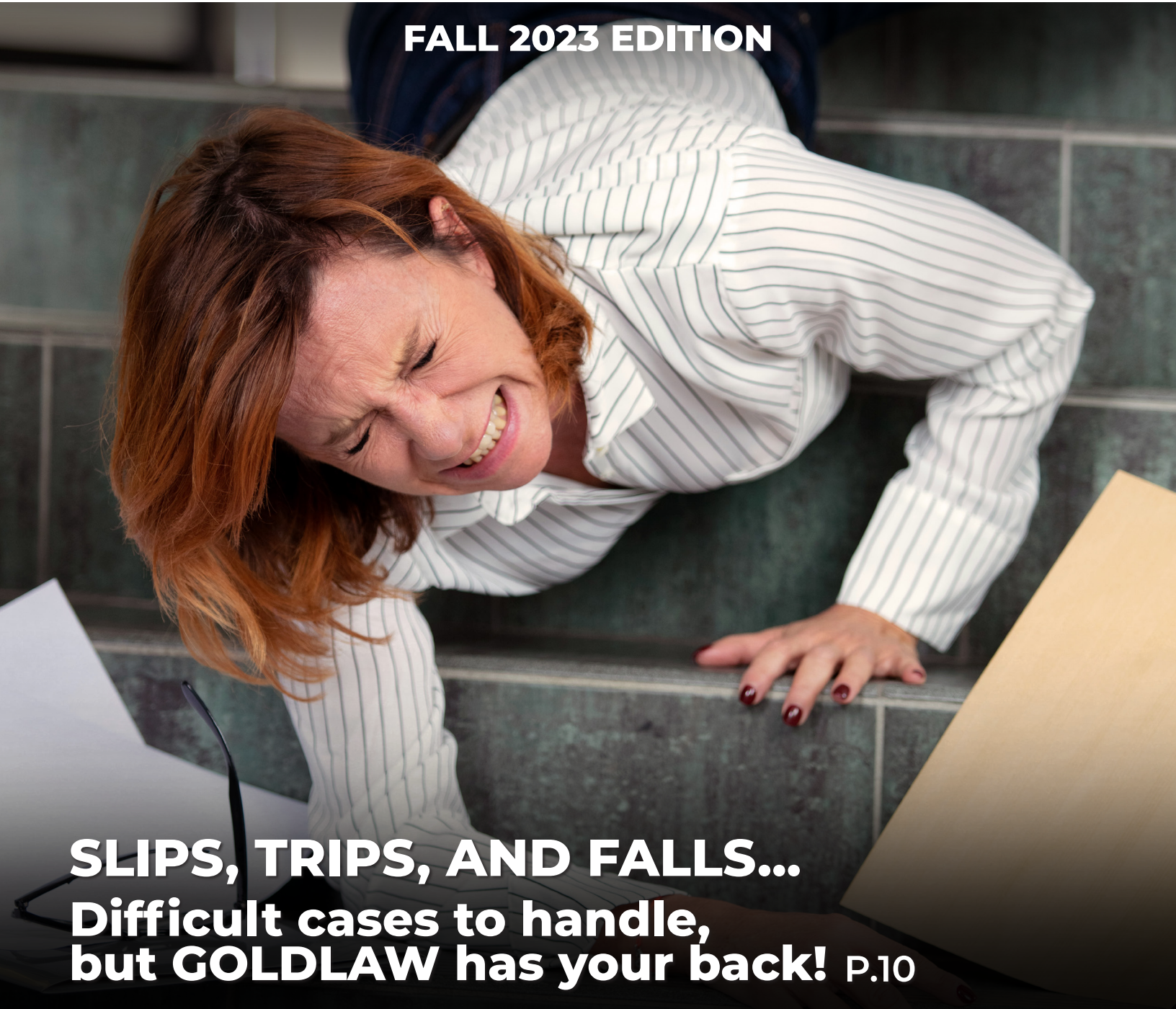


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# THE **GOLDLAW**<sup>®</sup> REPORT

**FALL 2023 EDITION**



**SLIPS, TRIPS, AND FALLS...**  
**Difficult cases to handle,**  
**but GOLDLAW has your back! P.10**

**Slip, Trip and Fall Cases : \$2,067,408 Verdict!**  
Facts and Figures P. 12 : How it all came together for client Richard Hixson,  
: Thanks to GOLDLAW P. 16

## OUR MISSION

# WE HOLD ACCOUNTABLE THOSE WHO HURT OTHERS.®

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



CEO & Founder  
Craig Goldenfarb, Esq.

## OUR CORE VALUES

### **The Gold Standard**

We strive for excellence in everything we do. We have the 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.

### **Integrity**

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

### **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.

### **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.

### **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.

FOR A FREE CONSULTATION CALL  
**561.222.2222**

**GOLDLAW**  
PERSONAL INJURY LAWYERS



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# A LETTER FROM CRAIG

## ***GOLDLAW continues to fight for the Rights of Victims, despite New Legal Limitations***

**Since Florida Governor Ron DeSantis signed a new law that robbed Florida citizens of their rights in early 2023, Floridians who are injured in slip and fall accidents due to the negligence of a property owner have run into a major obstacle: finding a personal injury lawyer who will take their case.**

Once a focus of many personal injury firms, some law firms have made the choice not to represent victims of slip and fall incidents due to the restrictions this new law has presented. Because the Florida legislature decided to bail out “Big Insurance” to ensure their continued profitability, the increased burden of proof now required by the law to prove that a property owner is negligent in slip and fall cases has become overwhelming for the Plaintiff, making it much more difficult to obtain a reasonable settlement or verdict.

### **Slip and Falls Cause Significant Injuries**

Don't be fooled when people tell you slip and falls don't result in serious injuries. Falls are common and costly, especially among Americans over the age of 65. One out of four older adults will fall each year in the U.S., making falls a major health concern.

Here are some other facts about older adult falls:

- About 36 million falls are reported among older adults each year, resulting in 32,000+ deaths.

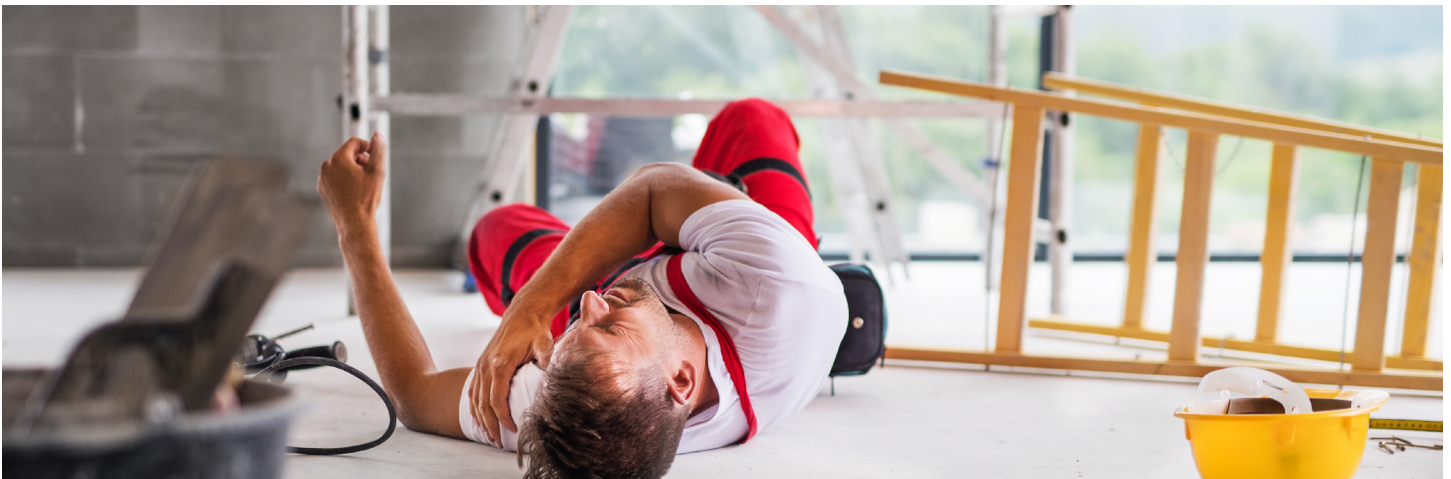
- Each year, almost 3 million adults are treated in emergency rooms for a fall injury.
- One out of every five falls causes a significant injury, such as a broken bone or head injury.
- Over 800,000 patients a year are hospitalized, most due to a head injury or fractured hip.
- Falls are the most common cause of traumatic brain injuries (TBI).

### **What Makes Slip and Fall Cases Difficult to Pursue in Florida?**

#### **1. Changes to Comparative Negligence Laws:**

Florida's adoption of a new, stricter threshold to hold companies responsible for their customers' safety has significantly impacted slip and fall cases. Now, if the insurance company convinces a jury that the victim is more than 50% at fault, the victim gets none of his or her medical bills paid, and receives nothing for a lifetime of pain and suffering. Prior to this new law, the threshold was different. For example, even if a victim was found to be 70% at fault, they could still get 30% of the damages awarded by a jury. No longer. Insurance companies win; victims lose.

**2. Statute of Limitations Cut in Half:** Prior to the enactment of the new law, victims had four years to file a lawsuit. Now that deadline is two years.





**CRAIG M. GOLDENFARB, ESQ.**  
Founder/CEO

Duke University  
Bachelor of Arts - 1992

University of Florida  
Doctorate of Jurisprudence - 1995



Why is this significant? In many cases, a victim has not healed from their injuries and is still undergoing treatment. This is a huge detriment to the injured party and their attorneys because it forces them to prepare a lawsuit prematurely, as the overall extent of the victim's injuries, and the effect that the fall may have on them in the future has yet to be determined.

**GOLDLAW Will Continue to Help Slip and Fall Victims**

Slip and fall accidents often result in horrific injuries, especially for the elderly population. Often, victims and their families are hesitant to file civil claims, because they are intimidated by the legal process and due to the stigma a slip and fall carries.

Most slip and falls, and the injuries that result, are not the fault of the victim. GOLDLAW knows this, and we want our clients to realize this as well. Our expert attorneys have a long track record of representing slip and fall victims successfully, and securing settlements or jury verdicts that provide someone who has been injured due to another's negligence obtain the compensation they deserve.

There is no question that obstacles posed by this new law are significant. But for slip and fall victims, and others who have suffered injuries due to the negligence of a third party, GOLDLAW is here for you. We understand the law, we sympathize with your pain, and it is our mission to hold accountable those stores and property owners who hurt others for not ensuring the safety of their customers.

  
**Craig M. Goldenfarb, Esq.**  
Founder/CEO

**New legislation enacted in 2023 has resulted in monumental shifts in the recovery of damages for Floridians**



Here are some of the factors that have provided less protections for victims of negligence, while protecting the interests of property owners and insurance companies:



**Statute of Limitations Cut in Half**

- From 4 years to 2 years.
- Florida joins 44 other states that currently have negligence statutes of less than 4 years.
- This is a detriment to victims because in cases of severe injury, two years is often not enough time to completely heal and understand the full scope of harm caused by the negligent party.

**Change to "Modified Comparative Negligence"**



- Under the new law, if the insurance company convinces a jury that the victim is more than 50% at fault, the victim gets NONE of their medical bills paid, and receives nothing for a lifetime of pain and suffering.
- Under the prior law, the threshold was different.
- Even if a victim was found to be 70% at fault, they could still receive 30% of the damages awarded by a jury.



**Limitations on who can be held Accountable**

- Previously, if the victim had been hurt due to a property owner's negligence, the property owner could be held accountable for those damages.
- The new law drastically reduces the instances in which a property owner could be held liable, and the amount of damages they will be required to pay.



Jessica De Leon

## TRIO OF EMPLOYEES CELEBRATE 10 YEARS AT GOLDLAW!

Three GOLDLAW employees were recognized at the firm's Quarterly Meeting for a decade of service at our law firm. Case Manager Diana Ramirez, Litigation Manager Jessica DeLeon, and Chief Legal Officer Spencer Kuvin, Esq., were all applauded for



Diana Ramirez



Spencer Kuvin

their continued hard work and commitment to the firm. "I can't say enough about Diana, Jessica, and Spencer," said GOLDLAW Founder Craig Goldenfarb. "In addition to being company leaders, they are all leaders within the community. They embody everything GOLDLAW stands for, and I couldn't be prouder of what they've all accomplished."



Intake Specialist  
Abraham Morales  
Guatemala

Intake Specialist  
Laura Rodriguez  
Dominican Republic

## HISPANIC HERITAGE MONTH

GOLDLAW was proud to support National Hispanic Heritage Month, which took place from September 15 to October 15. To celebrate, GOLDLAW sponsored a Gift Card Giveaway, which featured \$50 prizes from Amazon, Supermercados El Bodegon, Tapatia Supermarket, and Presidente Supermarket for the lucky winners. It was a great month-long event, and the firm is looking forward to recognizing our friends in the Hispanic community again next year!





## SILVER SLUGGERS

April – September, 2023



GOLDLAW was once again a major sponsor of the Silver Sluggers program at Roger Dean Chevrolet Stadium in Jupiter, Fla. A “club” for baseball fans 55 years of age and over, the more than 800 members in 2023 received a ton of value and “Swag,” including: a FREE ticket to all Wednesday Games (21 total), complimentary snacks, and a 10% discount at the Team Store. “The support of the Silver sluggers was phenomenal,” said GOLDLAW Client Relations Manager Jennifer Fisher. “They love baseball, appreciate the gift items we provide, and add so much to the event atmosphere. They make Wednesdays ‘Fundays’ at Roger Dean Chevrolet Stadium.

## CHRISTIAN FM 5<sup>TH</sup> ANNUAL BACK-TO-SCHOOL EXPO

August 5, 2023



“The event was a great way for kids and their families in the Port St. Lucie community to prepare for the upcoming school year,” said GOLDLAW Client Relations Manager Jennifer Fisher. More than 2,000 people attended the expo that was sponsored by GOLDLAW for the 2nd consecutive year. The firm provided “swag” for everyone, and one lucky family went home with a brand new Kindle! Eight members of the GOLDLAW team attended to interact with expo attendees, and Employee Experience Coordinator Gerald Arroyo could not have been happier. “GOLDLAW has an awesome team with a phenomenal work ethic,” said Arroyo. “This was just another example of how our employees support the community.”

## WORLD HEART DAY

September 29, 2023



GOLDLAW Founder and CEO Craig Goldenfarb is a huge supporter of World Heart Day, as evidenced by his charity, “Heart of the Game,” (heartgame.org) which provides free Automated External Defibrillators (AEDs) to sporting venues and organizations that focus on youth sports. Craig’s passion for this cause resulted in his being asked to contribute an Op-Ed, - “Let’s Be the Heartbeat of Change” – for the South Florida Sun-Sentinel. “There is no exercise better for the heart than reaching down and lifting people up. We are blessed to be able to provide the equipment and training to help our youth stay healthy and active.”

# REVIEWS FROM HAPPY CLIENTS



*Share your experience with the GOLDLAW team! Let others know that you had a great experience with our law firm by leaving us an online review.*

**Here's how: You must have a Gmail account to post a Google review. To open an account, visit [www.gmail.com](http://www.gmail.com), and follow the instructions. Once you create your account, it's easy!**

## From Your Browser

1. Log into your Gmail account, and search Google.com for the business you want to review (in this case, GOLDLAW).
2. Find the reviews area, (next to the star rating in the search results, or under the business name in the sidebar in Google search). Click on the blue font that says "WRITE A REVIEW."
3. Click on the number of stars you want to leave for GOLDLAW, then write about your experience. Click "POST" when you are done.

## From the Google Maps App

1. In the Google maps app on your phone, search for GOLDLAW.
2. Google Maps will return search result with a map that includes a banner at the bottom about GOLDLAW. Click that banner.
3. Scroll down in the window that pops up until you get to the Reviews section. You will see our law firm's profile picture. Click on the number of stars you want to leave for GOLDLAW, then write about your experience.
4. Click "POST" to leave the review.

### JENNIFER WILBON

July 12, 2023



It was a pleasure to have GOLDLAW work on my case. They were very caring, understanding, and gave precise details. Attorney Paul McBride is awesome, and always responded in a prompt and timely manner regarding any questions or concerns I had. If you are looking for a great firm to assist you, and go above and beyond to fight for you when you have been in an accident, GOLDLAW has the perfect team!

### JONATHAN MELTZ

August 7, 2023



I had an excellent experience with the GOLDLAW team, particularly attorneys Don Vollender and Mike Wasserman. They are extremely good at what they do, and proved to be highly effective. Always quick to answer questions, they guided me through a tough situation, and answered all of my questions. They had my full trust and were able to negotiate a fantastic settlement in a short amount of time. I highly recommend GOLDLAW!

### JOHN ZEHR

August 14, 2023



The GOLDLAW team of Attorney Jorge Maxion, Paralegal Sally Maroto, and Alex and Katrina were wonderful to work with. They explained the process up front and kept me well informed the entire time. Being from out of state, I was unsure what to expect. The team worked closely with me and was very responsive. I would highly recommend GOLDLAW if you need an accident firm to represent you. Thanks you ladies and gentlemen!

### KAREN RUISE

August 17, 2023



When you need an attorney that truly cares, GOLDLAW is the firm to call. My attorney, Paul Shalhoub, is outstanding!!!! He is so pleasant to talk to, always smiling and on point when it came to my case. He will fight for you until he feels the outcome is what you deserve. What a wonderful experience. At GOLDLAW, you are treated like family!! Thank you, Paul, and the entire team. Outstanding!!!!



## Employee Spotlight

# JENNIFER FISHER

*The firm's Client Relations Manager plays a crucial role as the liaison between victims of negligence and their GOLDLAW legal team.*

## How long have you been at GOLDLAW, and what positions have you held?

I've been at GOLDLAW since 2016. I started as a Litigation Secretary, became a Case Manager, and moved into my present position in 2021.

## Tell us about your position...

The Client Relations Manager is directly involved in all aspects of giving clients the best possible experience with GOLDLAW from the moment they sign the contract. I keep in communication with them, provide updates about the progress of their case, answer questions, and facilitate resolutions in a timely manner.

## What do you enjoy most about your job and working at GOLDLAW?

I truly enjoy establishing and maintaining relationships! Communication is vital, considering the situations each client is dealing with. I take a lot of pride in helping put our clients at ease and assuring them that their GOLDLAW experience will be top-notch. What I love most about working at GOLDLAW is interacting with all 75 members of the staff. It's a great atmosphere, and the support we get from each other is phenomenal.

## Talk about any changes in client care that may be coming to GOLDLAW.

We have some big changes coming down the road! We're creating new gift packages to send to clients throughout their case, developing a "company store," and brainstorming annual client appreciation events. 2024 will be a big year for GOLDLAW clients!



## ALL ABOUT JENN



Happily married to her husband for 20 years.



Has a 12-year-old white English Bulldog named Henry.



Originally from the Jersey Shore.



Big fan of the Netflix series "Peaky Blinders."



Loves to travel, especially to places with palm trees.



Loves watching historical documentaries.



An enthusiastic "foodie" who enjoys Cuban cuisine.



Spends her downtime watching football and baseball with her husband.



# PAINFUL TRUTHS ABOUT SLIPS, TRIPS, AND FALLS

**Slip and fall accidents may seem innocuous at first, but they account for a significant portion of personal injury cases in Florida. These accidents can be more serious than they initially appear, especially when considering the age and health of the individual involved.**

According to the National Floor Safety Institute (NFSI), slip and fall accidents account for about 13% of the 8 million injuries and deaths that occur in the United States each year. In addition, these accidents are the primary cause of occupational injuries among older adults over the age of 55. The elderly also suffer significantly more slip and fall injuries as compared to the rest of the population. In 2022, 1.5 million adults over the age of 65 were treated in hospital emergency rooms for injuries resulting from slip and falls.

## **Slips, Trips, & Falls: Common Causes & Injuries**

Various factors can cause slip and fall incidents. According to the Centers for Disease Control (CDC), these are the top common causes: spills, ice/snow/rain, loose floorboards/mats/rugs, stepladders, poor lighting, clutter/debris on walkways. As far as injuries are concerned, the CDC lists these as the most common:

- Bruises and cuts
- Bone fractures (especially hips in older adults)
- Internal organ/soft tissue injuries

- Back/spinal cord injuries
- Traumatic brain injuries (TBI)

Another major concern with slip and falls is the severity of the injuries that result. Studies by the CDC show that one out of five falls causes serious injury such as broken bones or a head injury. Further, each year 3 million people over the age of 65 are treated in emergency rooms for fall injuries, and 800,000 patients are hospitalized because of a fall. Falls are also the most common cause of traumatic brain injuries for people of all ages. For individuals over the age of 85, falls are the leading cause of injury-related death.

“The data shows that no fall should be taken lightly,” said GOLDLAW Litigation Attorney Jeff Kirby, an expert in slip and fall law. “The elderly and their families really suffer. Half of all fall victims over 65 who are hospitalized due to a hip fracture are unable to return home without outside help after the injury. This hurts the individual’s independence, and places undue burdens on family, with respect to the cost and time that will be necessary to care for the injured victim.”

## **Property Owners Owe a Duty of Care to Visitors**

In Florida, a person or entity that are in possession and control of a property owes “invitees” (visitors, but not including trespassers) to the property



duties to maintain the premises in a reasonably safe condition. Property owners are required to correct dangerous conditions that they knew or reasonably should have known existed, and to warn about dangerous conditions they are aware of, but that the invitee/visitor is not aware of.

### Proving a Premises Liability Claim

If a victim suffers an injury from a slip and fall, the premises liability claim is based on proving negligence. To successfully pursue a claim in Florida, the injured party and their lawyer generally must prove the following:

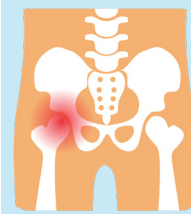
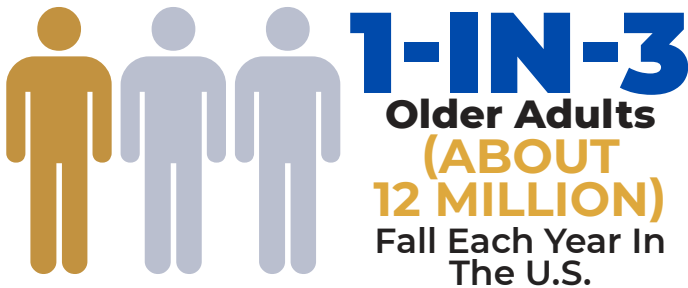
- The property owner owed a care of duty to the injured party.
- The property owner breached this duty by failing to maintain the property or warn of potential danger.

- The breach caused the injury.
- The injury resulted in damages (i.e., medical expenses and/or lost wages).

### Open and Obvious Doctrine Defense

In many slip and fall cases, the defense may rely on the “open and obvious” doctrine. This asserts that if a dangerous condition was readily apparent to a reasonable person, then the property owner should not be held liable for injuries resulting from the condition, because the victim should have recognized and avoided the hazard. However, although “open and obvious” can be a strong defense, it is by no means insurmountable. “When a property owner alleges the condition was “open and obvious” to avoid liability, the defense only negates their duty to warn of the condition,” said Kirby. “It is not a defense that, even if proven, is fatal to the case. Not by a longshot.”

## SENIOR FALL STATS



**Half of all people over age 65 hospitalized for a hip fracture cannot live independently after the fracture.**

Direct medical costs for falls are approximately

**\$50B**

annually in the U.S. And the figure is projected to rise to \$101B by 2030!



**One of every  
3 PEOPLE**  
over the age of 65



**will experience a fall.  
Half are “repeat” fallers.**

For Those Age **65-84** Falls Are The **2nd Leading Cause Of Injury-Related Death**

For those over 85, falls are the leading cause of injury-related death.

Falls are responsible for the

deaths Of **38,000** people

over the age of 65 each year in the U.S.

Falls account for

**87%**

of all fractures among people over age 65.

Sources: Centers For Disease Control (CDC), National Center for Biotechnology Information (NCBI), The National Institutes for Health (NIH)

# SLIPS, TRIPS, AND FALLS FACTS

## GENERAL FALL STATS



Falls Account For Over **8M** Hospital ER visits



Women are **3x** more likely than men to be hospitalized for a fall.

Over 800,000 patients/year are hospitalized because of falls.

Half of all accidental deaths in the home are caused by a fall.

Estimated that the cost of medical treatment for falls on an annual basis will be

**\$101B**  
by 2030.

Sources: National Floor Safety Institute, CDC National Safety Council, CDC American Journal of Lifestyle Medicine

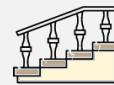
## TOP CAUSES OF FALLS



**SPILLS**

(of beverages, food items)

**ICE  
SNOW  
RAIN**



**HOME  
HAZARDS**

(broken/uneven steps and stairs;  
loose mats and rugs)



**VISION  
PROBLEMS**

**POOR  
LIGHTING**



**OBSTRUCTIONS  
IN WALKWAYS**

Sources: CDC, American Academy of Family Physicians



## MOST COMMON INJURIES



### BRUISES & CUTS



### BONE FRACTURES

(Especially hips in older adults.)



### BACK & SPINAL CORD INJURIES



### INTERNAL ORGAN/ SOFT TISSUE INJURIES



### TRAUMATIC BRAIN INJURIES (TBI)

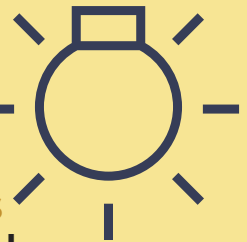
Sources: CDC, American Interventional Pain Institute

## HOW TO PREVENT FALLS



Talk To Your  
**DOCTOR**  
About  
Medication  
Side Effects.

Make home  
**SAFER**  
by adding  
installing grab bars  
in the bathroom and  
plenty of light.



Do strength  
and balance  
exercises

**STAND UP  
SLOWLY  
TO AVOID  
DIZZINESS**



Get vision  
and hearing  
checked  
regularly



Use a  
cane or  
walker  
for more  
stability

Sources: NIH – National Institute on Aging

Featured Attorney

# SPENCER KUVIN

*"Spencer's leap to GOLDLAW during his illustrious career was a game-changer. His tenacious ability over the last decade to handle his own cases, and lead diverse teams has been a cornerstone of our success. On a personal note, he's more than a colleague; he's the brother I never had. Our shared zeal for law and life binds us, and I look forward to every moment of our continued journey together."*

Craig Goldenfarb, Esq.  
CEO & Founder



In over 30 years standing tall against the odds, Kuvin's advocacy has shone brightly. As GOLDLAW's Chief Legal Officer, his adept handling of significant personal injury cases, especially those involving wrongful death and nursing home abuse, is nothing short of remarkable. His successes in representing victims in the Jeffrey Epstein and Bill Cosby sexual assault cases have received worldwide attention.

Spencer's commitment doesn't just stem from his expertise, but a deep-rooted family legacy of human rights lawyers, including the renowned Lawrence P. Kuvin, his father. His achievements, from being a Board Certified® Civil Trial Lawyer to an "AV Preeminent" rating by Martindale Hubbell, underline his brilliance and ethical approach. Spencer's leadership roles in the Palm Beach County and Florida Justice Associations further showcase his dedication to protecting the rights of Florida's citizens. When it comes to representing those who have suffered due to the negligence of others, Spencer Kuvin's name has become synonymous with justice, especially for victims of sexual assault.

## ABOUT SPENCER



Graduated from FSU and St. Thomas University School of Law, where he served on the Law Review as Associate Editor.



Widely regarded as an expert in sexual assault litigation.



Has three brothers, all who are attorneys in Florida.



Hobbies include cooking, traveling, sailing, and scuba diving.



Is also a musician who plays piano, guitar, and most brass instruments.



Considers himself a "foodie."



Favorite movies are "The Usual Suspects," and the "Godfather" Series.



Is a big fan of '80s/'90s hard rock and metal.



Would love to go to space one day.



# GOLDLAW 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.

## Entrepreneurship: Craig Opens his own Firm

After a decade 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.



2002

## 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.

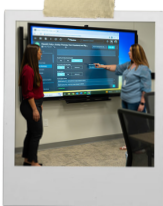


2007

2012

## Operations: Building a Successful Culture

An entrepreneur at heart, Craig realized 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 growth, thanks to generating greater client satisfaction, and a work atmosphere that focused on engagement and employee happiness.



## 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 in 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 Law Offices of Craig Goldenfarb. This move up the east coast of Florida resulted in increased visibility for a firm focused on becoming a leader in South Florida.

2020



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 new website, new logos, and a new phone number. The "Choose the 2s - choose GOLDLAW!" – 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!





It's been a long, hard road to obtain justice for Richard Hixson, but it all came together on March 20, 2023. Almost four years after being severely injured in a car accident where he was rear-ended, the 29-year Navy veteran was awarded \$2,067,408 by a Palm Beach County jury, due in large part to the efforts of GOLDLAW Board Certified® litigation attorneys Rafael Roca and Spencer Kuvín.

***"Just unbelievable," said Hixson. "The last four years were nothing other than a heavyweight battle. I would not have been able to go the distance without GOLDLAW and these two outstanding lawyers."***

Severely injured after his vehicle was rear-ended by an inattentive driver, it took the case three years to get to trial after numerous attempts to settle were rebuffed by the defendant. Once the case did reach the court system, it took three trials to finally get a verdict. The first trial in June 2022 was

declared a mistrial, and the second in October 2022 was postponed due to the Defendant having to attend to a family issue. Thankfully, the third time was the charm for Richard Hixson and his family.

***"We are so pleased that we were able to obtain the justice that Richard and the Hixson family deserved," said Rafael Roca. "Despite the seemingly never-ending challenges we were faced with, Richard never faltered. He overcame unbelievable hardships because of the injuries he suffered but, was still willing to see a tough case through until the end. It was great to see the jury rule in his favor."***

***"I'm so relieved about everything," said Hixson with a smile. "The verdict definitely hasn't sunk in yet, but I'm extremely happy with the outcome. What GOLDLAW did for me and my family is simply phenomenal. I am forever grateful."***





**7 FIGURE ATTORNEY SUMMIT**

*"Craig and his team have built the law firm that other attorneys only dream of. At the Summit, you will learn how to design a world-class law firm with systems to make your practice hum. I highly recommend it!"*

**John Martin**  
Hacking Law Practice, St. Louis, MO

# WHAT IS THE 7 FIGURE ATTORNEY SUMMIT?

*"For all aspiring CEOs, I'll provide tips that will help you discover your inner leader, how to build a team that lasts, strategies to create a brand that stands out from the competition, methods to invest for the long haul, and proven ways to improve your work-life balance."*

**Craig M. Goldenfarb, Esq.**  
GOLDLAW Founder & CEO

Craig Goldenfarb created the "7 Figure Attorney Summit" with one main goal: to help attorney CEOs organize and run their law firms like businesses. Unfortunately, most lawyers don't realize that building a successful and profitable business requires a vastly different skill set than what is needed to be a good lawyer. At the end of the day, nobody cares what a "smart lawyer" you may be. To build and manage a well-run legal practice, a business structure with measurable goals must be put into place.

### What is a 7 Figure Attorney?

- Spends AT LEAST ½ their time working on growing and running a firm.
- Understands hiring the right people and creating the right culture are critical to a stable and profitable practice.
- Operates a law firm with defined, repeatable processes that provide stability and structure.
- Creates measurable and achievable goals for all team members.

### How to Run a Successful Law Firm?

- 1st step – have the mindset of wanting to learn.
- Hire the right people.
- Cultivate a healthy work culture.

### What will Attendees Learn?

- How to develop a business mindset.
- How to create a memorable brand.
- How to generate leads and market their services.
- How to build a high-performing team.
- How to manage finances and maintain profitability.

### 2024 7 Figure Attorney Summit

April 11, 2024

Hyatt Regency Hotel  
Boston, MA

Scan the barcode for more information and to register!





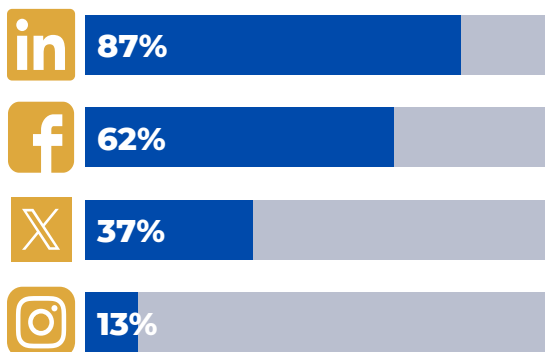


# GOLDLAW SOCIAL MEDIA

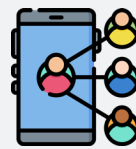
Law firms, - especially personal injury law firms – have embraced social media to market their services and communicate to existing and new audiences. GOLDLAW is no exception, and has made it a priority to establish itself as a leader in creating cutting-edge strategies that separate the firm from its competition. GOLDLAW is using it's social media platforms to do the following:

- Boost Brand Awareness
- Engage New and Existing Followers
- Attract New Clients
- Educate the Community

According to the 2022 American Bar Association Legal Technology Survey Report, these are the most popular social media platforms among lawyers:



## The ABA survey revealed the following:



**75% of personal injury firms** said that social media has been effective in helping generate leads.



**69% of personal injury lawyers** reported using social media for professional purposes on a daily or weekly basis, compared to **58% of all other lawyers.**

## A 2021 survey by software company Clio revealed the following:



**72% of potential clients** said they would be more likely to hire a lawyer who had a strong social media presence.



**62% of personal injury law clients** said they chose their attorney based on their social media presence.



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@GoldlawAbogados



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# The Best "Thank You" You Can Give Us Is A Referral

We sincerely thank you for the trust you have put in us handle your personal injury case. We would be honored if you would extend that trust by referring your friends and family to GOLDLAW.

Although we are a personal injury firm, we know some of the best lawyers in many areas of the law. Call us for help with any legal matter – we are your "Lawyers for Life!"



## **Auto, Motorcycle and Truck Accidents**



## **Slips, Trips and Falls**



## **Nursing Home Abuse and Neglect**



## **Medical and Legal Malpractice**

Our other Personal Injury practice areas include Wrongful Death, Product Liability, Fatal Heart Attacks in Public Places/AED Liability, Aviation Accidents and Drownings. See our website at [www.GOLDLAW.com](http://www.GOLDLAW.com) for a complete list of our practice areas.

## **TO REFER A CASE**

Email [IntakeLead@800GOLDLAW.com](mailto:IntakeLead@800GOLDLAW.com) or call us 24/7 at (561) 222-2222.

Connect with us @800GOLDLAW



## 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!

## CONNECT

### New Case Consultation

Call Our Legal Intake Department

P: 561.222.2222 | 772.222.2222

754.222.2222 | 954.222.2222

### Client Relations Manager

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*The Best Lawyers in America®*

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- TikTok | @800goldlaw | @abogadosgoldlaw
- X (Formerly Twitter) | @800goldlaw
- YouTube | @800goldlaw
- LinkedIn | @800goldlaw

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# GOLDLAW

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