

AN ANNUAL MAGAZINE FOR OUR REFERRAL PARTNERS AND FRIENDS OF GOLDLAW

THE GOLD STANDARD

2024 ISSUE



WE HOLD
ACCOUNTABLE
THOSE WHO HURT OTHERS®

History



1960

Legacy

Craig Goldenfarb's Mother

To fully appreciate GOLDLAW's history, you must go back to the 1960's, when Craig's mother, Sondra, a graduate of Harvard Law, becomes the first female adjunct professor. One of her classmates was future Supreme Court Justice Stephen Breyer.



1995

Education

Craig Graduates from Law School

Inspired by his mother's gifts in the courtroom, Craig chooses to pursue a career in law, and graduates from the University of Florida Levin College of Law. Craig meets his wife at UF, and moves to Miami for his first job as a Plaintiff's lawyer practicing Personal Injury Law.

2002

Entrepreneurship

Craig Opens his own Firm

After a few years as a litigator, Craig opens his own personal injury firm in West Palm Beach. He gained extensive jury trial experience representing victims of motor vehicle accidents, slip and falls, and nursing home abuse.

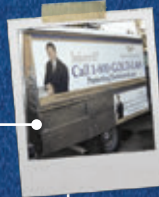


2007

Growth

Craig's Firm Gains Notoriety

After only a few years, Craig expanded his practice, hired more staff, and moved to a bigger office. During that time, the firm handled a couple of large cases that became newsworthy. By the end of 2007, the firm had grown to ten employees.



2012

Operations

Building a Successful Culture

An entrepreneur at heart, Craig realizes that to be successful, creating an excellent client experience and empowering

employees to love their job was crucial. With the hiring of the first marketing, human resource, and client relations managers, the firm would set itself on a path to prosperity, thanks to generating greater client satisfaction, and a work atmosphere that focused on engagement and employee happiness.

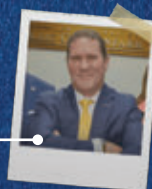


2020

Expansion

New Office in Port Saint Lucie

18 years after opening in 2002, the firm launched a new office in Port St. Lucie, to better serve clients from the Treasure Coast. The expansion opened many doors, introducing accident victims from cities as far away as Okeechobee, Fort Pierce, and Vero Beach to the GOLDLAW. This move up the east coast resulted in increased visibility for a firm focused on becoming a leader in South Florida.



2022

The Rebrand

Welcome to GOLDLAW!

After almost a full year of research and analysis, and a ten-year negotiation to acquire the name and domain, The Law Offices of Craig Goldenfarb officially became GOLDLAW! The company rebrand included the launch of a state-of-the-art website, new logos, and a new phone number. The "Use the 2's" - 561-222-2222 - tagline, as seen in the new GOLDLAW ad campaigns is a simple way to remind potential clients that the BEST representation for them is just a phone call away!



2024

Muck City

New Client Market

GOLDLAW's move into Muck City, - Belle Glade, Pahokee, and South Bay - marks the beginning of a new era for the region. With a steadfast commitment to both legal advocacy and community support, GOLDLAW is poised to stand up for the rights of accident victims and invest in the well-being of area. GOLDLAW aims to help Muck City thrive!



A NOTE FROM CRAIG

Dear Legal Colleague:

If a client called your office about a potential personal injury case, who would you send them to? Do you have a go-to-firm you trust 100%? A firm that makes YOU look good, and treats your clients like gold?

If not, and if you are ready to step up your referral game because you are not thrilled with the amount of care and attention you and your clients receive from an existing relationship, let me tell you about GOLDLAW. We're not your average personal injury firm.

GOLDLAW: Family First, Results Always

I've been practicing personal injury law for nearly 30 years, and my West Palm Beach-based law firm just celebrated 22 years of fighting for justice for clients throughout the state of Florida. GOLDLAW is a family of more than 85 amazing people including 10 highly skilled attorneys. We're all about clear and detailed communication, happy clients, top-notch legal representation, and genuine care. We've paid out tens of millions of dollars to our referral partners, because we believe in treating our attorney referral partners like family.

We Handle It All

Car accidents, slips and falls, Wrongful Death, you name it – we've got it covered. We even handle complex cases like medical malpractice, legal malpractice, and all kinds of cases including trucking, boating, pedestrian, nursing home, and even cruise ship incidents. Check out our website, www.GOLDLAW.com, to see our full range of services. Our Mission Statement at GOLDLAW is simple:

"We hold accountable those who hurt others."®

Giving Back to the Community is Our Passion

GOLDLAW prides itself in giving back to and supporting our community. As a law firm owner, I believe we have a responsibility to provide knowledge and financial support to those in need within our communities. That's why GOLDLAW supports dozens of local charities, youth organizations, and many other deserving causes.

Let's Chat Over Lunch (On Me!)

Want to learn more about how we can work together to make both our firms thrive? Shoot an email to my Executive Assistant, Christine Barr, at Craiglunches@goldlaw.com and we'll set up a lunch date. My treat, of course!

I would be honored to get to know you!



Craig M. Goldenfarb, Esq.
Founder / Principal Attorney



7 REASONS GOLDLAW IS YOUR DREAM REFERRAL PARTNER

GOLDLAW is all about creating and maintaining relationships long term. Here's what you get when you refer cases to us:

- 1. Your Contract, Your Fee:** You sign the client's contract, securing your 25% referral right from the start.
- 2. We Come to You:** Need a client signed up? No problem? Our New Client Specialist will meet them at their home, in your office, or wherever's convenient – day or night, weekdays or weekends.
- 3. Experience and Professionalism:** Your clients will be blown away by our experienced team and the care we put into every case.
- 4. Stay in the Loop:** We'll keep you updated on your referral's progress every step of the way.
- 5. Transparency is Key:** You'll get a copy of our demand letter to the insurance company.
- 6. Celebrate Success:** You'll sign the settlement statement, so you know exactly what the case settled for. Prepare to be impressed!
- 7. Fast Payment:** Your referral check is cut immediately after the settlement statement is signed. We'll even hand-deliver it to your office if you like.

Contents



06

Turning Tragedy into a \$6.5M Triumph!

A Family's Resilience in the Face of Unthinkable Loss



14

Why PI Firms Refer PI Cases to Other Firms

Top 6 Reasons Why A Personal Injury Law Firm May Refer Personal Injury Or Wrongful Death Cases To Another Personal Injury Law Firm



22

The Art and Science of Client Care In Personal Injury Law



08

Healing Clients' Hearts

How Empathy can serve as a Pathway to a Family's Recovery

26

IT'S ALL ABOUT

THE CULTURE

Resources for Referral Attorneys	07
What to Look for in a PI Firm to Partner With	10
Our Personal Injury Experts	11
Mission Statement/Core Values	16
Our Areas of Personal Injury Expertise	17
The New Client Intake Process	20
The GOLDLAW Client Journey: Partners for Life	24
GOLDLAW Gives	29



Craig Gives Back.....33

What Auto Insurance Do Your
Clients Need in Florida?38

The Heart of High-Stakes Litigation.....42

What To Do After Being in a Car Accident49

Why Florida Is A No-Fault State
When It Comes To Vehicle Insurance?50

Social Media Marketing for Attorneys.....52

GODLAW in the News.....54



32

**Investing in South Florida's
Latino/Latinx Communities**



36

**OLDLAW Serves the
"Muck City" Region**



40

The Power of Testimonials

How Client Feedback Drives Success
and Referrals



42

**The 2nd Path to Justice:
Empowering Crime Injury Victims**

Beyond the Criminal Courtroom



46

Medical Malpractice

35 **CRAIG CARES**



CASE REVIEW

Turning Tragedy into a \$6.5M Triumph!

A Family's Resilience in the Face of Unthinkable Loss

THE TRAGIC LOSS of a loved one due to someone else's negligence is an immeasurable burden. In such trying times, the decision to seek legal recourse can be daunting. This case offers an illustration of the profound impact a personal injury firm like GOLDLAW can have on a grieving family's pursuit of justice.

The Case

The life of a tow truck driver, once a cherished dream for "M.B.," who followed in his father's footsteps, turned into an unimaginable nightmare for his family. M.B.'s dedication to helping others on a Florida highway tragically ended when he was struck and killed by a negligent tractor-trailer driver. The driver's disregard for Florida's "Move Over" law shattered M.B.'s family, leaving his wife and three young sons to grapple with an immeasurable loss.

GOLDLAW's Role

Led by firm CEO Craig Goldenfarb, attorney Jorge Maxion, and Critical Case Manager Sue Newall, GOLDLAW used an "all hands-on deck" approach to reach a settlement with ALL parties involved (there were multiple), in just 90 days. Although the Defendant claimed that M.B. was in the wrong, the GOLDLAW team had the foresight to hire an expert to reconstruct the accident that proved that the truck driver, not M.B., was at fault.

The Settlement

After a laborious negotiation, a \$6,500,000 settlement with the Defendants' insurers was reached. This included substantial payments to all three of M.B.'s young boys, and his wife, including guaranteed funds for all the boys' future educations.



The substantial settlement secured in this case underscores the meticulous care and unwavering dedication personal injury firms invest in selecting and representing clients who have suffered unimaginable losses. The swift resolution of this case within 90 days emphasizes the tireless efforts and resources firms like GOLDLAW dedicate to achieving the best possible outcome for their clients. The ripple effects of such a successful outcome extend far beyond the immediate case, shaping the firm's reputation and attracting future clients seeking compassionate and effective representation in their own pursuit of justice.

Resources FOR REFERRAL ATTORNEYS

IN THE FAST-PACED and ever-evolving world of legal practice, no law firm can handle every type of case with equal expertise and resources. Whether it's a highly specialized area of law, a resource-intensive case, or simply a matter of managing workload, knowing when and how to refer a case to another firm can be a pivotal decision. Here are some resources that will help attorneys dive into the essentials of identifying referral opportunities, finding the right partners, navigating the ethical landscape, and learning how strategic referrals can enhance a practice and improve client satisfaction.

American Bar Association (ABA) Directory of Lawyer Referral Services

- The ABA provides a comprehensive directory of lawyer referral services across different states.
- Can help lawyers find reputable attorneys who specialize in specific areas of PI law.

National Trial Lawyers Association (NTLA)

- The NTLA offers a network of top trial lawyers who specialize in PI law.

Avvo.com

- Avvo.com is an online legal directory of attorneys.
- Includes peer review ratings and client reviews

Lawyer.com

- Offers directories and other networks where lawyers can connect with other legal professionals for case referrals.



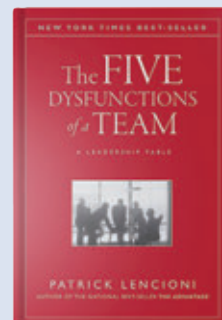
Justia.com

- Provides a detailed and extensive directory of lawyers across various specialties.
- Allows attorneys to find colleagues with specific expertise and experience.

An avid proponent of life-long learning, here are some of Craig's favorite resources on leadership and business:

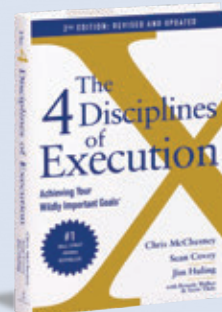
Five Dysfunctions of a Team, by Patrick Lencioni

"As personal injury lawyers, we're natural advocates. But building a winning firm means understanding team dynamics. 'Five Dysfunctions' is a playbook for turning individual talent into a cohesive force."



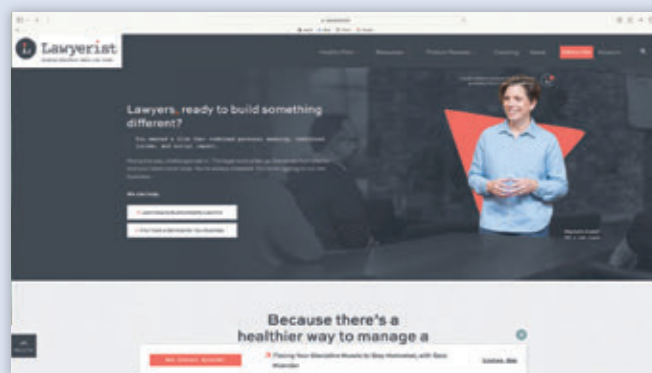
4 Discipline of Execution, by Chris McChesney, Sean Covey, Jim Huling

"We're all busy. The '4 Disciplines' teach us to laser-focus on what truly moves the needle, ensuring GOLDLAW's success isn't just about hard work, but the *right* work."



Lawyerist.com

"Lawyerist.com isn't just a website. It's a community of innovators. It's where we learn from each other, share ideas, and collectively elevate the practice of personal injury law."



AtticusAdvantage.com

"Engaging with Atticus has been one of my best decisions. Their advice on managing a successful law practice has empowered our firm to achieve greater success in client satisfaction and operational efficiency. Atticus offers group and individual training to help lawyers succeed in business and life."

Healing Clients' Hearts

How Empathy can serve as a Pathway to a Family's Recovery

THE LOSS OF A CHILD is an unimaginable tragedy that no family should ever have to endure. Especially when the death occurs after a series of medical failures at a medical facility. Despite repeated visits to the facility, the negligence of medical professionals led to a devastating outcome. The Greenacres family turned to GOLDLAW, known for its legal expertise and for its deep empathy and commitment to helping families navigate such overwhelming grief.

A Tragic Series of Events

The child's father took him to a local medical facility after the child complained of severe headaches. Despite the signs of a serious illness, the hospital staff sent the family home with only a prescription and instructions to wait 24 hours for the results of a strep throat culture. No blood tests were conducted, and the gravity of the child's condition was grossly underestimated.

Over the next two days, the child's condition deteriorated rapidly. The family followed the medical facility's advice, trusting that they had correctly assessed the child's health. Even after a visit to their pediatrician, who advised that the child be admitted to the facility immediately, no action was taken. After a third, desperate visit to the facility, the child succumbed to septic shock caused by an infection – a condition that should have been treatable if properly diagnosed and managed.

The Role of GOLDLAW in the Family's Healing Process

In the face of such overwhelming grief, the victim's family found a beacon of hope in GOLDLAW. Led by Founder and CEO Craig Goldenfarb, the firm recognized the immense pain and suffering the family was experiencing and approached the case with the utmost compassion and sensitivity. Craig understood that the case was about more than just compensation, it was about holding those responsible accountable for their



negligence, and ensuring that no other family would have to endure the same pain. GOLDLAW's approach was wholistic, focusing on both the legal aspects of the case and the emotional well-being of the family.

The Importance of Empathy in Critical Cases

Empathy is at the heart of GOLDLAW's practice. We understand that in cases of wrongful death, especially involving a child, the emotional toll on the family is immense. GOLDLAW's team was there for the family every step of the way, providing legal counsel, a compassionate ear and a shoulder to lean on. This empathy allowed the firm to build a strong relationship with the family, which was crucial in helping them cope with their grief and despair.

Through numerous meetings and conversations, GOLDLAW ensured the family felt heard and understood. The firm made it clear that they were not just another client but a member of the GOLDLAW family. This personalized approach is what sets GOLDLAW apart

from other firms and is a testament to our dedication to our clients' well-being.

Holding the Negligent Parties Accountable

The negligence of the medical facility and its staff was glaring. Despite clear signs of a serious medical condition, the facility failed to conduct the necessary tests, provide adequate care, or communicate critical information to the family. Those actions – or lack thereof – directly led to a child's unnecessary death, a fact that GOLDLAW was determined to reveal.

GOLDLAW's legal strategy focused on proving the facility's failure to diagnose and treat the child's condition was gross negligence. The firm gathered evidence, including medical records, expert testimonies, and eyewitness accounts, to build a compelling case. GOLDLAW highlighted the multiple opportunities the medical facility had to save the child's life and how each was tragically missed due to the staff's negligence.

Helping a Family Find Closure

While no amount of compensation can ever bring back a loved one, GOLDLAW's efforts helped the family achieve a sense of justice and closure. In less than four months, Craig Goldenfarb and team secured a settlement of \$2,000,000. This successful action against the facility served as a public acknowledgment of the wrong that was done to the victim and his family. It also sent a powerful message to medical institutions about the importance of taking every patient's symptoms seriously and providing the highest standard of care. When asked about the outcome, Goldenfarb had only one thing to say:

“This was a totally preventable death if the doctors had done their job and the medical facility had done their job.”

- Craig Goldenfarb, Esq.

This family's story is a tragic reminder of the consequences of medical negligence and a testament to the power of empathy in legal representation. GOLDLAW's unwavering support and dedication to the client family not only helped them secure justice for their child, but also provided them with the compassion and understanding they needed to survive such a devastating loss. GOLDLAW was more than just a law firm for the family – they were a lifeline during their darkest days.

5 Reasons Why Empathy is so Important

Building Trust

Empathy fosters a sense of connection and understanding between our law firm and the client. This trust allows for open communication and more effective representation.



Effective Communication

When a lawyer empathizes with a client's situation, they can better understand their emotions and needs. This leads to better communication and a stronger lawyer-client relationship.



Improved Outcomes

Empathy can help lawyers approach cases with a more holistic perspective, considering not only the legal aspects but also the emotional and psychological impact on a client. This can lead to better outcomes for the client.



Enhanced Client Experience

Clients who feel understood and supported by their lawyers are more likely to have a positive experience. This can lead to referrals and positive reviews.



Personal Satisfaction

For lawyers, empathy can be personally rewarding. Knowing that they have helped a client through a difficult time can be a source of satisfaction and professional fulfillment.



WHAT TO LOOK FOR IN A

PI FIRM TO PARTNER WITH

IN THE COMPETITIVE landscape of Personal Injury law, strategic partnerships can be a game-changer for firms of all sizes. By joining forces with another firm, you can unlock a range of benefits that extend beyond simply referring cases you don't handle. Here's what to consider when considering a partnership:



Expanded Reach and Expertise

- Expanded geographic outreach to areas you may not normally serve.
- Offer clients legal expertise in areas you don't focus on.



Increased Case Volume and Revenue

- Referring cases you don't handle can increase the number of cases you accept.
- This leads to increased revenue potential for BOTH firms!



Shared Resources and Reduced Costs

- Referring cases may enable you to share the costs of: marketing, advertising, and operational expenses.
- May have the chance to leverage a partner's existing infrastructure and expand reach without significant upfront investment.
- Can lead to greater efficiency/productivity through shared knowledge and best practices.



Enhancing Reputation and Credibility

- Partnering with a reputable firm can bolster your firm's credibility and reputation in the eyes of clients and legal community.
- "An expanded" practice area may attract wider range of clients.
- May help to open doors to collaborative opportunities with other professionals, expanding your firm's network and influence.



Risk Mitigation and Diversification

- Partnerships offer a way to diversify caseload and revenue streams.
- Sharing the burden of complex cases with a partner firm can reduce stress/burnout among attorneys and support staff.

Referral partnerships are a powerful tool for personal injury firms seeking to expand their reach, enhance their expertise, and achieve sustainable growth. By carefully selecting a partner that aligns with your values, goals, and practice areas, you can unlock a range of benefits that can propel your firm to new heights of success.

Our Personal Injury Experts



Spencer T. Kuvn, Esq. BCS, Chief Legal Officer

- GOLDLAW's Chief Legal Officer, Kuvn is a relentless legal force, specializing in high-stakes, high-profile personal injury litigation.
- Renowned for his unwavering dedication to victims' rights.
- Kuvn is a formidable adversary to those who abuse power and exploit the vulnerable.
- Remarkable track record includes landmark victories against notorious figures like Jeffrey Epstein and Bill Cosby, solidifying his reputation as a tenacious advocate for victims of sexual assault.
- Brilliant Strategist; when stakes are high, he is the champion you want in your corner.
- **Areas of Expertise: Sexual Assault/Trafficking, Wrongful Death, Medical Malpractice, Nursing Home Abuse.**

Donald W. Vollender, Esq., Pre-Suit Managing Attorney

A mainstay at GOLDLAW since 2009, Vollender has been a tireless advocate for the injured for more than 30 years.

- Experience defending insurance companies early in his career gave Don a unique insight into the tactics they use to minimize payouts.
- As a leader of the Pre-Suit team, he leverages this knowledge to level the playing field for clients in personal injury cases.
- **Areas of Expertise: Transportation Accidents, Premises Liability.**



Jorge Maxion, Esq., Pre-Suit Attorney

A passionate advocate, Jorge has dedicated over 30 years to fighting for justice both inside and outside of the courtroom.

- Began his career representing insurance companies, but his heart led him to champion injured victims. This unique background gives him a deep understanding of both sides of personal injury law.
- Uses his extensive experience as a litigator and magistrate to help clients navigate the legal system.
- Fluent in Spanish; proudly serves the Spanish-speaking community.
- **Areas of Expertise: Car Accidents, Truck Accidents, Boating Accidents, Premises Liability.**



Jeffrey D. Kirby, Esq., Civil Trial Attorney

A talented litigator, Kirby has been championing the rights of personal injury victims for almost 25 years.

- Started his career defending insurance companies, allowing him to bring a unique insiders perspective to GOLDLAW.
- Career includes numerous exceptional victories in high-stakes cases involving pedestrian crashes, medical malpractice, nursing home abuse, and negligent security.
- **Areas of Expertise: Pedestrian Accidents, Automobile Accidents, Premises Liability, Inadequate Security.**

Rafael J. Roca, Esq. BCS

has dedicated his legal career to fighting for the rights of injured individuals and families.

- Began his journey as a law clerk for prominent Personal Injury firms in South Florida.
- Expertise and success has earned him recognition as a Board-Certified Civil Trial Lawyer.
- Fluent in Spanish, he takes pride in representing Hispanic clients
- **Areas of Expertise: Wrongful Death, Catastrophic Car Accidents, Slip and Falls.**



Michael A. Wasserman, Esq., Civil Trial Attorney

Beginning his career a trial consultant, Mike has also served as a Public Defender and criminal defense attorney before moving to Personal Injury law.

- Has taken part in over 50 jury trials and 100 trials in total.
- Tried and won cases involving auto accidents, premises liability, medical malpractice, and wrongful death.
- Has dedicated many hours mentoring law students through the Kozyak Minority Mentoring Foundation.
- **Areas of Expertise: Premises Liability, Negligent Security, Nursing Home Abuse, Medical Malpractice.**

Paul McBride, Esq., Civil Trial Attorney

Partially the legal division of Florida's Department of Children and Families, McBride began his legal career as a prosecutor in the Ninth Judicial Circuit's State Attorney's Office, handling and trying cases involving child victims and domestic violence.

- Made the move to personal injury law in 2019.
- Presently on the Board of Directors for Speak Up For Kids, a West Palm Beach-based organization that champions best-interest child advocacy to help kids overcome adversity and rewrite their futures.
- **Areas of Expertise: Sexual Assault, Medical Malpractice, Product Liability.**



Timothy D. Kenison, Esq., Civil Trial Attorney, Appellate Attorney

Tim began his career as a Public Defender, before moving to the Prosecutor's office. He has been representing victims of negligence since 2020.

- Tried 16 felony cases as a first-chair prosecutor to verdict, including charges of capital sexual battery and sexual battery with force.
- Brings rare insight to GOLDLAW clients thanks to his previous experience defending hospitals and medical providers.
- Has prepared and presented numerous presentations on various aspects of personal injury law.
- **Areas of Expertise: Auto Accidents, Nursing Home Abuse, Sexual Abuse**

Michael H. Kugler, Esq., Civil Trial Attorney

Mike began his dedicated his career to obtaining justice for all categories of victims of negligence. He began his legal career at the Office of the State Attorney of Palm Beach County.

- Veteran of over 100 jury trials.
- Has prosecuted every type of crime from DUI to Capital Sexual Battery to Death Penalty cases.
- Was a key member of Palm Beach County's Special Victim's Unit.
- **Areas of Expertise: Sexual Assault, Sex Trafficking, Premises Liability.**





Why PI firms Refer PI Cases to Other Firms

Top 6 Reasons why a Personal Injury Law Firm May Refer Personal Injury or Wrongful Death Cases to Another Personal Injury Law Firm



SPECIALIZATION

Some firms may specialize in certain types of personal injury or wrongful death cases, such as medical malpractice, product liability, or catastrophic injuries. If a firm receives a case outside its area of expertise, it might refer the case to a firm with the specialized knowledge and experience to handle it effectively.



WORKLOAD MANAGEMENT

A firm might have too many cases to handle at once and may refer cases to another firm to ensure that each client receives the attention and dedication they deserve.



RESOURCE ALLOCATION

Complex cases often require significant resources, including time, money, and manpower. A smaller firm might not have the capacity to take on a high-stakes or resource-intensive case and might refer it to a larger firm better equipped to handle the demands.



CLIENT'S BEST INTEREST

In some cases, a firm may refer a case to another firm that has a proven track record in obtaining favorable outcomes for similar cases. The referring firm may recognize that the client would be better served by a firm with more experience or success in handling the specific type of case.



CONFLICT OF INTEREST

A firm may refer a case to another firm if taking the case would create a conflict of interest. For example, if a firm has represented the defendant in the past or currently represents an entity with competing interests, they may choose to refer the case to avoid any ethical issues.



BUILDING PROFESSIONAL RELATIONSHIPS

Referrals can strengthen relationships with other law firms, leading to potential collaborations and mutual benefits.



“Although I have been practicing Personal Injury law for more than 20 years, my firm does not practice some specific areas of law within the field. I have been referring Medical Malpractice, Nursing Home, and complex Products Liability cases to GOLDLAW for most of my career. Their experience and expertise in working on these referrals has always yielded excellent results for the clients, and has earned my firm seven figures in referral fees over the years. I highly recommend sending your referrals to GOLDLAW.”



Jon Levy, Partner -
Rosenthal, Levy, Simon, and Sosa
West Palm Beach/Port Saint Lucie



“I have been a South Florida elder law attorney for over 24 years and have had the pleasure of working with GOLDLAW on personal injury cases I have referred to their office. From initial intake through the conclusion of matters, I have found their team of attorneys and support staff to be responsive to client needs, my inquiries, and handle cases in a timely and professional manner with positive outcomes.”



Todd R. Zellen, Elder Law and Estate
Planning Office of Todd R. Zellen, P.A.

REFERRAL FEES

Since **2019**, GOLDLAW has paid out almost **\$1M** in Referral Fees to partner lawyers/law firms. Here are a few examples of the fees received:

\$375,111

Wrongful Death
(Auto Accident)

\$200,000

Medical Malpractice
(Doctor, Nurse, Hospital)

\$187,555

Wrongful Death
(Auto Accident/Premises Liability/Product Liability)

\$93,640 – Auto Accident (non-death)
\$85,000 – Auto Accident (non-death)
\$80,000 – Premises Liability (non-death)
\$75,000 – Auto Accident (non-death)
\$75,000 – Premises Liability (non-death)

\$75,000 – Auto Accident (non-death)
\$73,000 – Sexual Abuse (non-death)
\$66,667 – Auto Accident (non-death)
\$65,000 – Auto Accident (non-death)
\$60,000 – Auto Accident (non-death)

WE HOLD ACCOUNTABLE THOSE WHO HURT OTHERS.®

OUR MISSION STATEMENT

*When the unforeseen becomes a reality,
our mission is to provide hope, compassion,
and guidance as your partners in recovery.*

OUR CORE VALUES



The Gold Standard

We strive for excellence in everything we do. We have resources to fight the insurance companies. We run a well-organized and stable practice that has given back to the community for more than 20 years.



Compassion

We are sensitive to the trauma our clients have suffered, which drives our commitment to help them recover. We provide support during a difficult time. We practice compassion with our clients, our team, and our community.



Respect

We value our clients' time, respond to their needs, and diligently pursue their case. We support our coworkers, enjoy working together, and celebrate the successes of our teams.



Success

We have a strong record of winning. Our clients benefit due to our dynamic working environment and dedicated, long-term employees. Our leaders support and develop our teams.



Integrity

We conduct ourselves with professionalism in the office and in the community. We have strong moral principles. We are trustworthy and ethical.



Innovation

We've reinvented the practice of personal injury law. We empower our team to develop new ways to serve our clients. We pursue cutting-edge technologies to get the best results.

 **GOLDLAW**
PERSONAL INJURY LAWYERS

FOR A FREE CONSULTATION CALL
561.222.2222



Our Areas of Personal Injury Expertise

AUTO ACCIDENTS

Auto accidents can dramatically change a client's life, leading to serious injuries, emotional trauma, and financial strain. Our law firm specializes in representing victims of car, truck, and motorcycle accidents. We provide comprehensive legal support, from investigating the accident and gathering evidence to negotiating with insurance companies and representing the client in court if necessary. Our attorneys are highly skilled at protecting clients from bullying insurance companies that prioritize their profits over a client's well-being. We fight to ensure the client receives fair compensation for medical bills, lost wages, pain and suffering, and other damages, allowing the client to focus on recovery.



NEGLIGENT SECURITY

Negligent security cases involve property owners failing to provide adequate safety measures, resulting in harm to visitors or tenants. This can include insufficient lighting, lack of security personnel, or broken fences and locks. Our firm is committed to holding these negligent parties accountable. We thoroughly investigate each incident, collect evidence, and work tirelessly to prove negligence. Our goal is to ensure victims receive just compensation for their injuries, medical expenses, and emotional distress, while also advocating for safer community standards.



SLIPS & FALLS/PREMISES LIABILITY

Slip and fall accidents and other premises liability cases occur when property owners fail to maintain safe environments. These incidents can lead to severe injuries, including fractures, head trauma, and spinal cord damage. Our experienced attorneys are dedicated to proving property owner negligence, whether it's due to wet floors, uneven surfaces, or inadequate maintenance. We strive to obtain fair compensation for medical bills, rehabilitation costs, lost income, and pain and suffering, helping victims regain stability and security after their incidents.



NURSING HOME ABUSE

Nursing home abuse is a grievous violation of trust that can result in physical, emotional, and financial harm to the most vulnerable members of our society: the elderly. Our firm is dedicated to protecting the rights of nursing home residents, and our record of success is unparalleled. Our skilled attorneys investigate claims of neglect, physical abuse, emotional abuse, and financial exploitation, working diligently to hold facilities and caregivers accountable. Our firm's mission is to ensure that victims receive the justice and compensation they deserve, promoting a higher standard of care in nursing homes.



SEXUAL ASSAULT/HUMAN TRAFFICKING

Sexual assault and sex trafficking are heinous crimes that cause profound and lasting trauma. Our firm is committed to advocating for survivors, providing compassionate and robust legal representation. Our attorneys have significant experience handling high profile cases and holding perpetrators and negligent institutions to account. Our goal is to secure significant compensation for medical treatment, counseling, and other support services, helping survivors rebuild their lives and find a path to healing.



MEDICAL MALPRACTICE

Medical Malpractice occurs when healthcare professionals fail to satisfy the standard of care, resulting in patient harm. This can include misdiagnosis, surgical errors, medication mistakes, and more. Our law firm specializes in holding negligent doctors, nurses, and medical facilities accountable. Our attorneys meticulously investigate each case, consult with medical experts, and advocate for our clients to receive proper compensation for their injuries, medical expenses, lost wages, and pain and suffering. Our goal is to ensure accountability and improve patient safety standards.



WRONGFUL DEATH

Losing a loved one due to someone else's negligence is a devastating experience. Our law firm is dedicated to helping families seek justice and compensation through Wrongful Death law. We handle all aspects of the case, from investigating the circumstances to proving liability and negotiating settlements. Our compassionate attorneys understand the toll a tragedy like this takes on families. We strive to secure compensation for funeral expenses, lost income, and loss of companionship, providing support and guidance during this difficult time.



TRUCKING ACCIDENTS

Trucking accidents often result in severe injuries and complex legal battles due to the involvement of larger commercial vehicles and multiple parties. Our firm specializes in handling these challenging cases, ensuring victims receive the compensation they deserve. Our attorneys thoroughly investigate the accident, gather crucial evidence, and navigate the complexities of trucking regulations and insurance policies. The firm is adept at protecting clients from aggressive tactics by trucking companies and insurers, fighting for fair compensation and justice.



RIDESHARE CRASHES (UBER, LEFT, etc.)

Rideshare crashes involving Uber or Lyft can be particularly complex, as they often involve multiple parties and insurance policies. GOLDLAW attorneys will meticulously investigate the accident, identify all liable parties, and handle negotiations with insurance companies who are notorious for attempting to minimize payouts. Our firm is committed to protecting victims' rights, and securing compensation for medical expenses, lost wages, and pain and suffering.



BOATING ACCIDENTS

Boating accidents can result in severe injuries and significant financial losses. GOLDLAW specializes in representing victims of all types of boating accidents, including collisions, capsizing, and water sports injuries. Our attorneys conduct thorough investigations to determine the cause of the accident and identify all liable parties, from negligent operators to the manufacturers of defective equipment. Our firm is dedicated to securing the compensation victims deserve, so they can focus on healing and rebuilding their lives.



CRUISE SHIP INCIDENTS

Cruise ship incidents can turn a dream vacation into a nightmare. Our firm is dedicated to representing passengers who have suffered due to negligence, sexual assaults, inadequate safety measures, or medical malpractice aboard cruise ships. GOLDLAW's experienced attorneys have handled multiple types of cases, thoroughly investigating the incidents and navigating complex maritime laws. We will fight to ensure our clients receive justice and the fair compensation they deserve for medical bills, lost wages, and pain and suffering.



HEART ATTACKS IN PUBLIC PLACES

Suffering a heart attack in a public place can be a life-threatening emergency, and timely medical intervention is crucial. Our firm has handled multiple cases where negligence or an inadequate emergency response – like having no AED available – resulted in a tragedy. GOLDLAW attorneys will investigate whether property owners, employers, or event organizers failed to provide adequate medical assistance or emergency preparedness. It is our mission to secure the maximum compensation for medical expenses, lost wages, and pain and suffering, so that victims and their families receive the support they need during the recovery process.



THE NEW CLIENT Intake Process

THE NEW CLIENT INTAKE PROCESS at GOLDLAW is crucial for establishing the initial relationship between the firm and a potential client. It involves several steps to ensure that the firm can adequately assess the case and provide the necessary legal representation. Here are the typical steps involved in the intake process at GOLDLAW:



1. INITIAL CONTACT

Phone-Call/Online Inquiry:

Potential clients reach out to GOLDLAW via phone, website form, email, or live chat.

Information Gathering: The Intake Specialist collects basic information such as the client's name, contact information, and a brief description of the incident.



2. PRE-SCREENING

Eligibility Check: GOLDLAW confirms that the case falls within the firm's practice areas and jurisdiction. This may include assessing the statute of limitations and determining liability.

Basic Case Evaluation: An initial assessment is made to determine the potential merit of the case based on the initial information provided. Confirming these five things is essential:

- Potential liability.
- Location of the incident.
- When did the injury occur (for Statute of Limitations concerns).
- Injuries sustained.
- Type of medical treatment that the client received and is undergoing.



3. DETAILED INTERVIEW

Comprehensive Information

Collection: The Intake Specialist conducts a thorough interview with the potential client, gathering detailed information about the incident, injuries, medical treatment, witnesses, and any other relevant details.

Documentation Request: The client may be asked to provide any available documentation, such as medical records, police reports, photographs, and insurance information.





4. CASE REVIEW

Attorney Review: The collected information and documents are reviewed by a GOLDLAW attorney to evaluate the case's legal merits and potential for success.

Follow-Up Questions: If necessary, the attorney may request additional information or clarification from the client.



5. CASE MERIT DETERMINATION

Case Acceptance or Declination: Based on the attorney's review, GOLDLAW decides whether to take on the case. If accepted, the client is informed about the next steps. If declined, the client is notified and may be referred to another attorney or given guidance on alternative options.



6. REPRESENTATION AGREEMENT

Contract Signing: If the case is accepted, the client is asked to sign a representation agreement, which outlines the terms of representation, including fee structures and expectations.

Explanation of Agreement: The terms of the representation agreement are explained to the client to ensure they understand their rights and obligations.



7. CLIENT ONBOARDING

Case File Creation: A case file is created with all of the collected information and documents.

Client Portal Access: The client may be given access to the online portal where they can track their case progress and communicate with GOLDLAW.

Initial Strategy Meeting: The client will receive a call from their GOLDLAW legal team to introduce themselves and discuss case strategy and the required steps for success.



8. CASE MANAGEMENT

Ongoing Communication: GOLDLAW maintains regular communication with the client, providing updates on case developments and requesting any additional information or documents as needed.

Investigation and Legal Action: GOLDLAW begins its investigation, gathers evidence, and prepares for any necessary legal actions, such as filing a lawsuit or negotiating a settlement.

Referring your personal injury cases to GOLDLAW ensures your clients receive the Gold Standard in legal representation. Our comprehensive intake process, dedicated client care, and proven track record of success make us the trusted partner you need. Partner with GOLDLAW to provide your clients with the highest level of service and secure the best possible outcomes for their cases.

THE ART AND
SCIENCE OF

Client Care

IN PERSONAL INJURY LAW

IN THE REALM of Personal Injury law, a firm's success hinges not only on legal expertise, but also the quality of client care it provides. At GOLDLAW, the approach to client care is both an art and a science, blending empathy and intuition with systematic processes and data-driven insights. Law firms today recognize that treating clients well is not just a moral imperative, but a strategic advantage that can significantly impact their reputation and bottom line.

The Philosophy of Client Care

At the heart of successful client care is a client-centric philosophy. This means prioritizing the client's needs, goals, and overall experience throughout their legal journey. From the initial consultation to the final settlement or verdict, clients should feel heard, supported, and empowered.

GOLDLAW has created and adopted a "client-first" approach that emphasizes open communication, transparency and collaboration. This involves:

- **Clear and frequent communication:** Keeping clients informed about the progress of their case, upcoming deadlines, and any potential challenges.
- **Transparent fee structures:** Providing a clear breakdown of fees and costs upfront, so clients know what to expect.
- **Collaborative decision-making:** Involving clients in key decisions about their case, such as settlement offers and trial strategies.

The Science of Client Care

From the initial consultation to the final settlement or verdict, clients should feel heard, supported, and empowered. At GOLDLAW, these include:

- **Client intake and onboarding:** Streamlining the intake process to gather essential information and ensure a smooth onboarding experience for clients.
- **Case management software:** GOLDLAW utilizes the latest technologies to track case progress, manage documents, and communicate with clients efficiently.
- **Data analysis:** For years, GOLDLAW has been analyzing client and industry data to identify trends, patterns, and insights that can inform future client care strategies.
- **Client satisfaction surveys:** GOLDLAW is adamant about gathering feedback from clients to identify areas for improvement and measure the effectiveness of client care initiatives.



The Art of Client Care

While processes and technology are essential, the “art” of client care lies in the human touch. At GOLDLAW this involves:

- **Empathy and compassion:** Understanding the emotional impact of personal injuries and providing compassionate support to clients throughout their legal journey.
- **Active listening:** Listening to clients’ concerns, fears, and hopes, and tailoring communication accordingly.
- **Building trust and rapport:** Establishing a strong personal connection with clients based on trust, respect, and mutual understanding.
- **Going above and beyond:** Taking proactive steps to anticipate and address client needs, exceeding their expectations whenever possible.

Enhancing the Client Experience

Many law firms, including GOLDLAW, are now investing in initiatives to enhance the client experience beyond traditional legal services. These include:

- **Client portals:** Providing clients with secure online access to their case files, documents, and communication history.
- **24/7 availability:** Offering extended hours or online communication options to accommodate clients’ busy schedules.
- **Concierge services:** Providing additional support services, such as transportation to appointments and assistance with insurance claims.
- **Community outreach:** Engaging in community events and initiatives to raise awareness of Personal Injury law and provide access to legal resources.

The Gold Standard in Client Relations

GOLDLAW’s Client Relations Manager, Jennifer Fisher, has played an integral role in creating and implementing the firm’s client care philosophy. “It’s my responsibility to welcome new clients, put them at ease, and set the stage for what they can expect as they join the GOLDLAW family,” said Fisher. “The fact that they will be taken care of by the best legal teams in the industry who will fight for them and get the best results possible is the icing on the cake.”

Here’s a look at what GOLDLAW does to enhance the client experience:

1. **Client Gift Box:** Within a few days of signing the contract, new clients receive a welcome box that includes GOLDLAW “swag,” and a custom T-shirt that reads “Protected by GOLDLAW.”
2. **Welcome Phone Call:** Once a new client is in the system, Client Relations Manager Jennifer Fisher calls them to welcome them to the GOLDLAW family, update them on their case, and answer any questions they may have. It’s also a way to establish a personal relationship, which is vitally important to most clients.
3. **45-Day Call:** Each client receives an update Client Relations call from Fisher after 45 days, in addition to the regular communication they have with their legal teams. This call provides clients with the opportunity to ask questions and receive updates.
4. **Birthday Cards:** All clients receive an annual Birthday Card from GOLDLAW containing a special gift. EVERY Year!
5. **Additional Incentives:** GOLDLAW rewards clients and their family members for submitting Google Reviews and engaging in videotaped testimonials.

“I think that GOLDLAW has really set the standard when it comes client care,” said Client Relations Manager Jennifer Fisher. “Our years of talking to clients, analyzing data, and studying what other firms do has allowed us to create a customer satisfaction philosophy and system that is second to none.”

The Future of Client Care

As technology continues to evolve, the future of client care in personal injury law is likely to be shaped by further innovation, although it will still include that “personal touch.” Expect to see the following:

- **Increased use of AI and automation:** To streamline processes, enhance communication, and personalize the client experience.
- **Virtual reality and augmented reality:** To educate clients about their injuries and legal options, and even simulate courtroom experiences.
- **Predictive analysis:** To anticipate client needs and proactively address potential issues.
- **Enhanced focus on mental health and well-being:** Recognizing the emotional toll of personal injuries and providing resources to support clients’ mental health.

The way a Personal Injury law firm treats its clients is a critical factor in its success. GOLDLAW has mastered blending the art of empathy and intuition with the science of systematic process and data-driven insights, creating a client-centric culture that fosters trust, satisfaction, and loyalty. As technology continues to advance, the future of client care in Personal Injury law holds even more potential for innovation and enhanced client experiences.



THE GOLDLAW

Client Journey

PARTNERS FOR LIFE

PERSONAL INJURY firms like GOLDLAW often find themselves in a unique position. They enter the lives of clients during a time of crisis, offering a lifeline amidst chaos. However, the journey doesn't end with a settlement or verdict. For forward thinking firms, it's the beginning of a lasting relationship.

The Initial Connection: Building Trust from Day One

At the heart of cultivating these enduring bonds is a deep-rooted commitment to the client that begins the moment they walk through the door. First impressions are crucial, and the best Personal Injury law firms understand this well. Beyond legal expertise, it's about understanding the client as a person, not just a case. Initial consultations are conducted with empathy, patience, and transparency, laying the foundation for trust.

"We consider GOLDLAW clients to be extended family members," said Diana Sanchez, who has been a Pre-Suit Case Manager at GOLDLAW for 15 years. "From the moment

they contact us for the first time, we treat them with compassion and respect. By providing exceptional service and exceeding expectations, we build trust and create a lasting bond that goes beyond the scope of a single case."

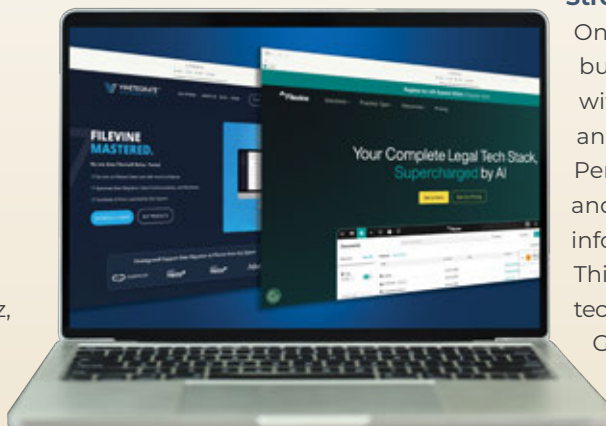
Clients are often dealing with physical, emotional, and financial challenges, and a firm that recognizes these concerns immediately begins to differentiate itself. By providing clear explanations of the legal process, expected timelines, and potential outcomes, the GOLDLAW reassures clients they are in capable hands.

Consistent Communication: The Key to Building Strong Client Relationships

One of the most critical aspects of building a long-term relationship with clients is maintaining consistent and open lines of communication. Personal Injury cases can be lengthy, and clients appreciate being kept informed every step of the way.

This is where many firms leverage technology to enhance communication.

GOLDLAW has had significant success by using two tech tools in particular:



1. Filevine



Filevine is a case management software that allows firms to manage all aspects of a case in one place, including:

- Comprehensive case management
- Document storage
- Deadline tracking
- Client communication

One of Filevine's standout features is the client portal, - Vinetegrate - where clients can log in to view updates on the phase of their case, review documents, and contact their legal team.

2. Vinetegrate



A CRM tool specifically designed for Personal Injury law firms, its main function is helping firms' manage their relationship with clients from the first point of contact through case resolution and beyond. The tool ensures clients feel valued and remembered, as a firm can use it to send a personalized message on the anniversary of a case settlement, for example.

"Filevine has been a game-changer for us in building lasting client relationships," said Ryan O'Connor, Technology Specialist at GOLDLAW, who also has significant experience in client intake. "It's more than just a case management system; it's a tool that fosters transparency and trust. Clients love being able to see the progress of their case in real-time, and it keeps them informed and engaged throughout the process. This open communication is the foundation for a lifelong partnership."

The Long-Term Benefits of a Lifetime Relationship

In the end, GOLDLAW thrives because the firm prioritizes long-term relationships over short-term goals. By providing clients with exceptional service, consistent communication, and inclusivity, the firm builds trust and loyalty that lasts a lifetime.

For clients, having an "attorney for life" provides a peace of mind, knowing they have a trusted advisor they can turn to for any legal matter. For GOLDLAW, these lifelong relationships often lead to referrals, repeat business, and a strong reputation in the community - benefits that are invaluable in the competitive world of Personal Injury law.

"Every client represents an opportunity to expand our reach," said GOLDLAW Founder and CEO Craig Goldenfarb. "By exceeding expectations and fostering strong relationships, we transform clients into advocates for our firm. Their referrals and testimonials are invaluable assets that contribute to our long-term success. A satisfied client is our most effective marketing tool."

5 Key Strategies for Building Lifetime Client Relationships

Empathy and Compassion

Clients are going through a difficult time, and feeling heard and understood is crucial. Building trust and rapport starts here.



Transparent Communication

- Clients want to know what's happening with their case, and value being informed.
- Leveraging technology like client portals can significantly enhance communication.



Personalized Service

Treat each client as an individual, not just a case number.



Technology Integration

Utilize digital tools like CRM platforms to streamline the legal process and improve client experience.



Foster Inclusivity and Cultural Sensitivity

- Serving a diverse client base requires an understanding of different cultural backgrounds and languages.
- Inclusivity enhances trust and comfort, especially in communities where barriers exist.





**TOP
WORK
PLACES
2024**

SunSentinel
MEDIA GROUP

IT'S ALL ABOUT

The Culture

EVER WONDER what it's like to work at a law firm where the employees are as happy as the clients? At GOLDLAW, it's not just a possibility, it's the daily reality.

After over three decades of working as an attorney, GOLDLAW Founder and CEO has learned a few things about workplace culture, and the importance it plays in making the office a place employees look forward to coming to every day. With a current staff that includes 10 attorneys and 75 full-time support personnel in the firm's two offices (West Palm Beach and Port St. Lucie), many have been with the GOLDLAW "family" upwards of 5, 10, and even 15 years. Clearly, team members know a good thing when they see it.

Culture is the Key

Leading the charge for employee satisfaction at GOLDLAW is Chief Culture Officer Michelle Winfree. A product of the Disney school of personnel management, Winfree has played a key role in every cultural decision

made at the firm over the last decade. The changes and policies she has implemented include the following:

1. **Move to the EcoPlex**  Orchestrated the move to the new company headquarters in August, 2022 to a state-of-the-art "green" building with the following features to benefit employees:
 - LEED Gold Certified by the U.S. Green Building Council.
 - Designed to withstand category 4 hurricanes.
 - On-site fitness centers with showers and lockers.
 - Attached 5-story parking garage
2. **GOLDLAW Recreation Room** Created a staff "recreation" room with arcade games, pinball, and bumper pool that employees are encouraged to use on a daily basis.
 - The Rec Room is open during all business hours, every day.
 - Hosts firm-wide competitions and special events.

“The main priority during my time at GOLDLAW has never changed. I am passionate about creating and maintaining a work environment that our team members look forward to experiencing every day, that also helps to meet needs in their personal lives.”

“We spend so much of our life working. There’s no reason why it shouldn’t be at a job with people you like, in a work culture that’s warm and welcoming,” said Winfree. “We don’t ever want anyone on our team to dread coming to work. So, why not do it in a job where you feel comfortable, have great relationships, and look forward to the challenges your job brings daily.”

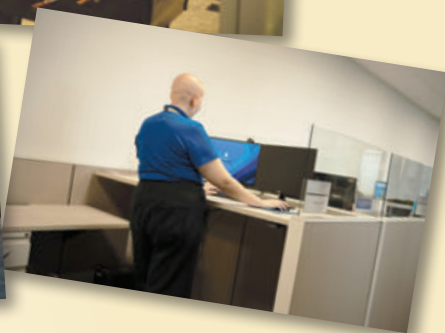
Michelle Winfree

Chief Culture Officer

“At GOLDLAW, we strive to make our workplace an inclusive and supportive environment where our employees feel empowered to come to work,” said GOLDLAW Founder and CEO Craig Goldenfarb. Our employees are at the forefront of the business and the community initiatives we support. Any recognition we receive is a testament to our company culture and their dedication.”

Craig M. Goldenfarb, Esq.

Founder / CEO



3. Wellness Rooms

- Designs for mid-day breaks, meditation, relaxation.

4. “Standing” Desks

- These electric-powered desks have been installed in all offices and employee work stations, allowing team members to stand and stretch throughout the day.

Awards

In 2018, GOLDLAW was recognized by the Sun Sentinel as a Top Workplace in South Florida. The firm was excited to find out it had won the distinction again in 2024. GOLDLAW was chosen based on employee feedback that was used by Energage, LLC, an employee engagement platform, to rank 126 companies in these areas: leadership, company values, direction, communication, meaningfulness, and benefits.

“Being named a Top Workplace by the Sun Sentinel for a second time is a testament to the incredible culture we’ve built together,” said GOLDLAW Founder and CEO Craig Goldenfarb. Our team’s dedication, passion, and collaborative spirit are the true driving force behind this recognition. GOLDLAW is not just a law firm; we’re a family that supports and empowers each other to achieve great things.”

Other Incentives...

GOLDLAW’s dedication to providing a top-notch work/life balance, and exceptional benefits also play a major role in employee retention and the firm’s ability to attract top talent. Here are just a few of the perks that continue to motivate the GOLDLAW team:

- Liberal PTO
- Quarterly Bonus Programs
- Company-matched 401K
- Profit Sharing
- Quarterly Events sponsored by the Culture Team including:
 - Athletic opportunities
 - Happy Hours
 - Food Trucks
 - Ice Cream Socials



DON'T GET LOST IN A STACK OF FILES

Each of our referred personal injury cases gets the special attention they deserve. Because it's not just our reputation that's on the line - IT'S YOURS, TOO.

25%
REFERRAL
FEE
ALWAYS!

At GOLDLAW, we treat our referral attorneys like GOLD:



Great communication during the case about your referral.



You will get your 25% referral fee fast.



Free lunch with business advice from a multi-million dollar law firm CEO.



Your referral network grows.



Our board certified and experienced attorneys deliver outstanding results.

Get started now!

Email: IntakeLead@GOLDLAW.COM

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GOLDLAW GIVES

SINCE ITS INCEPTION 22 years ago. GOLDLAW, under the visionary leadership of Founder and CEO Craig Goldenfarb, has championed a philosophy that extends beyond legal expertise. It's a philosophy that recognizes the power of connection, the significance of giving back, and the profound impact a firm can have when it becomes an integral part of the community it serves. GOLDLAW has always recognized this responsibility, and we are proud to help ALL the communities we serve, because we consider them part of our extended family.



Here's a look at some of the causes GOLDLAW supports to help Palm Beach and St. Lucie County thrive.

Speak Up For Kids

Speak Up For Kids endorses child advocacy with the dependency system, focusing on the best-interest of each child and supporting their enrichment needs.

Championed by GOLDLAW litigation attorney Paul McBride, the firm is an annual sponsor of The Winterfest Carnival, a celebration of ALL local foster children.



Read for the Record

Each year, GODLAW participates in "Read for the Record," the world's largest shared reading experience to celebrate children's early language and social emotional development. Most recently, GOLDLAW staff read with students at the Lucian Martinez Child Development Center, under the leadership of litigation attorney Rafael Roca, who is on the school's Board of Directors.



COMPASS Community Center/Palm Beach Pride

A longtime supporter of the LGBTQ+ community of Palm Beach County, GOLDLAW is a major sponsor of Palm Beach Pride and the Compass Community Center, which has served the LGBTQ+ community for more than 35 years.



Mothers Against Murderers Association (MAMA)

MAMA's mission is to positively impact the West Palm Beach community by providing support for the families of victims of violence, particularly gun violence. GOLDLAW has partnered with MAMA founder, Angela Williams, to bring attention to these tragedies, and to help raise money for families so they can arrange proper funerals for their loved ones, and provide support and services for their members.



Christian FM's Back-to-School Expo

GOLDLAW is passionate about the education of children and helping them to succeed academically. This annual event in Port St. Lucie serves hundreds of families, helping children prepare for the school year by providing backpacks filled with school supplies.



American Heart Association

The firm has enjoyed a longtime affiliation with the American Heart Association largely in part because of Craig's charity, Heart of the Game, which provides free AEDs and cardiac emergency response training to sporting venues, athletic organizations, and schools and clubs with a focus on youth sports.



Fiesta de Pueblo

Few local companies have a team as ethnically diverse as GOLDLAW's. Boasting employees from Mexico, Guatemala, Honduras, Colombia, Brazil, Chile, Costa Rica, and Cuba, GOLDLAW embraces the Hispanic community, and is an annual sponsor of Fiesta de Pueblo, the largest Hispanic multi-cultural and art festival in Palm Beach County.



Red Sneakers for Oakley

Founded in 2016 as a tribute to 11-year-old Oakley Debbs who tragically died due to a food allergy, Craig quickly joined forces with this non-profit because he suffers from the same nut allergy that Oakley did. Now a member of the Board of Directors, Craig and the GOLDLAW team support of the charity's fund-raising efforts.



FLITE Center

FLITE (Fort Lauderdale Independence, Training & Education) Center was created in 2009 to offer comprehensive access to services for youth aging out of the foster care program and to victims of Human Trafficking. The program expanded into Palm Beach County in 2021, and GOLDLAW was quick to partner with this one-stop resource center that offers supportive services to foster children and victims of Human Trafficking.



Muck City Marketing Missions Matter

GOLDLAW has recently expanded its support programming to the "western communities" of Palm Beach County by partnering with Muck City Marketing Missions Matters. Serving Belle Glade, Pahokee, and South Bay, the charity is dedicated to empowering youth and small business in the Glades area. GOLDLAW will be sponsoring a number of events, including the Annual Muck Bowl between Glades Central and Pahokee High Schools, one of the highest profile high school football games in the country.



Investing in South Florida's Latino/Latinx Communities

GOLDLAW WAS A PIONEER in recognizing the importance of the Latino/Latinx community as a significant demographic. By tailoring firm services and marketing efforts to this population, GOLDLAW has built trust, goodwill, and a loyal clientele.

A cornerstone of this strategy was ensuring that the firm has invested in personnel who are part of the community and fluent in the language. GOLDLAW has attorneys, paralegals, case managers, and intake specialists who are bilingual, and this has created an immediate connection with Latino clients. It fosters a sense of comfort and understanding, crucial when individuals are navigating a complex legal system after a traumatic event.

"GOLDLAW is truly unique when it comes to embracing the Latino/Latinx community as a key demographic," says Gerald Arroyo, the firm's Employee Experience Coordinator. "We have two bilingual attorneys, Jorge Maxion in Pre-Suit, and litigator Rafael Roca, who engage with our Latino/Latinx clients daily. In addition, we have employees from many Spanish-speaking countries, including Colombia, Costa Rica, Cuba,

the Dominican Republic, Guatemala, Peru, and Puerto Rico, who speak a range of dialects, and can navigate the cultural complexities of the different communities."

Reaching the Latino/LatinxMarket

GOLDLAW has partnered with top Latino/Latinx marketing and public relations companies Elmedio and Canal 57 to create a marketing strategy that employs a variety of tactics aimed specifically at the Latino/Latinx community:

- **Community Involvement:** By participating in local events and sponsoring Spanish organizations, GOLDLAW actively engages with the Hispanic community, demonstrating the firm's commitment, and earning their trust.
- **Digital Marketing:** Social media platforms like Facebook, Instagram, and TikTok have a significant Hispanic user base.
- **Search Engine Optimization (SEO):** Optimizing your website for Spanish keywords can dramatically increase visibility to Spanish-speaking audiences.
- **Content Marketing:** High quality, culturally relevant content can attract and retain Hispanic consumers.
- **Influencer Marketing:** Partnering with Hispanic influencers can boost brand credibility and reach.
- **Spanish-language Media:** Advertising on Spanish-language TV and radio channels allows a broad reach.



By investing in building a relationship with the Spanish-speaking communities of Palm Beach and St. Lucie Counties, GOLDLAW has reaped significant rewards. By embracing the Spanish community and providing bilingual services, GOLDLAW has not only expanded its client base, but has created a positive impact on the lives of those the firm is serving.

Craig Gives Back

IN ADDITION TO LEADING GOLDLAW, and spearheading the firm's community and charitable efforts, Craig spends what's left of his time mentoring young lawyers, participating in legal podcasts, presenting at national conventions, and speaking at events he's created, like the 7 Figure Attorney Summit. Here's a closer look at what GOLDLAW's CEO and Founder has been and will be involved in...



7-Figure Attorney Summit

In any given year, this annual workshop has attracted upwards of 100 attorneys from around the country and Canada. Taking place in legal hotspots like New York, Boston, Chicago, and Miami, Craig and GOLDLAW Executives educate attorneys and legal marketers so they can take their firm's revenues to the next level, providing insight into such areas as:

- Discovering your Inner Leader
- Building a Team that Lasts
- Creating a Marketable Brand
- Investing for the Long Haul
- Improving Work-Life Balance

Podcasts

As a CEO, Craig has grown GOLDLAW from a sole proprietorship to a powerhouse regional firm boasting 10 lawyers and 75 support staff that takes in annual revenues in the 10-digits. Because of this success, he appears frequently on many of the top legal podcasts in the country, including:

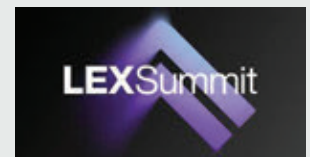
- Steve Riley's "Great Practice, Great Life" Podcast
- Adam Rossen's "Success in South Florida" Podcast
- The Lead Counsel with Tom Tona
- "Lawyers Tell All" Podcast with Chris Keller
- The Don't Teach You This in Law School Podcast with Charley Mann
- The Earley Show by Christopher Earley
- The Trial Lawyer View Podcast with Jason Lazarus
- The Laws of Business Mastermind Podcast with Bob Manor



Speeches & Presentations

Craig's wealth of knowledge, presentation skills, and sense of humor have made him a highly sought after speaker. Here is just a sampling of where he's been called on to speak in years:

- Florida Justice Association
- Atticus
- FAU College of Nursing
- Filevine LEX Summit
- BETA Group Orlando
- Justice League Mastermind
- Martin County Bar Association
- Great Legal Marketing
- Profit with Law
- The Conflict Resolution Center
- 9Sail



Craig Cares

ONE THING that separates GOLDLAW's Craig Goldenfarb from other attorney/CEOs is his commitment to the community. Over the last 22 years, his firm has become synonymous with community service.

As the driving force behind GOLDLAW, Craig has done more than create a top-tier law practice. He's built a company that embodies the spirit of philanthropy and care for the community. GOLDLAW represents his vision of integrating community service with professional success. Under his leadership, employees passionately support the firm's charitable missions, showcasing an unparalleled commitment to the greater good. And no charitable projects showcase this more than the two charities he founded, Heart of the Game (HOTG) and The Emanuel McMiller Scholarship for Higher Education (EMSHE).

Heart of the Game



Craig founded Heart of the Game in 2016 as the result of a simple idea: providing free automated external defibrillators (AEDs) and cardiac emergency response training to youth sports organizations and facilities. The inspiration? Craig's father almost died from a sudden cardiac arrest when Craig was only 17. And, over the years, three people he played with in adult soccer leagues suffered fatal sudden cardiac arrests and died, despite the fact that access to an AED may have saved them.

"There is no exercise better for the heart than reaching down and lifting people up. GOLDLAW is blessed to be able to provide this equipment and training to help young athletes stay healthy and active," says Goldenfarb.

That said, HOTG reached its goal of donating almost 100 AEDs as of Q2 2024! Although the campaign is ending, Craig will be moving on to support more great community causes!



Emanuel McMiller Scholarship for Higher Education (EMSHE)

EMSHE is a charity scholarship fund Craig established to benefit graduates of The Gerald A. Williams Center for Pre-Law at Palm Beach Lakes Community High School.

The scholarship is dedicated to Emanuel McMiller, a former GOLDLAW employee. A former student at The Center for Pre-Law, McMiller defied all odds to become the first in his family to go to college. Emanuel received his undergraduate degree from Williams College, then received a full ride scholarship to the University of Notre Dame Law School, receiving his J.D. in 2019.

Established in 2022, the \$10,000 annual scholarship provides deserving students with the money needed to pursue their academic goals. These financial grants have allowed students to attend prestigious law schools such as Notre Dame Law School, Columbia Law School, Florida A&M College of Law, and undergrad institutions like Brown University, Florida International University, Hofstra University, and North Carolina A&T University.

Now, Craig has a new mission! He is looking for other attorneys and law firms to contribute to EMSHE, with a short-term goal of raising an additional \$25,000, so a total of \$35,000 can be awarded to graduates of the Center for Pre-Law each year. Interested in helping this great cause? Scan this code for more details!

SCAN QR CODE
TO DONATE



GOLDLAW Serves the “Muck City” Region

THE MUCK CITY area, encompassing Belle Glade, Pahokee, and South Bay, is on the brink of transformative change. High poverty rates, lack of community engagement, and a disproportionate number of trucking accidents involving large commercial vehicles have plagued the region. Recognizing the urgent need for both community support and legal advocacy, GOLDLAW is actively expanding its practice into Muck City, a pivotal move for the area, that promises justice for accident victims and a renewed commitment to community well-being.

A History of Challenge

Belle Glade, Pahokee, and South Bay are communities rich in history and resilience, but they have faced significant challenges. High poverty rates and limited access to essential services have created a cycle of hardship for many residents. The lack of legal representation has left many vulnerable to exploitation, especially when dealing with large agricultural and trucking corporations that dominate the local community and its many families.

GOLDLAW recognizes the critical need for robust legal and community advocacy in these areas. By establishing a presence in Muck City, GOLDLAW aims to break this cycle, providing residents with the legal support they need to stand up against powerful corporate interests.

The Plight of Trucking Accident Victims

The agricultural and sugar industries are the lifeblood of Muck City, bringing both economic opportunities and significant challenges. The heavy traffic of large commercial trucks on local roads has resulted in a high incidence of vehicle accidents. Unfortunately, victims of these accidents often find themselves at the mercy of ag/trucking corporations and insurance companies that prioritize profits over people.

In many cases, victims are left with devastating injuries, mounting medical bills, and no clear path to justice. The corporations involved frequently leverage their resources to minimize payouts and avoid accountability, leaving residents without the compensation they deserve. This issue is exacerbated by a lack of education and awareness about legal rights among the local population.



GOLDLAW: A Legal and Community Advocate

GOLDLAW's dedication to Muck City residents is not just about providing another legal option; it's about becoming a cornerstone of support for the community. It's GOLDLAW's mission to be BOTH a legal advocate for victims of trucking accidents and a community advocate dedicated to uplifting the entire area.

Comprehensive Legal Support

GOLDLAW's team of experienced personal injury attorneys will provide comprehensive legal representation for victims of trucking accidents. This includes:

1. **FREE Consultations:** Ensuring that all victims have access to expert legal advice.
 - **No Win, No Fee:** Because GOLDLAW works on a contingency basis, if the firm does not negotiate a settlement or win a jury verdict, there is NO cost for the victim!
 - **Expert Representation:** GOLDLAW's legal team will fight tirelessly against powerful corporate and insurance interests to secure the maximum compensation for clients.
 - **Educational Outreach:** GOLDLAW attorneys will conduct workshops and seminars to educate the community about their legal rights and how to navigate the aftermath of an accident.
-
2. **Community Engagement and Support**

GOLDLAW understands true advocacy goes beyond the courtroom. The firm is committed to engaging with the community and addressing the root causes of the challenges faced by residents. This commitment includes:
 - **Community Events and Sponsorships:** Supporting local events/causes, sports teams/programs, schools and initiatives that foster community spirit and provide positive opportunities for youth.
 - **Partnerships with Local Businesses and Organizations:** Collaborating with businesses, non-profits, and community groups to provide resources and support for those in need.



BACKPACK GIVEAWAY – JULY 27, 2024

In a partnership with Muck City Marketing Missions Matter, GOLDLAW gave away 50 backpacks filled with essential school supplies to help many students in the community prepare for the upcoming school year! In addition, GOLDLAW staff distributed tons of firm swag to the 400 residents who attended the event!

A Partner in Progress

GOLDLAW's holistic approach to advocacy is what sets it apart. By combining expert legal representation with deep community engagement, GOLDLAW aims to create lasting positive change in Muck City. The firm believes that when residents are empowered with knowledge and supported by a strong legal advocate, they can stand up against exploitation and secure a brighter future for themselves and their families.

Looking to the Future

The involvement of GOLDLAW into Muck City marks the beginning of a new era for the region. With a steadfast commitment to both legal advocacy and community support, GOLDLAW is poised to make a significant impact. By standing up for the rights of accident victims and investing in the well-being of the community, GOLDLAW aims to help Muck City overcome its challenges and thrive!

2024 SPONSORSHIP OF THE PAHOKEE PRIDE YOUTH ATHLETIC LEAGUE

GOLDLAW's sponsorship will provide four youth football teams and two cheerleading squads with funds to help cover the costs for equipment, uniforms, and transportation for their upcoming Treasure Coast Pop Warner Football League season.





What Auto Insurance Do Your Clients Need in Florida?

NAVIGATING THE COMPLEXITIES of auto insurance can be a daunting ask, especially in a state like Florida with its unique requirements and regulations. Whether you are a new driver to a seasoned motorist, understanding what coverage you need is crucial for both legal compliance and financial protection. In Florida, the law mandates certain minimum coverages that EVERY driver must carry, ensuring that you're prepared for the unexpected on the road. From the basics of Personal Injury Projection (PIP) to the specifics of Property Damage Liability, here's a breakdown to each component so you can drive with confidence and peace of mind.



PERSONAL INJURY PROTECTION

What it Covers:

- 80% of your medical expenses and 60% of your lost wages if you are in a car accident
- It does not matter whose fault it was, as PIP pays regardless of fault.
- PIP usually covers you, your spouse, and relatives living in your household.

What's Available:

- Per Florida law, you are required to carry PIP insurance on your vehicle.
- A typical policy provides for \$10,000 in coverage.
- Florida law requires you seek medical attention within 14 days of your car accident, or you will lose the \$10,000 in coverage.



MEDICAL PAYMENTS (Medpay)

What it covers:

- Medpay often covers the 20% of the medical bills PIP does not.
- It will also pay medical bills greater than \$10,000 if you choose to pay for this extra coverage.

What's Available:

- Any amount you pay for.

TIP: If you have health insurance, Medpay may NOT be necessary. Check with your health insurance company for advice.



PROPERTY DAMAGE (PD)

What it Covers:

- Any damage to another person's vehicle if the accident is your fault.
- Like PIP, this coverage is MANDATORY in Florida.
- Coverage amounts vary by carrier.



COLLISION

What it Covers:

- Damage to your vehicle caused by ANY car accident, even if the accident is your fault.
- This coverage is optional in Florida, and often comes with a \$500 deductible.



BODILY INJURY (BI)

What it Covers:

- If the accident is your fault, this coverage pays for the pain and suffering of another person. It is not required in Florida, but it is something you should buy, as it will protect your personal assets.

What's Available:

- You can buy different amounts of BI coverage.
- A typical policy provides for \$100,000 in coverage.



UNINSURED/ UNDERINSURED MOTORIST (UM)

What it Covers:

- UM pays for your pain and suffering if you are hurt due to the fault of another driver and that driver has no/too little insurance to cover the extent of your injuries,
- Like PIP, UM coverage also applies in SOME cases to household relatives or other passengers in your car.

What's Available:

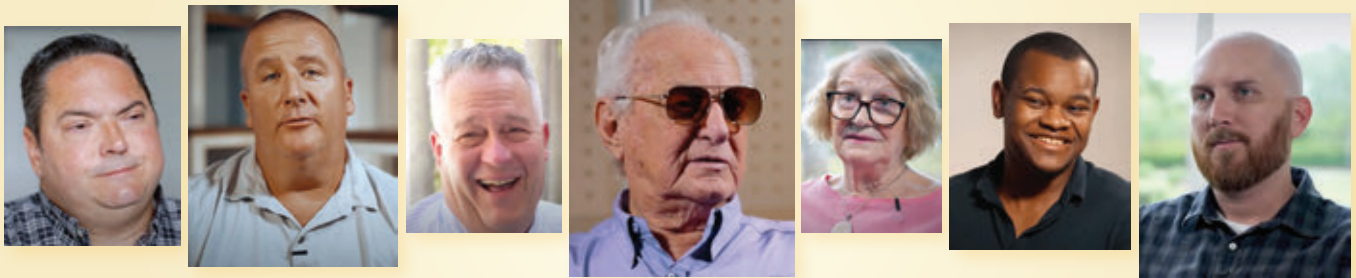
- Most people choose UM coverage in the same amount as their BI coverage.
- A typical policy provides for \$100,000 in coverage.

Understanding and adhering to Florida's auto insurance requirements is not just about complying with the law – it's about safeguarding yourself and others on the road. By ensuring you have the necessary coverage, including Personal Injury Protection (PIP) and Property Damage Liability (PDL), you are taking essential steps toward financial security and peace of mind in the event of an accident.

While the state's minimum requirements provide a foundation, consider additional coverage options to enhance your protection. As you navigate your auto insurance choices, remember that being well-informed and adequately insured is the key to a safer and more secure driving experience in Florida. Stay protected, drive responsibly, and enjoy the peace of mind that comes with knowing you're covered.

THE POWER OF Testimonials

How Client Feedback Drives Success and Referrals



IN THE COMPETITIVE world of personal injury law, client satisfaction is paramount. When a client shares a positive experience, it not only reinforces the trust factor placed in your firm, but also builds a foundation of credibility that can be a deciding factor for potential clients. Testimonials are more than just words of praise – they are powerful tools that can drive business growth and secure valuable referrals from fellow attorneys.

The Impact of Testimonials on Business

Client testimonials are a testament to a law firm's ability to deliver results. They provide social proof, which assures potential clients that they are making the right choice in selecting your firm. In a field where clients are often seeking guidance during some of the most challenging times in their lives, a strong testimonial can be the nudge they need to reach out for help.

"In today's digital age, a 5-star Google review can be the difference between a potential client reaching out or moving on," says GOLDLAW Client Relations Manager, Jennifer Fisher. "For our firm, these reviews are a testament to the quality of service we provide, and they play a crucial role in building and maintaining strong referral relationships."

Beyond attracting new clients, testimonials also enhance a firm's online reputation. Positive reviews can improve search engine rankings, making your firm more visible to those in need of legal assistance. The more testimonials you have the stronger your online presence, and the greater your chances of converting leads into clients.

Leveraging Testimonials for Referrals

Testimonials are not just for attracting new clients – they are also invaluable in securing referrals from other attorneys. When a fellow attorney sees the positive feedback your firm receives, they are more likely to refer cases to you, knowing their clients will be in good hands.

Sharing testimonials with other attorneys through referral networks, newsletters, and social media can encourage them to consider your firm when they need to refer a case. By consistently highlighting your successes through client feedback, you reinforce the message that your firm is dedicated to achieving the best possible outcomes for its clients. This dedication, in

GOLDLAW
PERSONAL INJURY LAWYERS

TESTIMONIAL

Damain & Yachel R.

Yachel turned to **GOLDLAW** for her son Damain's recovery after a rideshare accident.

1:43

"Communication. Teamwork. Professionalism. The Human Side. This is what GOLDLAW was all about for Damain and Yachel R."

SCAN HERE TO
WATCH ON **YOUTUBE**

TESTIMONIAL

Patricia P.
After her slip and fall, GOLDLAW supported Patricia and guided her to recovery.

1:00

"GOLDLAW gave me a peace of mind. I wasn't just a number. I became family."

SCAN HERE TO WATCH ON **YOUTUBE**

turn, inspires confidence among your peers, leading to a steady stream of referral business.

Client testimonials are more than just endorsements – they are powerful tools that can drive business success and secure referrals. By leveraging the positive experiences of past clients, your firm can build a strong reputation that attracts both new clients and referral opportunities. Consider the value that testimonials bring to your practice and making them the cornerstone of your marketing and referral strategy.

"Every positive testimonial we receive is an endorsement of our firm's capabilities," says GOLDLAW Founder & CEO Craig Goldenfarb. "These endorsements not only help us grow our client base, but also strengthen our relationships with other lawyers, who value the same level of excellence for their referrals."

SCAN TO READ MORE TESTIMONIALS HERE

GOOGLE REVIEWS

CAROL H.
July 2024



"I highly recommend GOLDLAW. They were very supportive, compassionate, and caring. They kept me informed every step of my case and made the process very easy and smooth. Thank you so much, Rafael Roca and Adelaida Davila for your dedication and professionalism. They are absolute assets to the firm and clients!"

Benefits of Client Testimonials

The benefits of client testimonials are numerous. They can:

Improve your Search Engine Rankings

When potential clients search for a law firm in your area, your website is more likely to appear at the top of search results if it contains positive testimonials.



Enhance your Online Reputation

Positive testimonials can help improve your firm's online reputation.



Increase Client Satisfaction

When clients see that others have had positive experiences with your firm, they are more likely to be satisfied with their own experience, which can lead to increased referrals and repeat business.



Strengthen your Referral Network

Satisfied clients are more likely to refer their friends and family to your firm.



ARIANNA M.
August 2024



"I had a GREAT experience with GOLDLAW! Steven Escobedo handled my intake with compassion and understanding and took the time to make sure he understood all the details. Jorge Maxion and his team were caring from the start, and provided great communication, I will recommend GOLDLAW to anyone for their personal injury needs!"

THE HEART OF High-Stakes Litigation

Exploring Critical Case Departments

What is a Critical Case?

At GOLDLAW, “critical case” is a term used to refer to a case that includes complex legal issues and/or high potential damages. Critical cases are handled by a dedicated team that includes:

- Critical case paralegal
- Critical case legal assistant
- One or more litigation attorneys for all case phases including intake, pre-suit, and litigation.

The Critical Case Manager oversees the Department and is also assigned a small caseload of particularly complex or high value cases. Medical malpractice cases are handled by paralegals who also have a nursing background. The Department focuses on extensive and empathetic client interaction, detailed research and investigation, and record and document reviews, as well as litigation pleadings and discovery. Critical Case is its own department, separate from Pre-suit and Litigation.



GOLDLAW’s Critical Case Department

GOLDLAW’s Critical Department is led by Manager Sue Newall. She has spent thirteen years at GOLDLAW, including the last twelve in Critical Cases, and was trained by firm founder and CEO Craig Goldenfarb. In addition to being a Florida Registered Paralegal, Newall holds a Bachelor’s of Science in Nursing, and is a former teacher who has a Master’s in Education, making her uniquely qualified to oversee the department.

“Our team is hand-picked and exceptionally motivated,” says Newall. And it has to be. At any time, GOLDLAW manages 130-140 critical cases, in such categories as medical malpractice, nursing/assisted living home abuse, AED liability, products liability, and sexual abuse.

Complexity of Critical Cases

There are many reasons why critical cases are so complex. “Most critical cases involve serious traumatic injuries or death,” notes Newall. “They are high value cases, usually in the million-dollar range, and because of that require serious commitments of time and resources in order to provide the client with the best representation possible.”

Critical cases can also be extremely expensive. Many require extensive research, involve multiple defendants, and demand the insights of expert witnesses who do not come cheap. In addition, most critical cases require significant contact with the client, due to the intricacies of the case that often call for much more investigative work than other cases. The demand on team members is extensive.

“Critical cases are procedurally driven,” notes Newall. “Everyone on the team is involved in all aspects of the process. Steps have to be followed in a particular order to ensure that cases are thoroughly evaluated so that

we can provide the client with the best representation possible. GOLDLAW implements a client-centered approach that guarantees their best interests are kept at the forefront.”

Key Responsibilities of the Critical Case Department

In order to provide a client with top-notch service, critical case teams focus on the following:

1. Case Evaluation and Strategy Development

- **Initial Assessment:** The team evaluates the details of a case to determine its potential value, strengths, and weaknesses.
- **Strategic Planning:** A comprehensive legal strategy is developed, which may include whether to settle or go to trial, determining the best approach to gather evidence and identifying key legal arguments.

2. Litigation and Trial Preparation

- **Discovery Process:** The team manages all aspects of the discovery phase.
- **Pre-Trial Motions:** Motions are evaluated to resolve legal issues before the cases reach trial, such as motions to dismiss or for summary judgment.
- **Trial Preparation:** If the case goes to trial, the team prepares exhibits, finalizing witness lists, and rehearsing arguments.

3. Client Communication and Management

- **Client Liaison:** The department often acts as the primary point of contact for clients, keeping them

Common Types of “Critical” Cases

- Medical Malpractice (living or deceased)
- Nursing Home Neglect (living or deceased)
- Assisted Living Facility Neglect (living or deceased)
- AED Liability (living or deceased; for a heart attack outside the home or a hospital)
- Traumatic Brain Injury (from any liability injury type)
- Major Bodily Injury
- Premises Major Injury
- Wrongful Death
- Human Trafficking (sex trafficking, human slavery)
- Sexual Abuse
- Products Liability Legal Malpractice

informed and managing expectations throughout the legal process.

- **Client Support:** The team provides emotional support to clients, as these cases can be extremely stressful and impactful on their lives.

4. Expert Collaboration

- **Expert Witnesses & Legal Expertise:** The team collaborates with medical, financial, legal, and other relevant experts to strengthen the case with expert testimony.

5. Settlement Negotiations

- **High-Stakes Negotiations:** The team handles settlement negotiations, often with the goal of securing the maximum possible compensation for the client without the need for a lengthy trial.

6. Courtroom Representation

- **Trial Advocacy:** When a case goes to trial, the team’s attorneys present evidence, and make arguments to the judge or jury.

7. Post Trial Proceedings

- **Appeals:** If a case requires an appeal, the critical case team may handle the appellate process.
- **Enforcement of Judgments:** The team may also be involved in enforcing court judgments, ensuring that clients receive the compensation awarded to them.

Benefits of Having a Critical Case Department



Specialized Expertise

The department’s attorneys have a deep knowledge in handling these types of cases, ensuring that clients receive the highest level of representation.



Increased Resources

Team has access to specialized resources, such as expert witnesses and advanced technology to support their cases.



Focus on High-Stakes Cases

By concentrating on complex cases, they can devote more time and attention to each individual client, maximizing their chances for success.

“When a case is particularly complex or sensitive, we rely on our critical case team to deliver results,” says GOLDLAW Founder and CEO, Craig Goldenfarb. “Their ability to navigate intricate legal landscapes and develop winning strategies is vital to our firm’s success and our client’s peace of mind.”

The 2nd Path to Justice: Empowering Crime Injury Victims

BEYOND THE CRIMINAL COURTROOM

WHEN A PERSONAL INJURY occurs during the commission of a criminal act due to a business' neglect, the pursuit of justice often takes two distinct paths. The first path, the criminal justice system, focuses on holding the perpetrator accountable for their wrongdoing through prosecution and potential punishment. While important for societal safety, the criminal justice system often falls short in addressing the victim's individual needs for healing and financial recovery.

This is where the second path to justice comes into play. The second path, primarily through civil litigation, empowers personal injury victims to seek compensation for their losses including:

- Medical expenses
- Lost wages
- Pain and suffering
- Wrongful Death
- Other damages

It provides a direct avenue for victims to reclaim control over their lives and rebuild after a traumatic event.

The Importance of the 2nd Path to Justice for Personal Injury Victims

“Civil litigation offers personal injury victims a crucial opportunity to obtain the financial resources they need to move forward with their lives,” says GOLDLAW Founder and CEO, Craig Goldenfarb. “While the criminal justice system focuses on punishment, civil litigation focuses on restoring the victim’s well-being.”

Here is why the second path to justice is vital for personal injury victims:

- **Financial Compensation:** Civil lawsuits allow victims to recover compensation for their economic and non-economic losses.
- **Accountability:** Holding the responsible party accountable in civil court can provide a sense of justice and closure for victims, even if the criminal justice system does not result in a conviction.
- **Deterrence:** Successful civil lawsuits can deter others from engaging in negligent behavior, contributing to safer communities.
- **Empowerment:** By pursuing their legal rights, victims regain a sense of control over their situation, aiding in their overall recovery and healing process.
- **Access to Resources:** Civil litigation can provide victims with access to resources and support services that may not be available through the criminal justice system.

Navigating the 2nd Path to Justice

The second path to justice often includes navigating complex legal procedures and facing powerful opponents, such as insurance companies. This is why seeking the assistance of an experienced personal injury attorney is crucial. A skilled attorney can:

- **Evaluate the case:** Assess the merits of the claim and determine the potential for recovery.
- **Gather evidence:** Collect medical records, police reports, witness statements, and other relevant documentation to support the victim’s case.
- **Negotiate with insurance companies:** Advocate for the victim’s best interests and negotiate fair settlements.

Differences between the 1st and 2nd “Paths to Justice:



FOCUS

The criminal justice system emphasizes punishment and societal protection, whereas the civil justice system focuses on compensating victims.



PARTIES INVOLVED

In criminal cases, the state prosecutes the offender. In civil cases, the injured party (plaintiff) sues the responsible party (defendant).



BURDEN OF PROOF

The burden of proof is higher in criminal cases (“beyond a reasonable doubt”) than in civil cases (“preponderance of the evidence”).



OUTCOME

Criminal cases can result in incarceration, fines, or other penalties, while civil cases primarily result in financial compensation for the plaintiff.

- **Litigate in court:** File a lawsuit and represent the victim in court if a fair settlement cannot be reached.
- **Provide guidance and support:** Offer emotional support and legal guidance through the process, empowering victims to make informed decisions and pursue their rightful compensation.

The second path to justice, through civil litigation, plays a crucial role in helping personal injury victims and ensuring they receive the compensation and support they need to rebuild their lives. By understanding the importance of this path and seeking legal assistance, victims can navigate the legal system effectively and achieve a just outcome.

“The second path to justice is a beacon of hope for personal injury victims, said Goldenfarb. “It offers a chance to rebuild, recover, and move forward with dignity, and resilience, even in the face of adversity.”

MEDICAL

Malpractice

What is Medical Malpractice?

In general, medical malpractice is defined as “medical care that falls below the accepted professional standard of care.” Any healthcare provider can be held liable if a patient can prove they had a duty to provide services, failed to perform as a similarly trained professional would, and they caused damage as a result.

According to the Centers for Disease Control (CDC), the leading causes of death in the United States include heart disease, cancer, accidents (unintentional injuries), COVID-19, and stroke (cerebrovascular disease).

However, some recent studies, conducted by such respected medical institutions/publications as Johns Hopkins University and the British Medical Journal (BMJ), rank medical errors as high as number three on the SDC’s list. Why?

What Are Medical “Errors?”

The BMJ study (2016) estimated that medical “errors” cause 251,454 deaths in U.S. hospitals each year.

Categories of medical errors include:

- Diagnostic errors
- Surgical errors
- Anesthesia errors
- Drug medication errors
- Communication breakdowns
- Issues in the hospital system
- Incompetent doctors

What is being done to cut back on Medical Malpractice Claims?

Efforts to reduce medical malpractice and subsequent litigation involve a combination of regulatory measures, improved healthcare practices, and alternative dispute resolution mechanisms.



Here are some of the key strategies currently being implemented:

IMPROVING HEALTHCARE PRACTICES



Improving Healthcare Practices

Enhanced Training and Education: Medical professionals undergo continuous training

to stay updated with the latest medical practices and technologies. Simulation-based training and workshops are used to improve diagnostic and procedural accuracy.

Standardized Protocols: The adoption of evidence-based guidelines for treatment and diagnosis helps minimize errors.

Electronic Health Records (EHRs): Implementing EHR systems helps improve accuracy and accessibility of patient information.



Patient Safety Initiatives

Root Cause Analysis (RCA): Healthcare institutions use RCA to investigate incidents of medical errors to identify underlying causes and to implement corrective actions.

Patient Safety Organizations (PSOs): PSOs collect and analyze data on medical errors, providing insights and recommendations for improving patient safety.



Regulatory and Legislative Measures

Tort Reform: Some states have implemented tort reform measures to limit the liability of medical providers.



Alternative Dispute Resolution (ADR)

Mediation/Arbitration: These methods provide a less adversarial and more cost-effective way to resolve disputes between patients and healthcare providers, often resulting in quicker resolutions and reduced litigation costs.

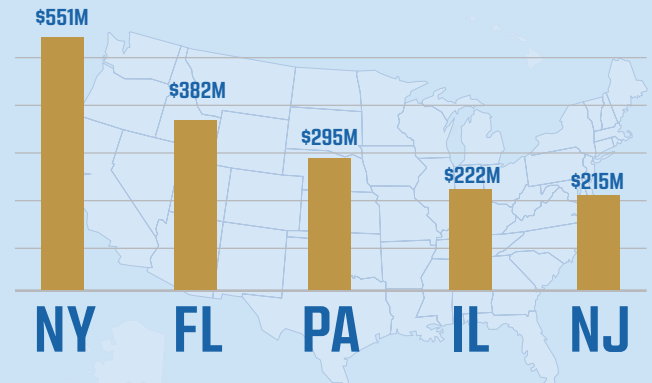


Insurance Reforms

Malpractice Insurance: Adjustments in malpractice insurance policies incentivize providers to maintain high standards of care.

These efforts collectively aim to improve patient safety, reduce the incidence of medical errors, and create a more efficient and fair system for addressing medical malpractice claims. However, If you or a loved one has been affected by medical malpractice, consult with the expert attorneys at GOLDLAW to help navigate the legal process and pursue the compensation you deserve.

States with the highest med mal payouts in 2022 (CA has highest # of claims per capita; 4,638 in 2022)



1 in 3 care providers faces a med mal claim during their career (NIH; Medical Malpractice)



Between 3% to 15% of medical interventions involve avoidable errors



Misdiagnosis is a top issue, especially for conditions like cancer & infections

Prescription errors, esp. w/insulin & morphine are prevalent.



Nearly 97% of successful med mal claims are settled out of court

Females aged 40+ are most likely to file claims

Patients over 65 face higher risk; 12% more likely to be victims of medical malpractice

White patients report medical malpractice more than black



Avg. med mal settlement is \$329,565; high payouts for unnecessary procedures and fetal distress cases

Male docs are more likely than female to be sued for medical malpractice 42 claims per 100 for female; 75 per 100 for male

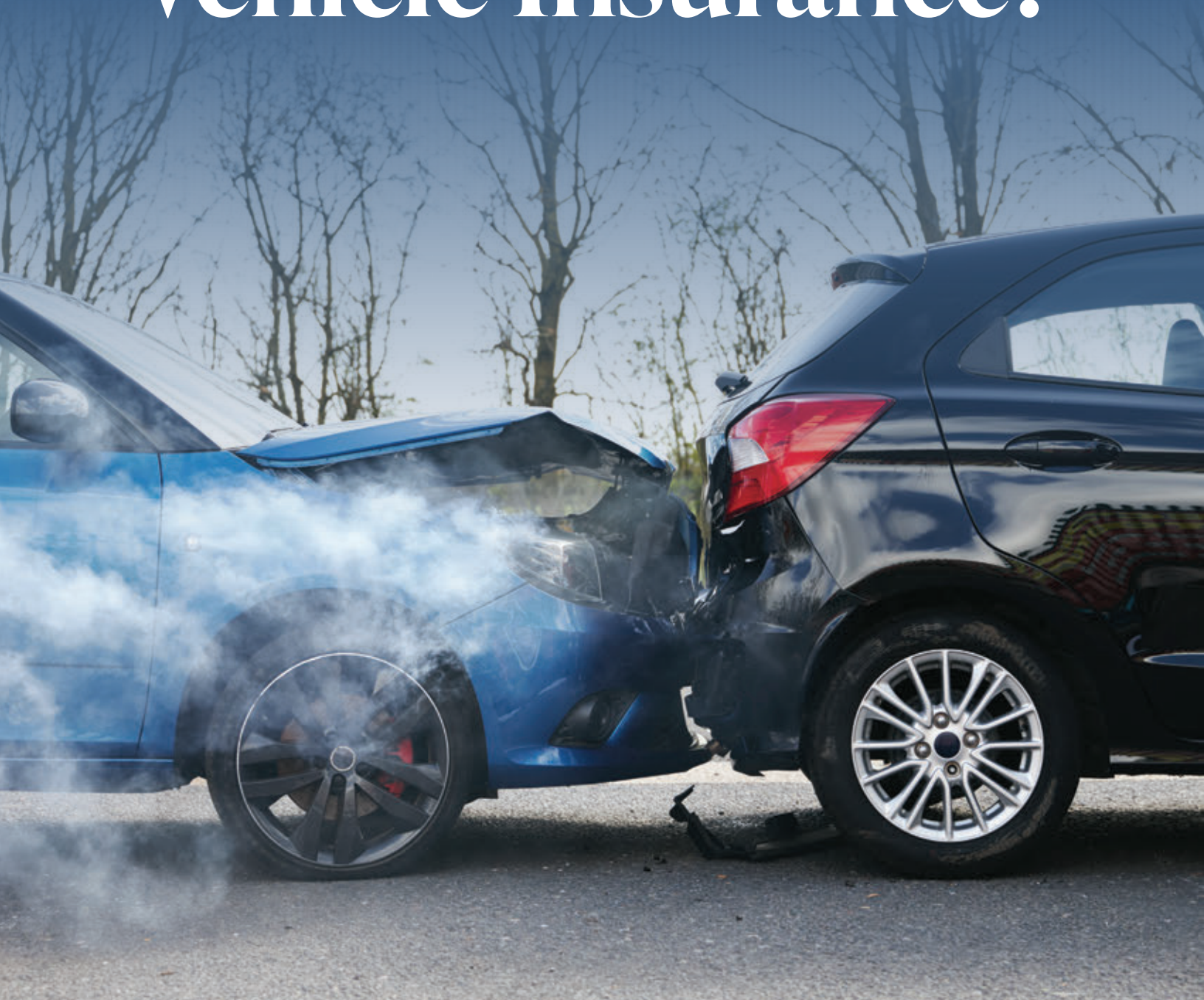
Between 80 and 90% of defensible malpractice claims are dismissed with no settlement

WHY FLORIDA IS A

No-Fault State

— WHEN IT COMES TO —

Vehicle Insurance?



FLORIDA is called a “No-Fault” state because it follows a no-fault insurance system. In this system, drivers are required to carry Personal Injury Protection (PIP) insurance, which covers their own injuries and lost wages regardless of who is at fault in the accident. This system is designed to reduce the number of lawsuits for minor accidents and ensure that individuals receive quick compensation for their injuries. Here’s how it works:

- **Coverage:** PIP is a type of car insurance that covers your own medical expenses and those of your passengers, regardless of who caused the accident. It also covers lost wages and certain other out-of-pocket expenses.
- **No-Fault Concept:** The no-fault” aspect means that, in most cases, you would turn to your own PIP insurance for initial coverage after an accident, rather than seeking compensation from the other driver’s insurance.
- **Threshold for Lawsuits:** However, Florida’s no-fault system isn’t absolute. You can sue the other driver for additional damages if your injuries meet a certain threshold, such as exceeding your PIP coverage limit or resulting in significant and permanent injuries.

Why does Florida use a No-Fault System?

Florida is unique in that it does not require drivers to carry Bodily Injury (BI) Liability insurance. Instead, it requires PIP and Property Damage Liability (PDL) coverage. The primary goals of this system are:

1. **Faster Claims Processing:** PIP aims to expedite the payment of medical bills and lost wages, as you wouldn’t need to wait for fault to be determined.
2. **Reduced Litigation:** By having PIP cover initial expenses, the hope is to decrease the number of lawsuits filed for minor accidents.

Important Considerations for Florida Drivers

1. **PIP is Mandatory:** Florida law requires **ALL** drivers to carry a **minimum of \$10,000** in PIP coverage.
2. **Additional Coverage:** Florida drivers should consider purchasing additional Bodily Injury (BI) Coverage to protect themselves from potential lawsuits.

How many states don’t require Bodily Injury (BI) Coverage?

As of May, 2024, the only states that do not require Bodily Injury coverage were Florida, New Hampshire, and Virginia, as both New Hampshire and Virginia do not require any car insurance.

* PROS AND CONS OF THE NO-FAULT SYSTEM *

PROS:



Faster Claims Processing: Since guilt doesn’t need to be determined for initial claims, medical bills and lost wages can be paid more quickly, helping the injured parties get back on their feet sooner.



Reduced Litigation: By having PIP cover initial expenses, there’s a potential decrease in the number of lawsuits filed over minor accidents, saving court resources and reducing legal fees.



Broader Coverage: PIP often covers not only medical expenses, but also other costs like lost wages and even funeral expenses, providing more comprehensive protection for policy holders.

CONS:



Limited Compensation for Serious Injuries: If your injuries exceed your PIP limits or are severe, you might not be fully compensated for your losses. You may need to sue the at-fault driver, which can be a lengthy and complex process.



Potentially Higher Premiums: Some argue that no-fault systems can lead to higher insurance premiums due to the broader coverage and faster payout of claims.



Less Accountability for At-Fault Drivers: Critics argue that the no-fault system reduces the accountability of at-fault drivers, as they might now face the full financial consequences of their actions unless a lawsuit is filed.

“At the end of the day, the no-fault system is fundamentally flawed, and is a major barrier to justice,” says GOLDLAW Founder and CEO Craig Goldenfarb. “It often leaves victims of serious accidents undercompensated as PIP benefits are capped and may not cover the full extent of their losses.”

Overall, the effectiveness of no-fault car insurance systems is a subject of ongoing debate. If you’re a Florida driver, it’s crucial to understand how the state’s no-fault system works and to explore your options for additional coverage to ensure you’re adequately protected in the event of an accident.



WHAT TO DO AFTER BEING IN A CAR ACCIDENT

According to the Florida Department of Highway Safety and Motor Vehicles, there 394,836 total car accidents in 2023, resulting in 3,419 fatalities and 252, 225 injuries. If you or a love one is in an accident

THESE ARE THE STEPS YOU NEED TO TAKE:



1. Ensure Your Safety First!

- Move to a safe location, away from traffic if possible.
- Turn on your vehicle's hazard lights.



2. Check for Injuries and Call for Medical Attention if Needed

- Immediate medical attention can prevent further complications.
- Getting checked out will also provide evidence of injury that can be used in potential claims.



3. Report the Accident to the Police

- Florida law **REQUIRES** you to report the car accident if there are injuries, fatalities, or significant property damage.
- Wait for the authorities to arrive, provide an accurate account of the incident, and decide to get a copy of the report once it is complete, as it may serve as vital evidence in any subsequent legal actions or insurance claims.



4. Exchange Information with the Other Parties

- This is **VITAL** for insurance claims and legal actions
- Be sure to obtain the following: names, addresses, phone numbers, insurance details, vehicle details, driver's license numbers from all parties involved.



5. Document the Scene and Gather Evidence

- Photographic/video evidence and witness statements can corroborate your account of the incident!
- Take photos of the following: vehicle damage, skid marks, road conditions, injuries.



6. Do NOT Admit Fault or Discuss the Accident at the Scene

- Any statements can be used against you later.
- If asked, provide **ONLY** factual details.



7. Acquire and Keep ALL Documents and Records

- These include: medical bills, vehicle repair bills, police reports, correspondence with insurance companies.



8. Notify Your Insurance Company

- Reporting the accident promptly can help in the claims process.
- Contacting your insurer does **NOT** mean your premiums will increase!
- If you are not at fault, your insurer may provide benefits/support during the claims process.

CONSULT GOLDLAW

If you have been in an accident, "**Choose the 2's,**" and call

(561) 222-2222

Why you should not handle a Personal Injury case by yourself?

A Cardiologist shouldn't do eye surgery.



A Plumber shouldn't fix your car.



Non-Personal Injury Lawyers shouldn't take on Personal Injury Cases.

REFER A CASE TO US AND EARN
25%
REFERRAL
FEE
IN WRITING

At **GOLDLAW**, we treat our referral attorneys like **GOLD**:



Great communication during the case about your referral.



You will get your 25% referral fee fast.



Free lunch with business advice from a multi-million dollar law firm CEO.



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Social Media Marketing

FOR ATTORNEYS

IN THE WORLD of personal injury law, referrals are the lifeblood of a thriving practice. Today, social media platforms have emerged as powerful tools that not only connect law firms directly with potential clients, but also significantly enhance the referral relationships between personal injury attorneys. These platforms facilitate communication, foster trust, and showcase expertise in ways that traditional networking simply can't match.

Social media's impact on referral relationships is multifaceted and should be a gamechanger. Here's how:



Strengthens Existing Connections

Platforms like LinkedIn allow attorneys to stay connected with colleagues. Regularly interacting with each other's posts, sharing relevant info, and congratulating each other on successes helps maintain top-of-mind awareness when referral opportunities arise.



Building New Relationships

Social media opens doors to connect with attorneys in different geographic locations or practice areas. By joining relevant groups, participating in discussions, and offering valuable sights, personal injury lawyers can establish relationships with potential referral sources they might never have encountered otherwise.

89%

OF LAW FIRMS ARE ON SOCIAL MEDIA



LinkedIn is the most popular platform for attorneys, with **81%** using it for professional purposes. **70%** of attorneys use Facebook.



81%



70%

71%

OF LAW FIRMS USE SOCIAL MEDIA FOR MARKETING PURPOSES.

65%

OF LAW FIRMS SPEND MORE OF THEIR MARKETING BUDGET ONLINE.

89%



of law firms believe content marketing is **"very important"** to their overall marketing strategy.

Sources: American Bar Association, Comrade Digital Marketing, FindLaw

“We’ve seen firsthand how social media can cultivate a thriving ecosystem of referrals. It’s not just about broadcasting our message; it’s about building genuine relationships with colleagues who trust us and our work.”

Mike Wells, GOLDLAW Chief Marketing Officer



Showcasing Expertise and Success

Sharing case results, information, and leadership pieces positions attorneys as experts in their field. This not only attracts clients directly, but also demonstrates value to potential referring attorneys



Building Trust and Credibility

Social media allows personal injury law firms to showcase their expertise and successes. Regularly sharing informative content, such as case studies, client testimonials, and legal advice helps build trust with the target audience.



Referrals and Networking

Social media is an excellent tool for nurturing referral relationships. By staying active on platforms like LinkedIn, firms can connect, share insights, and refer cases to one another. Engaging content and a strong online presence can significantly impact a firm’s ability to attract referrals.

“Social media allows us to stay top-of-mind with our referral network. By sharing relevant content and engaging in conversations, our attorneys are able to build trust and showcase their expertise, which ultimately benefits clients.”

Craig Goldenfarb, GOLDLAW Founder & CEO



38%

OF LEGAL CLIENTS FIND THEIR LAWYER THROUGH AN ONLINE SEARCH.



70%

OF SMARTPHONE USERS HAVE USED THEIR DEVICES TO SEEK OUT LEGAL INFORMATION



62%

OF LAW FIRMS USE VIDEO MARKETING TO GENERATE NEW BUSINESS.



84%

OF CONSUMERS SEARCHING FOR A PERSONAL INJURY LAWYER USE SOCIAL MEDIA RESEARCH.

For personal injury law firms, leveraging social media is no longer optional. It’s ESSENTIAL. It enhances visibility, builds trust, facilitates engagement, and supports referral relationships. By integrating social media into marketing and sales strategies, personal injury law firms can effectively reach and connect with their target audience, ultimately driving growth, revenues, and overall success.

Sources: American Bar Association, Comrade Digital Marketing, FindLaw

We're not just lawyers; we're newsmakers!

OUR FIRM has a knack for making headlines, and it's not just because of our legal prowess. From GOLDLAW's innovative approach to client service to our dedication to giving back to the community, we've managed to capture the attention of the media. Discover some of the accomplishments that have led to notable media appearances.

Craig Goldenfarb

GOLDLAW's Founder and CEO has accumulated numerous awards and accolades, as well as being a highly sought after speaker for legal and business conventions and seminars. Recent notable accomplishments include:

- The Palm Beach 100
- 2024 Florida Super Lawyers
- Florida Legal Awards – Distinguished Leader
- World Heart Day OpEd: Sun Sentinel



Spencer Kuvin

The firm's Chief Legal Officer, and nationally renowned expert on sexual assault and sex trafficking cases also garnered a number of recent accolades and television appearances:

- Best Lawyers in America 2025
- Acceptance into the American Board of Trial Advocates (ABOTA)
- Top 100 Civil Plaintiff Trial Lawyer in the State of Florida
- Katie Phang Show (MSNBC; release of names of Jeffrey Epstein associates).



Attorneys

A number of other GOLDLAW attorneys have received media attention for their accomplishments:

- 2024 Florida Super Lawyers: Rafael Roca, Michael Kugler, Paul McBride
- Contributions to the Daily Business Review: Tim Kenison, Jeff Kirby, Paul McBride
- Contributor to TrueCrime MTN; YouTube Channel covering high-profile national trial: Micheal Kugler
- Contributor to Interactive Community Alliance: Jorge Maxion

Super Lawyers



The Firm

Firmwide recognition has also been significant in 2024:

- Named a Top 2024 Firm in Personal Injury Litigation- Plaintiffs by Best Law Firms
- Named a 2024 Top Workplace by the Sun Sentinel



And there's no question we'll see more throughout the remainder of 2024 and as we move into 2025!

7 Big Reasons To Refer Us Personal Injury Cases

*In order to
receive your*

25%
Referral Fee!



1. You will sign our contract with the client, which secures your 25% referral fee.



2. If we can't sign the client up via an electronic signature, then we will send a New Client Specialist to the client's home or your office during business hours, nights, or even on weekends.



3. You will be impressed by the detail, efficiency, and professionalism with which the case is handled by our experienced staff and skilled attorneys.



4. You will be regularly informed of the status of your referral throughout the entire case. No need to contact us.



5. You will receive a copy of our demand letter to the insurance company when it is sent.



6. You will sign the settlement statement, which shows you exactly what the case settled for. You'll be thrilled with our results.



7. You will receive your referral check immediately after a settlement statement is signed (we will even hand-deliver it to your local office, if you wish).



TO REFER A CASE:

Email IntakeLead@800GOLDLAW.COM
or call us 24/7 at (561) 222-2222.

GOLDLAW

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West Palm Beach, FL 33409

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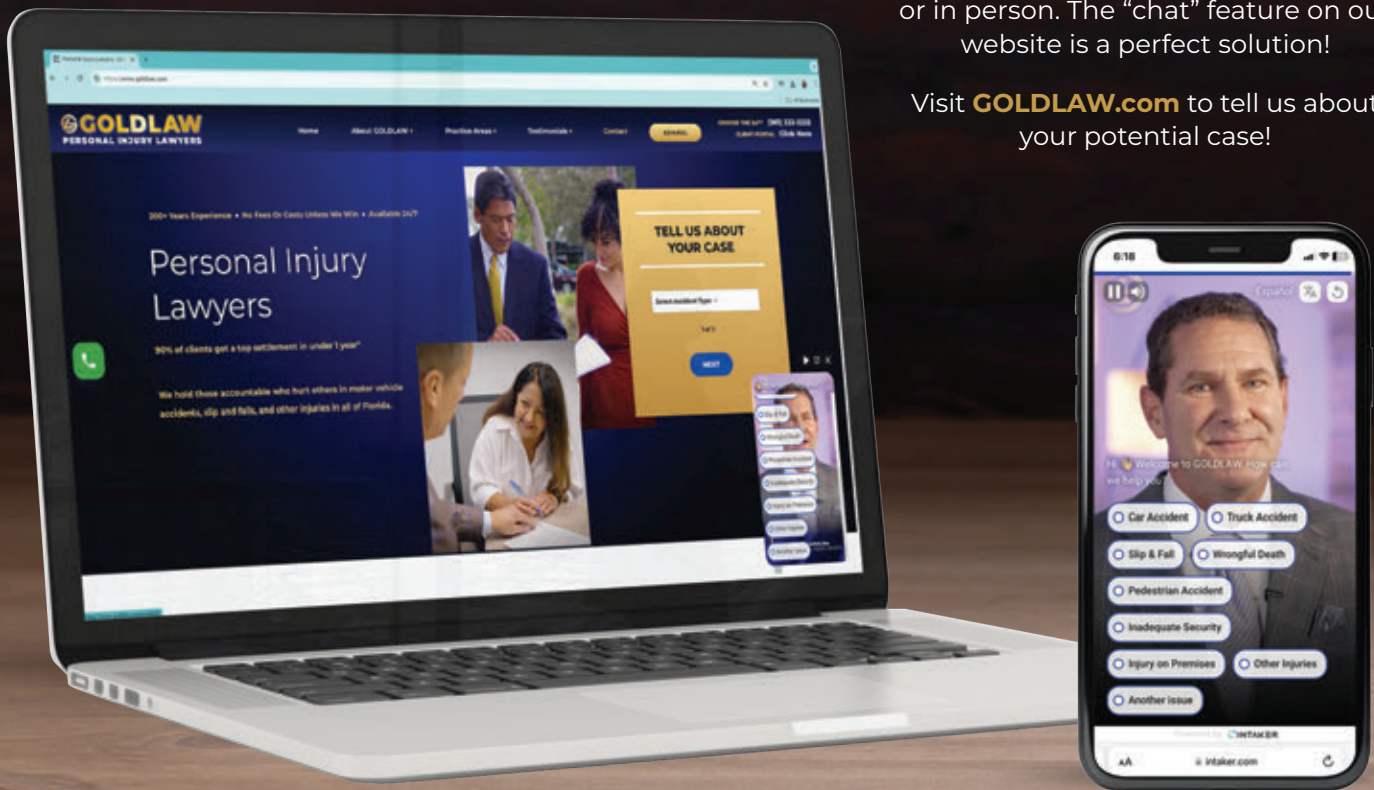
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Port St. Lucie, FL 34986

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CHAT ON OUR WEBSITE!

There are many ways to get in contact with us. However, there are times that you might want to inquire about our services quickly, before speaking to someone over the phone or in person. The “chat” feature on our website is a perfect solution!

Visit **GOLDLAW.com** to tell us about your potential case!



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754.222.2222 | 954.222.2222


Client Relations Manager

Jennifer Fisher
E: jfisher@800GOLDLAW.com
P: 561.408.9620

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