

FROM THE PRESIDENT'S DESK

Resolve in '25 to build your value and book of business

New Year's resolutions are viewed by some as a universal rite of passage, signaling a desire, a need, or a timely opportunity for self-improvement.

According to statisticians, nearly 80 percent of New Year's goals revolve around improving health, principally through diet and exercise. Evidence of this can be seen at gyms and fitness centers everywhere over the course of the next two months, as eager goal-setters flock to exercise facilities to peel off pounds, build muscle, and reel in their appetite for second helpings at mealtime.

Not surprisingly, some 90 percent fail to follow through on their resolution to get fit, sidetracked by various distractions and excuses while chasing the ever-elusive goal of personal accountability.

The statistics are almost as disappointing when it comes to resolving to improve your financial health by spending less and saving more, two goals that are undeniably linked to one another.

Just as is the New Year's resolution to stop procrastinating. Eventually.

The quip, tried and true as it may be, dovetails neatly with a desire to get over a fear of hurdles, even if it may take a leap of faith.

Primerus, now in its 33rd year of operation, is equipped to help you take – and make – that leap in 2025, building your value to your law firm and another book of business that can yield dividends for years to come.

The effort begins by recognizing that you are part of something unique, an ever growing international alliance of small- and medium-sized law firms that are woven together by a commitment to a set of high standards: the Six Pillars.

The Six Pillars – which include Integrity, Excellent Work Product, Reasonable Fees, Continuing Legal Education, Civility, and Community Service – serve as the backbone of Primerus, a name that has become synonymous around the world with high quality legal services at a fair price.

Our organization is built on a belief that honesty and integrity matter, defining our overall character and corresponding commitment to the values that have long been the hallmark of the legal profession. These principles, which over the course of history have periodically come under attack from various quarters, are beyond compromise, and serve as the linchpin to preserving our most fundamental freedoms and the guarantee of equal justice for all.

As Primerus has grown, so has the willingness of our members to embrace the concepts of the Six Diamonds, which connects us across a global platform that helps each firm compete on an equal footing with Big Law.

Leveling the Playing Field is the first of the Six Diamonds, and speaks to bringing a sense of balance to the vastness of the legal marketplace,



enabling law firms of various sizes the opportunity to go head-to-head with the giants of the profession. With the strength of Primerus backing them up, bolstered by our promise to attract only the finest law firms in the world, members enjoy the advantages of a large firm in terms of scope and reach without sacrificing the flexibility afforded to those committed to providing exceptional client service at a reasonable rate. Primerus lawyers are distinct, marked by their entrepreneurial spirit and an ongoing desire for self-improvement, character traits that can help develop skill sets and enhance legal reputations.

Providing **Quality Face Time with Clients** is second on the list of Diamonds, connecting members with each other and with clients throughout the year at in-person and virtual events designed to develop lasting relationships and friendships. One avenue available is through our ties to the Association of Corporate Counsel (ACC), the largest

Resolve in '25 to build your value and book of business

organization of corporate counsel in the world with more than 45,000 members. As an ACC member and sponsor, Primerus offers access to the organization's events and members, opening doors to a sophisticated list of potential clients that otherwise would be closed to smaller firms due to reasons of cost and opportunity.

Active Membership in the Primerus Community is the third Diamond and is reflected by the many different organizations that are woven into the fabric of our international alliance. Those organizations include various institutes, practice groups, sections, committees, and boards that cement a culture built upon shared values and a high level of trust among members who have developed lasting relationships and friendships with each other.

The fourth Diamond is **Taking Advantage of Primerus Resources**, which includes the marketing muscle of a highly respected organization that is

international in scope. In effect, Primerus operates as a marketing, branding, and communications consultant to each member firm, opening up a world of new business possibilities that now are within economic and technological reach thanks to an array of tools at your disposal. Among those tools are an enhanced website that soon will feature multi-language capabilities and an upgraded set of publications that will tell your story to a global audience.

Unique Brand-Building, the fifth Diamond, helps develop an awareness about your law firm by using marketing strategies and campaigns designed to create a lasting image in the legal marketplace. In short, we provide the blueprint for how you want the world to view your business, supplying a range of marketing services that add another dimension to your ability to attract new clients and to establish a recognizable identity that can be magnified by valuable third-party endorsements.

Our sixth Diamond, a **Global Platform**, opens a world of opportunities to expand your legal reach. The platform has been built through our expansion to more than 50 countries around the world, connecting high-quality law firms that can provide diversified legal services to a broader base of clientele. This feature has gained increasing importance with the growth of a global economy where cross-border legal work has seen a major uptick.

The benefits of operating on a world stage with trusted partners are just some of the advantages of committing to being engaged in Primerus, where there are countless ways for you to become actively involved in shaping your future as well as ours.

That, in a nutshell, is a New Year's resolution worth keeping.

Best regards,
Jack Buchanan, President