You know what's going on the entire time.
- No surprises at the closing table. Surprise fees are among the most common complaints about real estate closings. That does not happen to our clients



Pitching In - In Good Times and Bad

Civil justice problems that go unresolved can create serious social, economic and health problems that become costly burdens both for those who experience them and for society at large. We've partnered with local non-profit organizations to improve the well-being of our neighbors and make a difference in our communities.



North Hills Community Outreach is a community and interfaith-based organization addressing the needs of people in crisis, hardship, and poverty. They provide a food pantry, transportation assistance, job and life skills training, and had a functioning "Ask the Attorney" program. We saw an opportunity to enhance their existing legal program by giving LegalShield memberships to NHCO to offer to individuals in need. NHCO's programs can be more effective in achieving their goals when people have an attorney available 24/7 to help resolve civil justice problems.



PA Women Work helps lead individuals re-entering the workforce, or faced with a challenging career, transition toward financial independence. Many of the organization's clients have civil justice problems that impair their ability to obtain financial independence. We sourced a grant to fund the purchase of LegalShield memberships that the organization could place with their clients. Our goal is that these clients will use the membership to address unresolved legal matters and, in doing so, enhance the effectiveness of the organization's programs and increase the likelihood of success.

Pitching In - In Good Times and Bad

The Samaritan's Purse project Operation Christmas Child collects shoebox gifts-filled with fun toys, school supplies and hygiene items and delivers them to children in need around the world. We got together to purchase and wrap over 40 shoeboxes for this amazing charity!



We're honored to support our local community by sponsoring Green Tree Baseball & Tee-Ball!



Webinars



We offer Educational Webinars on a wide variety of legal topics such as estate planning, social security retirement planning, and small business success skills. Invite your current and prospective customers. This is an easy “connect” opportunity for you to introduce prospects to your provider law firm and maybe get referrals from existing customers. Check our Eventbrite for all of our upcoming events.



Producing Life-Changing Results - Success Stories

We take a genuine interest in our clients' lives and stories, understand their objectives, and often exceed expectations.

This is just one of the many success stories we've helped create with our clients.



**Rebecca Kuna,
Esquire**

Associate Attorney
Fiffik Law Group, P.C.

When our client left her previous employer in the midst of the pandemic, she was required to reimburse her employer for tuition they had paid on her behalf, totaling \$10,000. Months after repaying the tuition costs, our client unbelievably received notice from her previous employer's attorney that she was being sued for the tuition costs plus legal fees - a total of \$11,082. She tried to work it out but the lawyers suing her would not communicate with her. She felt helpless and that there was nothing else she could do.

Thankfully, she reached out to Attorney Kuna at Fiffik Law Group because she was able to draft up a letter and get in contact with the other attorneys immediately, leading to a dismissal of the case and its ensuing \$11,082 in fees.

By The Numbers



43,415

TOTAL REQUESTS FOR SERVICE



33,061

TOTAL DOCUMENTS/MESSAGES RECEIVED & PROCESSED

23,947

VIA EMAIL, FAX, MAIL, & VM

1,355

VIA LEGALSHIELD APP

7,759

VIA TEXT



95%

AT NO ADDITIONAL CHARGE



\$9,772,625

TOTAL VALUE OF SERVICES DELIVERED



64,283

TOTAL CALLS INTO THE CALL CENTER

6,389

WILLS & POWERS OF ATTORNEY DOCUMENTS PREPARED



53.26

NET PROMOTER SCORE



2,784

TOTAL LETTERS WRITTEN

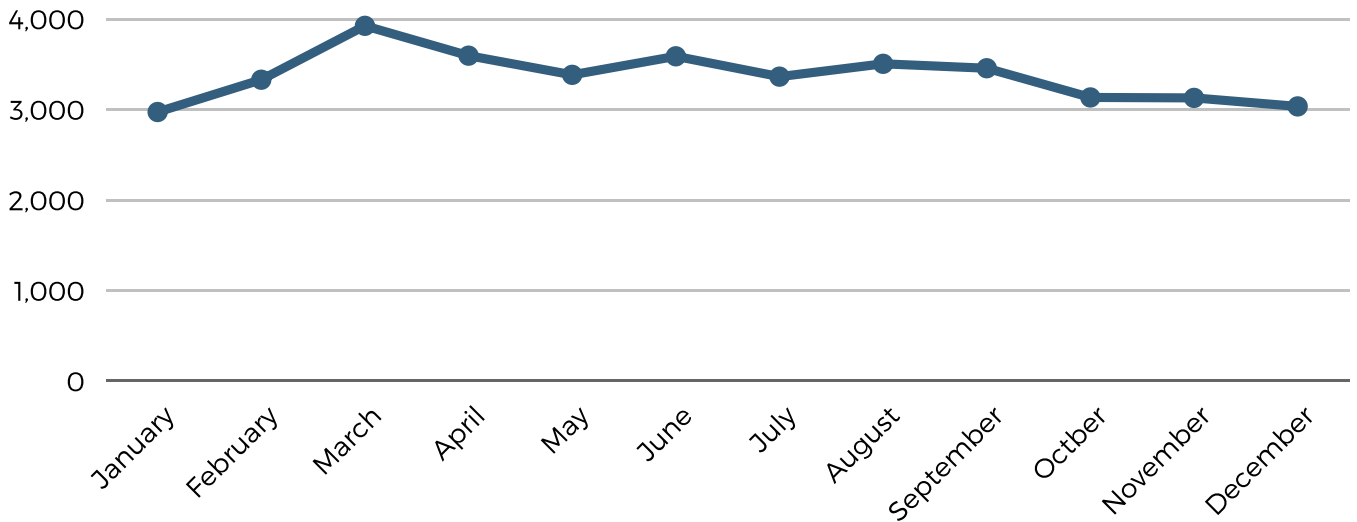


29,711

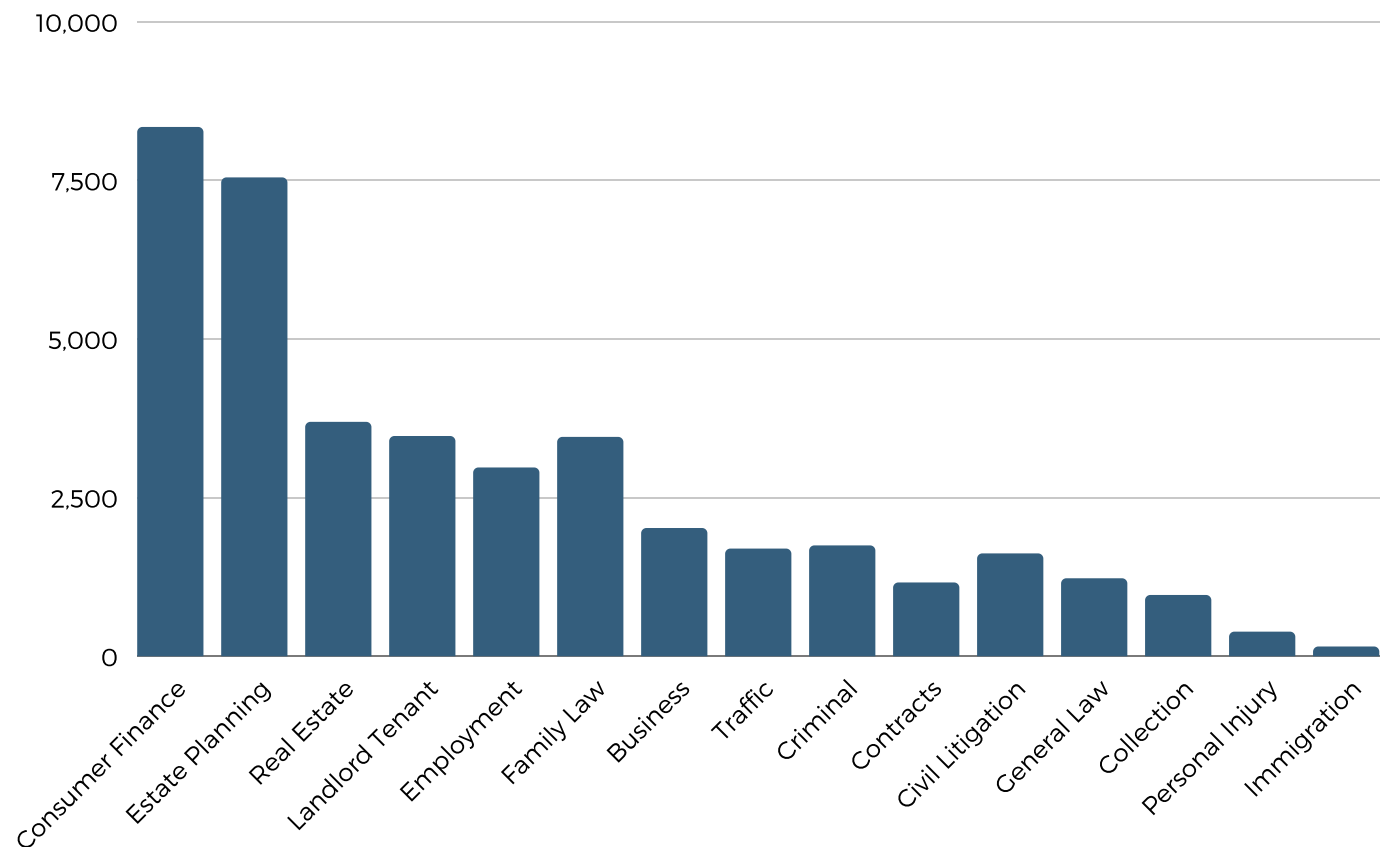
MEMBERS

2021 Requests For Service

monthly



area of law



We Support & Stand By You

Becoming a successful LegalShield sales associate requires commitment - yours and ours. Your success is our success. To help enhance your chances of success, we offer a variety of tools and opportunities for you, including:

- **Monthly virtual "Associate Workouts"**, where we provide in-depth, practical training on Legalshield memberships and benefits.
- **Educational Webinars** on a wide variety of legal topics such as estate planning, social security retirement planning, and small business success skills. Invite your current and prospective customers. This is an easy "connect" opportunity for you to introduce prospects to your provider law firm and maybe get referrals from existing customers. Check our **Eventbrite** for all of our upcoming events.
- **Follow our social media sites** on Facebook, Twitter, LinkedIn, and Instagram. We regularly post shareable content that is relevant to your existing and prospective customers. Members who use the membership keep the membership. Sharing our content can lead to using the membership and greater retention for you.
- **Subscribe to our YouTube channel.** We regularly post videos of interest to your customers. You will find several estate planning webinars – a great first invitation to your new members to help them understand how important it is to complete their estate planning.
- **Read and share our monthly newsletters.** There's lots of great information in there for you and your customers.
- **Use resources on our website** - fiffiklaw.com - your members can request a consultation 24/7 using our online request form and can start the process of completing their Will. For business customers, our business legal health checks will help them understand how much access to an attorney can help them achieve business success. We will be relaunching our website in 2021 and add lots of new user-friendly features.

What Our Members Are Saying About Us

Don't Just Take It From Us. See What Our Members Are Saying.

When choosing a partner for your LegalShield business, you want the best. What better proof than seeing what our LegalShield members have to say? We constantly survey our members and ask if they are willing to say a few words. As you will see, many do. We are proud of our high-quality services, and most proud of the value we've delivered to these members

BARBARA
"I want to thank you again for all of the time and work you put into this case. Your patience was very much appreciated. I'm sure that without your help American Water Resources would not have paid for the plumbing work that was done."

LENNY
"Attorney Coy is outstanding! She listens very well, is well informed, respectful, supportive. She is relaxed and creates an atmosphere of hope with her kind positive responses. She never comes across as arrogant and condescending. A+ for her and the entire team at Fiffik Law Group."

MAY
"The attorneys gave excellent service, were very kind, were not biased, and were very empathetic. It makes me appreciate why I purchased the membership. Thank you and the company."

MELISSA
"Attorney Devine, I want to thank you for your help with everything. You always respond quickly and have given me great support."

JO
"Thanks to you, my landlord agreed to have the repairman return to complete the job. I greatly appreciate your efforts and as always will never be without my Legal Shield."

JANE
"I am extremely pleased with the powerful letter Rebecca did for me. Thank you for a job well done!"

CHRIS
"Thank you so much for being kind, respectful, and exceeding all of my expectations!"



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